



**Cooperative Education Report:
Analysis of the Brand Stores of IMS Smart**

Written by:

Biraj Bhattarai

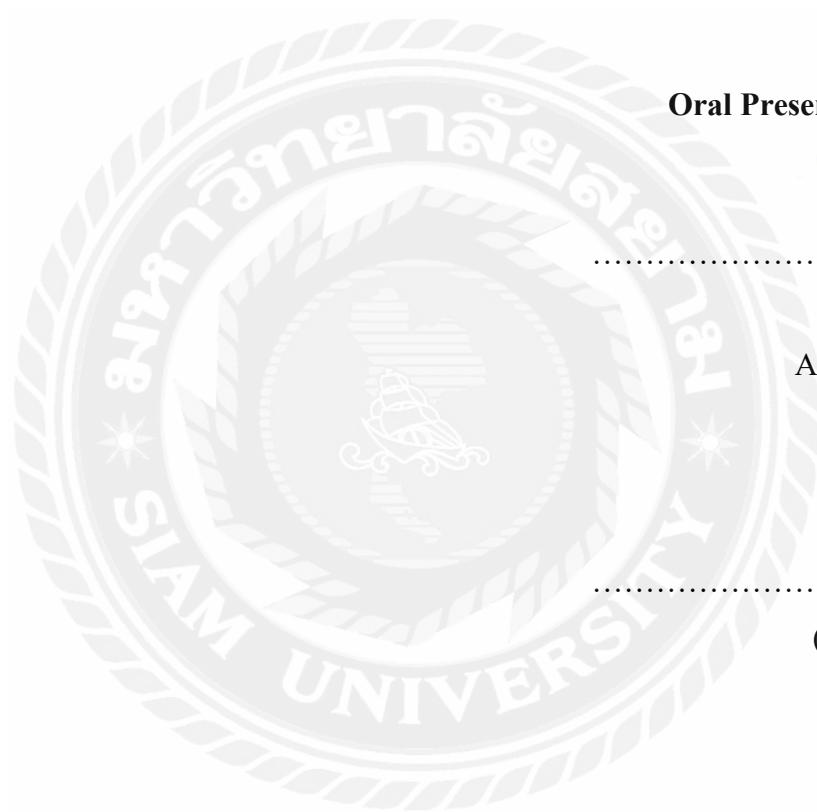
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This Report is submitted in Partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, and Academic semester 2/2022

Siam University

Title: Analysis of the Brand Stores of IMS Smart
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We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2019-2023.



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Project Title: Analysis of the Brand Stores of IMS Smart
Credits: 5
By: Biraj Bhattarai
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Degree: Bachelor of Business Administration
Major: Finance
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Abstract

This co-operative report titled “Analysis of the brand stores of IMS Smart” carried out at IMS group has the goal to study and analyze the 11 different brand stores of IMS Smart throughout Nepal and determine the least performing brand out of them all. This report also focus on what I as an intern at IMS Group have learnt throughout the 16 weeks’ time spent in the company. I was assigned as a finance intern at the head office at IMS group and my major role in the organization was to analyze the 11 different brand stores of IMS Smart. The objective of this study include (1) apply the financial concepts learnt in the classroom I real world decision making (2) Develop and improve my financial skills along with communication and socializing skills (3) expand the network of professional contacts and relationships. As per the objective of the study I was responsible to determine the least performing brand of IMs smart which was the main key area which I focused on along with other miscellanies and day to day task of the company. This was my first time ever working in a company hence everything was new to me starting from the work environment to the work itself. There were some challenges and difficulty I faced throughout the tenure. However, proper guidance from my supervisor and support from my work colleagues helped me learn faster and grow myself. Moreover, I was also able to use the theories I learned in the classroom in the real world scenario. This internship helped me understand and see the bigger picture of how a corporate giant functions. It has given me a huge opportunity to connect with people and enhance my interpersonal and intrapersonal skills.

Keyword: socializing skills, IMS Group, network

Acknowledgement

The four months that I spent in IMS Group as a finance intern was a wonderful experience for my personal development as well as learning, hence, I would like to express my sincere gratitude towards Kathmandu College of Management (KCM) for providing a cooperative education period.

I would also like to acknowledge those who either directly or indirectly contributed in this project. I am extremely grateful to Mr. Deepak Malhotra for giving me an opportunity to work with IMS Group. I would also like to express my excessive thanks to my work supervisor, colleague and seniors who were an absolute best help and guidance for the completion of my co-op report. My primary appreciation goes to my supervisor of KCM and Siam University, who has guided me in this cooperative education report with constant feedback.

