



Cooperative Education Report:  
**Sales and Marketing Intern at Integrated Mobility Solution (IMS Samsung)**

Written by  
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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**  
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We have approved this cooperative education report as a partial fulfillment of the cooperative education program Academic Year 2019-2022.

Oral Presentation Committees



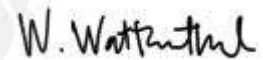
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### **Abstract**

This cooperative report, entitled "Sales and Marketing Intern at Integrated Mobility Solution," has the goals to study about the operation of the company in the sales and marketing department. This cooperative education report contains the working experience of different tasks carried out as an executive intern. The objectives of the study include: (1) maintaining relationships with clients by providing them with high-quality services and support. (2) Provide insights and recommendations for organizations looking to adopt or improve their use of HR technology. (3) Identify areas for improvement in the marketing strategy offered by the company, based on feedback from clients and end-users. As an intern, I maintained client relationships through high-quality services and support. Collaborated with sales and marketing teams to identify new business opportunities for the company. Growth, and created organized and informative documents. During this cooperative education program I have gained valuable learning experience by having the opportunity to take on a range of responsibilities and develop important skills. Working intensively for the organization, I have developed a strong sense of responsibility and learned how to work effectively in a professional setting. This practical cooperative education program also helped me learn how to make data-driven decisions and how to adapt to changing market conditions.

**Keywords:** client servicing, supporting business development initiatives, designing reports.

## **Acknowledgement**

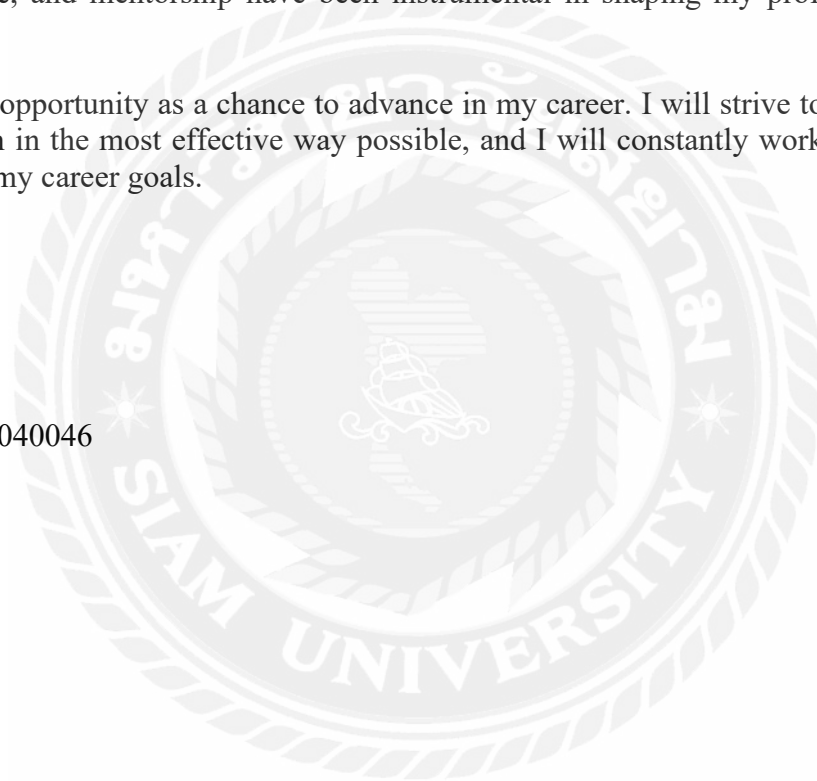
I would like to express my gratitude towards KCM and Siam University for providing an opportunity to understand the corporate world and gain valuable experience through the compulsory internship program. The experience has helped with professional growth and will be beneficial in the future.

I would like to thank my supervisor, Mr. Saroj Khadka, for giving me the opportunity to work with integrated mobility solutions (IMS) as an intern and gain valuable experience in the field. Their support, guidance, and mentorship have been instrumental in shaping my professional growth and development.

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

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# Chapter 1: Introduction

## 1.1 Company Profile



IMS - SAMSUNG

Nepal needed to advance monetarily and technologically, which is why International Marketing Services, now known as Integrated Mobility Solutions Pvt. Ltd., was founded in 1993. Since 2001, IMS has served as the official national dealer for Samsung mobile phones and accessories. IMS was the first business in Nepal to formally import mobile phones.