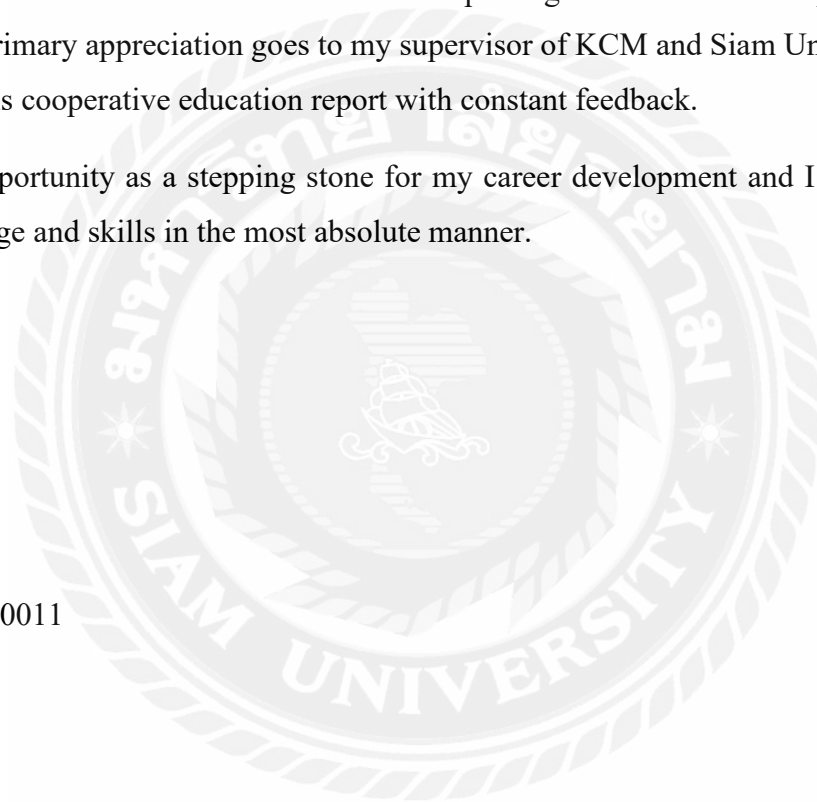
I take this opportunity as a stepping stone for my career development and I aspire to use the gained knowledge and skills in the most absolute manner.

Thank you

Sincerely,

Biraj Bhattarai

User Id: 6208040011



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List of Acronyms

IMS: Integrated Mobility Solutions

HR: Human Resource

CFO: Chief Finance Officer

IT: Information Technology

CFA: Chartered Financial Analysis

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Chapter 1: INTRODUCTION

1. Company Profile



The absence of technology and several other services like consultancy services, telecommunication services, etc. in the early 1990's crippled the development of economic and technological aspects of Nepal. The absence acted as the facilitator, which enhanced the need for such services in Nepal.

It was here that the founder Mr. Deepak Malhotra formed the company International Marketing Services that is now known as Integrated Mobility Solutions. IMS is growing tremendously taking up new companies. Thereafter, IMS planned to get all the companies under one fold, which is now known as IMS Group. The main aim to form such a company is to enrich the technological as well as economic aspects of the nation. IMS Group believes in empowering the citizens of Nepal by an organization driven solely by customer satisfaction.

IMS is the first company in Nepal to officially import mobile phones in 1998. The company was established to enhance the technological as well as economic prospects of the nation making accessibility of mobile phones to general public easier all over Nepal.

IMS offers its products and services through dealers, distributors, retailers, and suppliers. It is based in Kathmandu, Nepal.

IMS Group through its work with full integrity has provided the nation with various services, which has thereby helped them achieve No.1 position in the mobile segment and always stand out from their competitors. (IMS Group, 2023)

1.1 Mission of the Company

'To emerge as a world class mobility solution providing organization driven solely by customer satisfaction' (IMS Group, 2023)

1.2 Vision of the Company

'To empower and enrich the lives of citizens of Nepal with a wide array of value adding products and services and make significant contributions to the process of Nation building' (IMS Group, 2023)

1.3 Strategies of the company

IMS Group has grown and diversified over the last twenty-eight years. The growth can be vividly seen from the number of companies the IMS Group banner holds. Currently, IMS has over 20 companies. IMS has always worked towards improving the GDP of the nation by developing various technological and economic aspects. Along with this, The Group also has added in the development of the nation by providing employment to more than 700 people across Nepal.