IMS has consistently contributed novel innovations to the development of Nepal. IMS has been a market leader in the mobile phone sector for many years, offering Samsung mobile phones and accessories through 22 distributors and numerous retail locations throughout Nepal. IMS has a competitive advantage in the Nepali market thanks to its emphasis on offering top-notch services, high-quality goods, and affordable rates. It provides the necessary network, personnel resources, and ideas for Samsung mobile devices. whereas Samsung has ideas for succeeding in the market in Nepal despite fierce competition from other international companies. IMS is also Samsung's national distributor in Nepal for consumer goods such as Samsung smartphones, tablets, accessories, and monitors.

Short description of Samsung smartphones, tablets, accessories, and monitors

### **Samsung**

### **Smartphones**

In the Nepali market, Samsung smartphones are the most widely used Android-based smartphones. The official national distributor for Samsung smartphones is IMS Group. It provides middle-range and high-end phones for its Nepali customers.

### **Samsung**

### **Tablets**

Samsung manufactures more than just smartphones. Tablets are available in addition to Samsung phones. IMS Group distributes Samsung tablets across the country. Samsung has a reasonably diverse tablet lineup, making it one of the best and most affordable tablet providers on the market. IMS, on the other hand, offers the Samsung Galaxy S series, which is ideal for high-end tablets.

### **Samsung Accessories**

As a national distributor, IMS also offers Samsung Galaxy Buds and Samsung Galaxy Watches. Customers can purchase a variety of Galaxy Buds and Smart watches from IMS Smart showrooms located throughout Nepal.

## **Samsung Monitors**

IMS is now the authorized national distributor of Samsung monitors. With world-class immersion and performance, the monitors deliver stunning picture quality, ergonomic design, and eye care technology. Samsung's monitor lineup is mainly known for its gaming models, and IMS now offers an extensive range of Samsung monitors in Nepal.

## **1.2 Mission and vision**

### **Mission:**

The mission statement of IMS is "to emerge as a world class mobility solution provider organization driven solely by customer satisfaction. IMS, being the authorized national distributor of Samsung, has been able to live up to the name and maintain the trust and quality that Samsung has maintained for years in the Nepalese market for gadgets.

### **Vision:**

IMS Samsung Nepal has a vision to empower and enrich the lives of citizens of Nepal by providing a wide accessibility of value-adding products and services that would impact the contribution of national building in a significant way.

Furthermore talking about the values of IMS Samsung:

IMS Samsung proudly states that IMS is a Nepal organization which has global outlook and has continuously aspired them to be dynamic, modern, service oriented and socially contributing.

## **1.3 Intention to join the company.**

To be honest, I was always fond of mobile phones and gadget. Since my early childhood the evolution of gadgets has impressed me with its utility. As the journey of Thailand ended, being a 4<sup>th</sup> year student of Siam University. I am required to participate in corporate house as an intern. When I started looking for internship in sales and marketing, I crossed my path with IMS (Integrated mobility solution). Once I completed all the recruiting procedure, I was appointed as sales and marketing officer for IMS Samsung. The main intention for joining this company is to collect the experience , growth and learning from the market environment that coexist here in Nepal .In addition i also aim IMS ( integrated mobility solution )to benefited from the skills that I have acquired over the journey of BBA studies.

#### **1.4 Statement of the report**

This report focuses on the experiences and contributions of a sales and marketing intern throughout their time with the company. It summarizes the intern's tasks, accomplishments, and abilities gained over the internship. The intern's observations and ideas for improving sales and marketing activities are also included in the report.

The content begins with an introduction followed by a description of the given roles and responsibilities. As well as an overview of the departments and teams involved. Important successes that contained an overview of successful initiatives and their influence on organizational goals. Professional development and skill development are recognized.

Professional progress is evaluated. Observations and recommendations are made, examining existing sales and marketing strategies and practices and offering modifications for increased sales and marketing performance. Collaboration is evaluated, and lessons are learned.

#### **1.5 Objective of the Study**

By including this internship program as a mandatory part of our course curriculum, the aim of co-operative education is to prepare us students for the real business world. During the internship, we are expected to apply the theoretical knowledge we have acquired 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 foundation. My internship experience at IMS Samsung revolves around these following objectives: -

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



- Provide insights and recommendations for organizations looking to adopt or improve their use of resources by improvising sales force
- Identify areas for improvement in the sales service offered by the company, based on feedback from clients and end-users.
- Explore the role of sales and marketing personal in driving the adoption and successful implementation of HR in organizations.
- Examine customer behavior and appropriate customer handling procedure.