The ever-growing technology and competition has compelled IMS to broaden its scope and boundaries in the market. Its reach extends to the massed in the variety of services it provides through the following: (IMS Group, 2023)

Sectors	Ventures
Technology	IMS-Samsung, IMS Smart-Samsung, IMS Connect, IMS Care, Cellcom-Cellpay, DJI Drones, Energizer, IMS Teletime-SWC, GEIGER, EXITOGAR, Linear Flux.
Agriculture	IMS- Agro
Automobiles	IMS-Motors, SsangYong

E-commerce	SmartDoko
Construction	IMS Developers, IMS Airport Services
Real-state	Silver valley
Hospitality	Hotel Shahenshah
Hospitality and Medicine	Synergy Corporation
Hydropower	Times Energy, Shree Mount Rasuwa Upper Mailung Hydro Power, Upper Bheri Hydro electronic Project
Education	DM Scholarship
Baby Care	Crane, Dr. Brown's, Himalaya Baby Care, BBluv, Dreambaby
Broadcasting and ISP	Space Time Network
Procurement and Consultancy	IMS Consultancy

2 Organizational Structure

IMS Group, positioned number 1 in the mobile segment in Nepal provides a nationwide service through its conglomerate companies which have already been mentioned above, and the company is headquartered in the capital city of Nepal i.e. Kathmandu. However the company has about 700+ employees and interns currently working in the team across the country. There are about 6 major departments namely, i) Business Operations ii) Marketing iii) Sales iv) Finance v) Human Resource (HR) vi) Information Technology (IT). Despite this fact the entire team is led by the same fundamental ideas and each department has distinct functions to play.

2.1 Diagram of the organizational structure

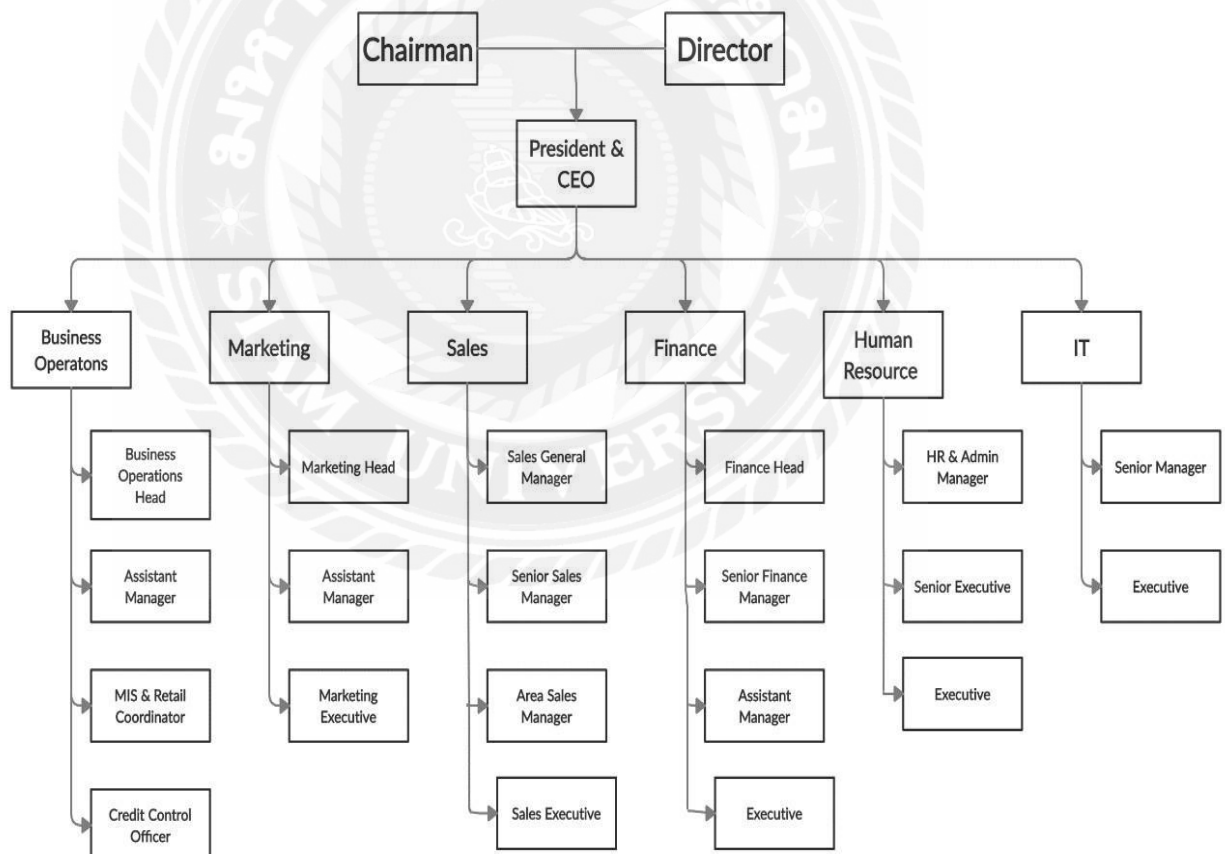


Figure 1: Organizational Structure of IMS Group (IMS Group, 2023)

2.2 Job Position

Enrolled as a finance intern at the head office of IMS group in Kathmandu I was assigned a different set of tasks, which had to be completed in the following 4 months of my enrollment, among those tasks my major role in the organization was to Analyze and find out the least performing branches of IMS Smart for business continuity, along with other miscellaneous tasks that were assigned to me by my seniors including tasks such as stock counting, filling in the Vat purchase register, Debtor aging analysis and Sales expense booking related to the consumer using the software Synergy plus. IMS Smart is one among the different conglomerate companies of IMS Group which is the trader of branded Samsung mobile phone, electronics, and accessories being the only company in the country to own 11 executive brand stores of Samsung. Among those 11 executive brand stores there are some which have a decline in their performance and the role assigned to me was to analyze the least performing branches and find out the best possible solutions to improve their performance in the near future. This was a tough task for me as I had done nothing of this caliber before but in the course of 16 weeks and with the help from my supervisor and seniors I learned the skills and the tactics to complete the given task. My work module was strictly to be present at the office from 10 am to 6 pm, but since I was an intern my job was not that hectic but required a lot of time in the software.

2.3 Job Position in the Organizational Structure

The organizational structure of IMS Group is such that there are different team leads under different departments. There are Business Operations Head, Marketing Head, Sales General Manager, Finance Head (CFO), HR and Admin Manager, Senior IT Managers. The finance department is led by the CFO of the company Mr. Pyoosh Ghiraiya, under whom 23 employees and 2 interns work. The whole departments look after the financials of different companies under IMS Group. I interned as a Finance Intern and I was primarily designated under IMS Smart where I had to analyze the least performing brand stores, however my work was not limited to IMS Smart itself, as I also performed tasks for other divisions of the company such as IMS little smiles and IMS Connect. I was working directly under Finance Manager of the company Ms.

Anjana Thapa who was also my work supervisor for this internship. Therefore I can confidently say that my position in the company was a perfect fit to enhance the efficiency and productivity of the Finance Department of the company while performing its day to day operations.

3. Intention and Motivation

Finance, without any doubt is one of the most important part of a company, not just in today's world but from a very long time as it allows up to plan for the future by enabling informed decisions to be made about how to allocate resources, where to spend and where to save in order to meet the long, medium and short term goals of the business. Being a finance and Accounts student I was always fascinated by and interested in subjects such as Accounting, Personal Financing, Company financing, International Financing and Risk Hedging. Unfortunately, my knowledge in these matters were only limited to theory, therefore an opportunity to learn and gain a practical experience of my theoretical knowledge in one of the largest corporate house of Nepal was the key factor that interested me to join IMS Group.

I was always a numbers guy, meaning I was always interested in numbers and working as a finance intern at IMS Group that is what I did, almost all of the time. However, my learnings just didn't stop at numbers, IMS Group enabled me to see a bigger picture of the business and not just limit myself by giving me a chance to explore different sectors of a corporate business such as sales, stock counting and taxes. This helped me a lot in not only enhancing my financial knowledge but also my knowledge of how a corporate company actually functions. I was also fortunate enough to learn different software skills as I worked with two different software that majority of the Nepalese corporate houses use i.e. Synergy plus and Talley. Looking at the brighter side I was also able to expand my Personal relations with different individuals in the company from Managers to Finance executives who could be a lot of help in my future.