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

### **2.1 Job descriptions and responsibilities**

As an intern there are some responsibilities that I have to be fulfilling as per my job description which is stated below:

1. Coordinate and direct partner collaboration from idea discussion to program execution.
2. Align stakeholders with the company's strategy and goals and gain their support for the implementation of programs and gadget roadmaps in order to achieve goals.
3. Managing various product portfolios from various domains to deliver the best results for achieving business goals.
4. Develop goods and services to assist with the device plan
5. Managing the lifecycle of goods and services to improve return on investment.
6. Identify opportunities, assess them, and suggest modifications and improvements to the offering.
7. Examine ways to increase revenue with device-driven initiatives.
8. Arrange for and oversee device projects in close coordination with internal and external stakeholders.
9. Launch and oversee programs for forward and backward bundling that are backed by quantifiable planning and forecasting.

## **2.2 Contribution of the student:**

As a sales and marketing intern at IMS Samsung Nepal, my roles involves conducting research and analysis on various aspects of sales and marketing. This could include researching trends and developments in the industry, identifying potential competitors and their offerings, and evaluating the needs and preferences of customers. Assisting them with their quires and resolving confusion regarding product information price. Collecting feedback and data provided from the customer interaction and recording them to the data base .Based on my research findings, I had to provide insights and recommendations to IMS Samsung to help them develop and refine their products and services. This could include identifying new opportunities for growth, suggesting new features or functionalities to add to their offerings, or recommending changes to their marketing or sales strategies. However some of the other contribution that has been impacting on the workforce are as follows.

1. Recording stakeholders informed regularly on applicable communication on ATL & BTL initiatives.
2. Train internal stakeholders on Devices, Products and subsequent processes.
3. Be updated with the latest market trend and recommend subsequent changes on company's device strategy.
4. Preparing a report for performing different actions like Kill or modify the products, services and solutions depending upon the market reaction and do necessary activities to achieve the actions.
5. Conduct research in coordination with research team to know product, services and solutions need in market.
6. Identifies problems and significantly improve, change or adapt existing method and techniques of developing and running of different products, services and solutions.
7. Monitor competitor products & services & report market trends routinely and act accordingly.
8. Coordinates and work closely with different teams in the company to achieve product and service lifecycle management and solution implementation and further actions. Other jobs as advised by immediate superior.
9. Provide device related reports daily, weekly and monthly as required. Informing retail stores if there are any changes in price. if any prices of goods changes gets
10. Informing retail stores if there are any changes in price.

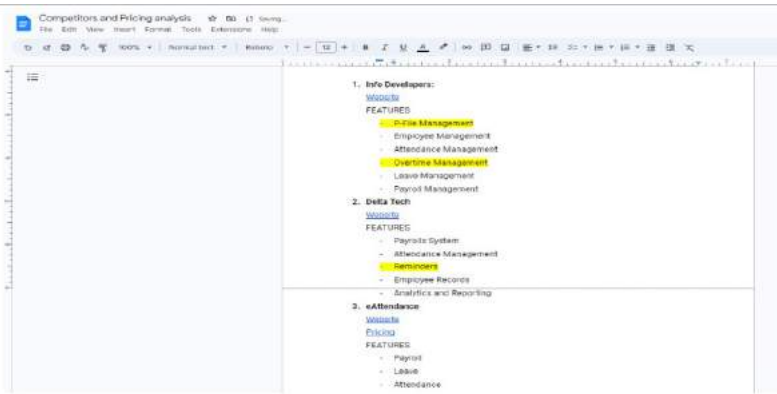


fig.1 analyzing available website developers for updating IMS's system.