Moreover, I was looking for a corporate giant that functions on the basis of a hierarchy culture and is heading towards the right direction rather than a startup company which may tend to take different wrong steps. Luckily, I got an opportunity in the company which follows the same beliefs as me and hence, my entire internship journey was really fruitful.

4. Strategic Analysis of the Company

SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"> ➤ Deals with globally renowned brands like Samsung mobile phones, Cranes, DJI Drones, etc. ➤ International supplier and strong distribution channel ➤ 28+ years of experiences with distribution of mobile phones ➤ Well diversified portfolio with multiple diversified sectors like real state, Technology, e- commerce, etc. 	<ul style="list-style-type: none"> ➤ Since IMS is a conglomerate company, it has over 100 employees so the organizational structure is very long and complex. ➤ The Span of control and managing employees will be difficult because of long hierarchical structure. ➤ There is not official e-commerce site of IMS Group which hinders online buying and selling. ➤ Too much business diversification

Opportunity	Threat
<ul style="list-style-type: none"> ➤ IMS has recently launched its e- business Smartdoko which has a lot of potential to grow as online business is in booming phase in Nepal also it is an online platform to sell all products of the brands that IMS deals under one roof. ➤ Over the years IMS is gradually increasing its Partnerships and deals with international brands. 	<ul style="list-style-type: none"> ➤ High competition in mobile segment as their competitor Him electronics also deals with distribution of Samsung mobiles and electronics. ➤ Due to the custom laws, Political Instability, government policies regarding import tax and other policies will be difficult to deal in international trading.

PESTEL Analysis

Political Factors

Political factors that impact conglomerated company like IMS Group could be political responsibility segregation, regulatory practices, changes in policy and government rules and regulation. So, effective regulatory practices and government policy, rules and regulation can help the company for its ease of doing business condition in the country. Recently, the government has announced that smart phone related companies could not be able to import phones more than Rs. 30,000 worthy which impact the business operation of the IMS Group since its major source of income come from phone business i.e. IMS Smart. There are many evidences as well that government is being so aggressive in terms of controlling technological firms either domestic or foreign.

Economic Factors

Definitely, economic factors have impacted on the businesses in the key markets which directly affect demand, sales and revenue. In terms of smart phone business, the number of phones imported has declined by around a million due to inflation in the international market. As Covid-19 has caused declining economic activities in different leading markets of world, the global

economy has been broken down which ultimately has a direct impact on poverty, employment and purchasing power of customers. As per the Industry Research, the sales of smartphones have decreased by more than 20% during 1st quarter of the year, 2020.

Social Factors

Social factors have huge impact on the business operation as in term of smartphone industry, social trends are driving more demand. Even though there was slight decline in import of phones but the demand is continuously growing around the world. One of the major reasons is changing lifestyles of customers. That's why companies have been investing more time in researching the preferences, habits and lifestyles of their customers which helps them to make more attractive models and increase the sales.

Technological Factors

As a conglomerate company, IMS mainly relies on technologies for development. The role of technologies in areas consisting production, marketing, sales and promotions has grown hugely. That's why IMS has also invested heavily on technological research and innovation to increase its sales and market share. As there is intense competition in the smartphone industry, focusing on innovation of technologies have been considered the key source of competitive advantages for the leading market player (brands) like Samsung.

Environmental Factors

Nowadays, environmental impact of businesses has become the major concern for the community. Even government has started to make regulations/rules related to environment. This is why companies are being more conscious about their activities. IMS also focuses heavily on sustainability and CSR to make risk free products for their users which helps to develop strong reputation in the society.