Model	RRP
<b>Feature Phone</b>	
B315E	7,850
<b>Smart Phone</b>	
A03 Core (A032F 2+32)	12,499
A03s (A037F 3+32)	15,999
A03s (A037F 4+64)	17,899
A04E (A042F 3+32GB)	13,499
A04 (A045F 3+32GB)	14,999
A04 (A045F 4+64GB)	16,999
A04S (A047F 4+64GB)	19,999
A04S (A047F 4+128GB)	21,999
A13 (A135F 4+64GB)	21,499
A13 (A135F 6+128GB)	25,499
A14 (A146B 6+128GB)	27,999
A23 (A235F 4+64GB)	25,999
A23 (A235F 6+128GB)	29,999
A33 (A336E 8+128GB)	42,999
A53 (A536E 8+128)	57,499
A73 (A736E 8+256)	76,999
F13 (F135F 4+128)	23,999
F22 (F225F 4+64)	20,999
F22 (F225F 6+128)	24,499
M32 (M325F 6+128)	28,999
M33 5G (M336BU 6+128GB)	33,999
M33 5G (M336BU 8+128GB)	35,999
<b>Flagship</b>	
Z Flip3 (F711B 8+256GB)	89,999
S22 (S901E 8+256GB)	124,999
S22 U (S908E 12+256GB)	129,999
S23 (S911BE 8+256GB)	127,999
S23+ (S916BE 8+256GB)	151,999
S23 Ultra (S918BE 12+256GB)	191,999
S23 Ultra (S918BE 12+512GB)	209,999
Z Fold3 (F926B 12+512GB)	179,999
Z Flip4 (F721B 8+256GB)	144,999
Z Fold4 (F926B 12+256GB)	244,999
<b>Tablet</b>	
Tab A7 Lite WiFi (T220 4+64)	22,999
Tab A7 Lite LTE (T225 3+32)	24,999
Tab A7 Lite LTE (T225 4+64)	25,999
Tab A8 WiFi (X200 4+64)	35,499
Tab A8 LTE (X205 4+64)	42,499
Tab A8 LTE (X205 4+128)	45,999
Tab S6 Lite (P615 4+64GB)	54,999
<b>Gear</b>	
Gear Fit 2	5,499
Galaxy Watch 4 BT 40mm (BSM-R8607/16)	34,999
Galaxy Watch 4 BT 40mm (BSM-R8701/16)	35,999
Galaxy Watch 4 Classic BT 42mm (BSM-R8807/16)	45,999
Galaxy Watch 4 Classic BT 40mm (BSM-R8907/16)	45,999
Galaxy Watch3 45mm (BSM-R8407/8)	52,799
Galaxy Watch 5 40mm (BSM-R900/16)	39,999
Galaxy Watch 5 1.44mm (BSM-R910/16)	44,999
Galaxy Watch 5 Pro 1.45mm (BSM-R920/16)	64,999
<b>Buds</b>	
Galaxy Buds 2 Pro	27,999

Checking and updating price list of different Retail store

Sometimes, as a routine part of my work, I had to make a call to a retail store in order to confirm that the retailer was aware of the revised pricing so that there wouldn't be a breach of communication from Samsung's integrated mobility solution to its retail partners.

## Chapter 3: Learning Process

### 3.1 Indication of how I successfully solved the problem

Indication of how I successfully solved the problem during my internship at IMS Samsung, I faced a few challenges that were new to me. However, I made sure to approach them with a positive attitude and an open mind. Here are some of the problems I faced and how I successfully resolved them:

**Lack of clarity about my role:** In the beginning, I was not sure about my specific responsibilities as an intern. To solve this, I scheduled a meeting with my supervisor and asked her to explain my role in detail. I also requested a written job description to refer to when needed.

**Technical difficulties:** As a part of my internship, I had to work with different management tools used by Samsung, such as Samsung Protection Knox, Samsung Security, etc., which gave me some difficulties while using them. To overcome this, I watched tutorial videos and asked for help from my team members. I also made notes of the steps required to complete each task for future reference.

**Poor time management:** At times, I found myself struggling to manage my time effectively, especially when I had multiple tasks to complete within strict deadlines. To overcome this, I started prioritizing my tasks based on their urgency and importance. I also made use of productivity tools such as to-do lists and time-tracking apps to keep myself organized.

**Learning new skills:** During my internship, I was exposed to various sales and marketing techniques that were new to me. While this was exciting, it also posed a challenge as I had to learn quickly and apply my knowledge in real-world situations. To overcome this, I made use of online resources such as tutorials and forums and reached out to my team members for guidance whenever needed.

Overall, my internship at IMS Samsung Nepal was a valuable learning experience that taught me how to be proactive, resilient, and adaptable in the face of challenges. By identifying and resolving problems effectively, I was able to make the most of my internship and contribute to the company's success.