Legal Factors

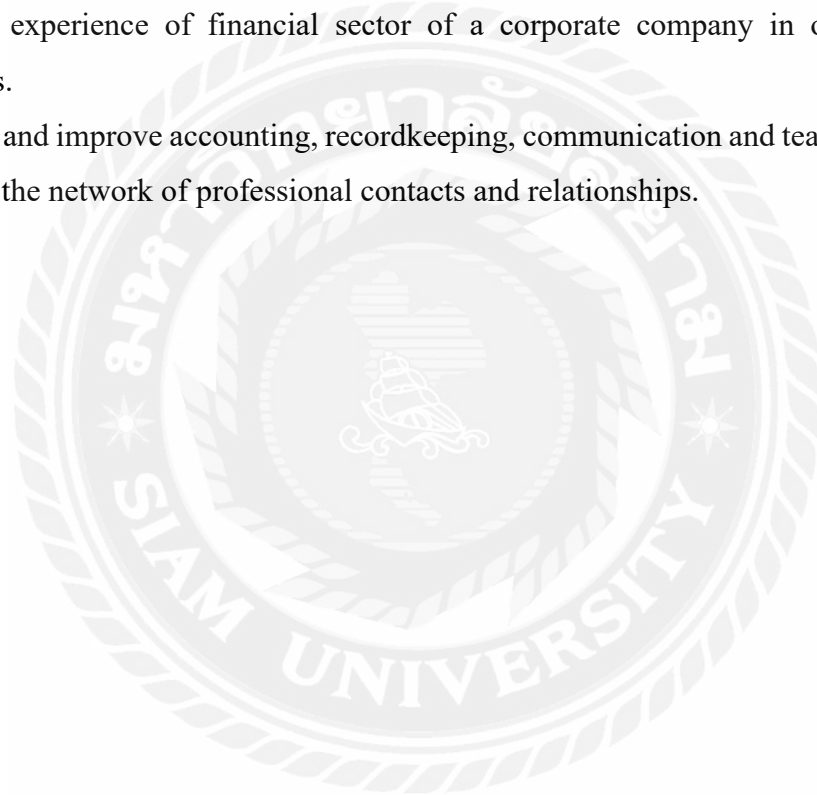
Complying with the local laws where company operates is the major concern part for the company to be successful in the future. Some of the standard laws that can hugely impact the

business operation are labor laws, data security and privacy laws, patent, customer protection, product quality laws etc. So, IMS should be aware about such laws of the country.

5. Objectives of this Co-operative Study

The objectives of the Co-operative study are enlisted as follows:

1. To apply the financial concepts learnt in class to real world decision making.
2. To understand how a corporate company functions.
3. To gain experience of financial sector of a corporate company in order to enhance learnings.
4. Develop and improve accounting, recordkeeping, communication and team working skills.
5. Expand the network of professional contacts and relationships.



Chapter 2: Co-op Study Activities

1. Job Description

I worked as a Finance Intern for IMS group under Finance department. I was stationed at the Durbar Marg Headquarter where I closely worked with the entire finance department of the head office. My job descriptions were as follows:

- a. Monitor the brand stores of IMS Smart: My primary role in the organization was to monitor the performance of all the 11 exclusive brand stores of IMS Smart over the last year and analyze the retailers with reclining performance.
- b. Coordinating with supervisors and seniors: I was responsible to be in a constant loop with my direct seniors and supervisor in order to learn from them and report my work progress I also needed to coordinate with my colleagues to seek any help that I needed in order to complete the given tasks such as record keeping, filling the tax register, stock counting etc.
- c. Responsible to complete the miscellaneous tasks assigned: Being a finance intern, I was also responsible to complete different set of tasks that were assigned to me by my supervisor and seniors. I performed different tasks such as debtor aging analysis and sales expense booking related to the consumer using the software Synergy plus.
- d. Proper record keeping and Filing: I was needed to properly arrange all the Vat bill of IMS Smart and IMS Connect in their designated files. Likewise, I was also responsible to fill in the VAT purchase register physically.

2. Job Responsibility and Work Duties

Since my major role in the organization was analyzing the 11 brand stores of IMS Smart over the last year, most of the responsibilities handed to me during my internship period revolved around this very analysis. However, the tasks handed to me were not just limited to the analysis of IMS Smart, therefore, I will be segregating my job responsibilities and work duties into two parts which are listed below:

1. IMS Smart Brand Shop Analysis

The work duties performed by me for analyzing the least performing branch/ retailer of IMS Smart are as follows:

a. To study about IMS Smart brand shops in detail

During my internship tenure I studied in depth the 11 different brand stores of Samsung under the company IMS Smart (2022 data). Some of the brand stores were doing very well and generating a good amount of profit, while others were suffering from a loss. My main objective was to identify those stores who were performing very poorly and report it to my supervisor for further action. The 11 brand stores operating under IMS Smart are:

- Birgunj
- Boudha
- Butwal
- Dang
- Dhangadhi
- Durbarmargh
- Jawlakhel
- Kamladi
- Khichapokhari
- Newroad
- Pokhara mahendrapool

I analyzed their profit/loss and sales data from the year 2022 which acted as key data for completion of my analysis.