### 3.2 Self-assessment as a professional "SWOT analysis from an intern's perspective" (IMS) "integrated mobility solution pvt. ltd. Nepal"

S.N	Strengths	Weaknesses
❖	Experienced and knowledgeable leadership with a diverse range of skills and expertise	Limited resources and funding, which may impact the ability to conduct ambitious projects
❖	Strong and growing membership base of retailer and intermediaries chain	Limited resources and funding, which may impact the ability to conduct ambitious projects
❖	Robust relationships with stakeholders, and industry partners	Lack of healthy competition within the department due to difference in beneficial package
❖	Strategic partnerships with various organizations and institutions	Lack of healthy competition within the department due to difference in beneficial package

S.N	Opportunities	Threats
❖	Growing demand for digital transformation and innovation can increase the demand for the product and service	Potential financial constraints in the absence of channel membership renewal by member parties the next year

❖	Potential increase in government support and funding due to IT sector being included as one of the priority sectors by the government	Chances of the organization being swayed by political influence as economic crisis affects the import of foreign good and supplies which may conclude in shortage of goods imported and sold in Nepal
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### **3.3 Problems faced by "IMS"**

The first issue the business is dealing with is its inability to locate the suitable personnel due to a dearth of competent candidates or competition from other businesses. There is a severe lack of qualified applicants with the necessary skills in the market for employment today inside some sectors. Additionally, it could be difficult for integrated mobility solution "IMS" to draw in the best employees because other businesses may provide greater pay, perks, or prospects for professional advancement. To entice and keep the top employees, the business may need to review its benefits and compensation plans and think about including extra bonuses.

Employee retention is the second issue IMS is dealing with. Employees frequently leave the organization after only a short time, which results in a high turnover rate. This problem may be brought on by a number of things, including a lack of opportunity for professional advancement and discontentment with pay or benefits. IMS must locate the problem's primary cause and take immediate action to fix it. This can be accomplished by establishing programs to increase employee engagement and satisfaction, conducting regular one-on-one meetings with employees, and collecting feedback from the workforce.

Finally, IMS is dealing with the frustrating, expensive, and time-consuming issue of skilled staff leaving for other organizations. The same reasons that contribute to problems with staff retention may also cause this problem. Employees may also leave the organization if other employers provide more secure employment or prospects for professional advancement. By offering them chances for professional progression, training, and development, as well as market-competitive pay and benefits packages, IMS must prioritize keeping its skilled personnel.

In conclusion, IMS is confronted with a number of difficulties in the HR sector, such as talent acquisition, employee retention, and attrition. To deal with these issues, the business may need to evaluate its compensation and benefits packages, implement initiatives to improve employee

engagement and satisfaction, and provide opportunities for career growth and development to retain its trained employees.

### **3.4 Assessment of problem faced during sales and marketing intern at IMS Samsung .pvt. ltd**

#### **(CO OP culture lesson)**

The challenges I faced was related to the multiple responsibilities I had to handle. As the sales and marketing Intern, I had to collaborate with all departments related to sales and marketing work force and assist them in their respective departments. However, sometimes there were conflicts in the task assigned to me by various departments, due to which I had problems prioritizing my tasks. Additionally, there was a communication gap due to which I did not know whom to approach to address certain questions or concerns.

Another significant challenge I faced was document management. Collecting all their documents, ensuring the signatories and witnesses are available during the signing process of data filing was a daunting task. It required a lot of follow ups and patience to get all the necessary information and documents.

### **3.5 Solution to the problem**

"IMS" might employ a variety of strategies to overcome its issues in the HR sector. Although providing flexible work schedules and enhancing personal perks can be helpful tools in enhancing employee retention, the corporation can also apply a number of other tactics.

First, IMS can enhance its pay and benefits offerings to lure and hold onto great talent. This includes offering healthcare advantages as well as additional benefits like paid time off and bonuses. Second, the business might offer chances for career advancement by providing

To assist staff in achieving their objectives, training and development programs, the formation of defined career paths, and regular feedback are offered. Thirdly, improving employee retention requires cultivating a positive workplace culture. "IMS" can promote cooperation and teamwork, acknowledge achievements, and honor staff members' contributions to the business. Fourth, they can adapt to new working practices to meet the shifting demands and expectations of employees. Whereas offering flexible work options, such as remote work possibilities or flexible scheduling, as well as designing a workspace that appeals to young and fresh minds are part of this.

To encourage employees to share their thoughts and feel more connected to the company's mission and vision, it is essential to implement openness and transparency into the workplace.

This can be accomplished through consistent leadership communication, chances for employee feedback, and a dedication to responsibility and openness.

### **Learning's during co-op studies**

Following are some of the list of understanding that I was actually able to obtain during my intern period at "IMS" Samsung:

Industry understanding: As a result of my internship, I now have a better awareness of the sales and marketing, including new trends, difficulties, and opportunities. I've been able to keep up with the most recent advances in HR technology and how they affect organizations and management.

Professional Development: I've had opportunities for both personal and professional improvement thanks to my co-op courses. In addition to improving my communication and presentation abilities, developing a strong work ethic, and paying attention to details, I have learnt how to adjust to a professional work atmosphere.

Relationship Building: Through efficient communication and tailored encounters, I have honed my talents in relationship building with prospects. This entails having sincere discussions with them, being aware of their needs and difficulties, and building trust.

Proposal Development: I have contributed to the development of pitches and proposals for new clients. Together with the Business Development Manager and senior team members, this entails customizing proposals to meet customer needs and highlight the value of "IMS" offerings.

Market Research: I've grown more adept at carrying out market research to find new clientele and company chances. This entails gathering data and insights on target markets from a variety of sources, including industry directories, web platforms, and referrals.

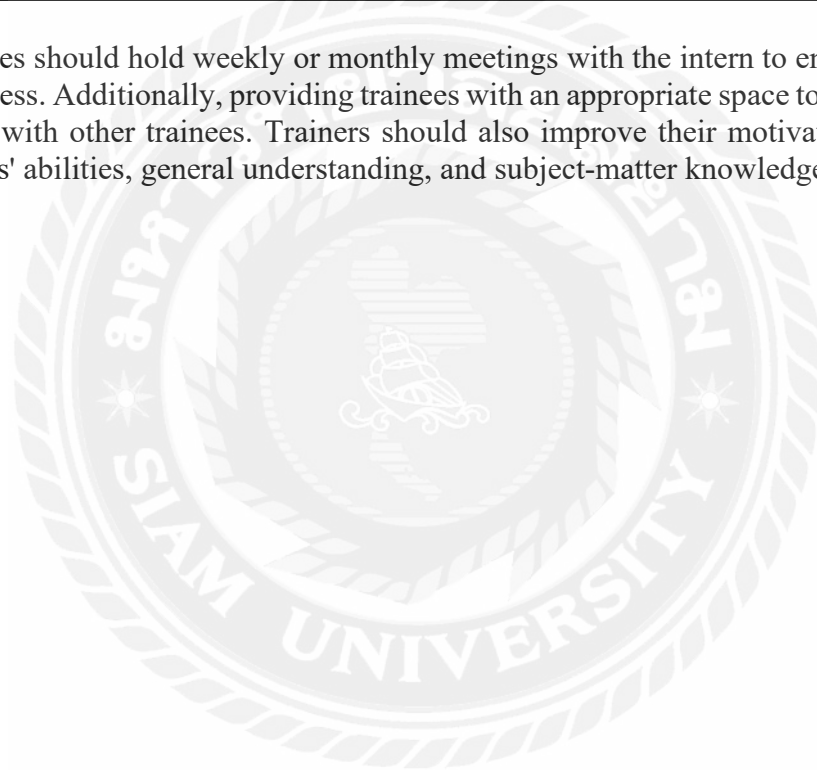


## Chapter 4: Conclusion

My tenure as sales and marketing Intern of Integrated Mobility Solution has been a fulfilling and rewarding experience. It has given me ample opportunities to grow personally and professionally. The support and guidance of all the seniors and staff members have been invaluable to me. I am grateful for the multiple roles I have played in the organization, which has helped me, seek broader understanding on corporate leadership and industries in Nepal. I am confident that the skills I have gained during this internship period shall be very beneficial in my future endeavors, and I will always be grateful for this opportunity and the co-op program that made it possible

### 4.1-Recommendation and suggestion to make the internship program more fruitful

Human Resources should hold weekly or monthly meetings with the intern to ensure their health, welfare, and fitness. Additionally, providing trainees with an appropriate space to complete reports and collaborate with other trainees. Trainers should also improve their motivational sessions to enhance students' abilities, general understanding, and subject-matter knowledge.



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S23 ultra launch in Nepal IMS Nepal



Stakeholder Meet and Greet



My IMS Samsung family in one frame