b. Collecting the Data of IMS Smart

Without the collection of valid and accurate data my analysis would not move forward, hence as an intern a part of my job was collecting and reviewing the data of the 11 brand stores of IMS Smart over the last year i.e. 2022, which included profit/loss and sales data primarily. All the data that I used in this analysis was collected from a

Figure 4: Profit/loss of IMS Smart (First quarter2022)

Net Profit/Loss	Jan	Feb	Mar	Apr	May	Jun	Jan-Jun,2022
Birgunj	(123,045)	(98,232)	(98,232)	(98,232)	(98,232)	(98,232)	(614,205)
Bouddha	(13,341)	1,584	1,584	1,584	1,584	1,584	(5,421)
Butwal	18,020	6,601	6,601	6,601	6,601	6,601	51,024
Dang	(74,789)	(58,326)	(58,326)	(58,326)	(58,326)	(58,326)	(366,418)
Dhangadhi	(59,640)	(47,306)	(47,306)	(47,306)	(47,306)	(47,306)	(296,172)
Durbarmarg	(170,232)	(13,854)	(115,166)	(115,166)	(115,166)	(115,166)	(644,752)
Jawlakhel	26,187	22,759	22,759	22,759	22,759	22,759	139,981
Kamaladi	292	127,338	127,338	127,338	127,338	127,338	636,983
Khichapokhari	80,156	73,950	73,950	73,950	73,950	73,950	449,904
Newroad	(25,595)	81,054	81,054	81,054	81,054	81,054	379,676
Pokhara	(14,749)	34,565	34,565	34,565	34,565	34,565	158,076

Figure 5: Profit/loss of IMS Smart in % (First quarter2022)

Net Loss %	Jan	Feb	Mar	Apr	May	Jun	Jan-Jun,2022
Birgunj	-15.03%	-7.85%	-7.85%	-7.85%	-7.85%	-7.85%	-8.68%
Bouddha	-0.57%	0.06%	0.06%	0.06%	0.06%	0.06%	-0.04%
Butwal	0.83%	0.33%	0.33%	0.33%	0.33%	0.33%	0.42%
Dang	-11.90%	-6.69%	-6.69%	-6.69%	-6.69%	-6.69%	-7.34%
Dhangadhi	-6.73%	-4.31%	-4.31%	-4.31%	-4.31%	-4.31%	-4.64%
Durbarmarg	-3.84%	-0.18%	-2.09%	-2.09%	-2.09%	-2.09%	-1.89%
Jawlakhel	0.60%	0.53%	0.53%	0.53%	0.53%	0.53%	0.54%
Kamaladi	0.00%	1.18%	1.18%	1.18%	1.18%	1.18%	1.03%
Khichapokhari	1.74%	1.65%	1.65%	1.65%	1.65%	1.65%	1.66%
Newroad	-0.44%	1.06%	1.06%	1.06%	1.06%	1.06%	0.86%
Pokhara	-0.95%	1.47%	1.47%	1.47%	1.47%	1.47%	1.19%

d. Analyzing the data

My final role in the analysis of the brand stores of IMS smart was to analyze the organized data collected, hence, I analyzed them on the order of overall performance throughout the first quarter of 2022. As per figure 2 Birjung, Dang and Dhangadi are the stores that have the least amount of sales compared to other brand stores. Likewise, when we compare the Profit and loss of the stores we see similar results where Birjung, Dang and Dhangadi seems to have the highest amount of loss. Therefore my conclusion

for the analysis was very simple, Birjung, Dang and Dhangadi were the least performing brand stores of IMS Smart.

2. Other Miscellaneous Tasks

The following are the duties that I was assigned beyond the standard Job description:

a. Journal Entries and VAT Reconciliation

Journal voucher entry and VAT reconciliation was performed with the help of excel sheet and synergy software. The major tasks under this were as follows:

- Checking amount given at the trial balance and checking general ledgers totals whether the ledgers totals match to the trial balances or not and keeping the records of party name, taxable amount and VAT Amount separately.
- Preparing journal voucher in synergy software by mentioning correct amount, party name and applying the rule of debit and credit where the entries were prepared for booking advance income tax. There were some entries related with purchase bill of office things as well. For it, first I need to segregate heading of those transactions recorded in system and accordingly, had to make entries.
- Preparing credit note for price protection against the debit note issued by R. D (Regional Distributors) and R. T (Retailers) and also make copy of them and save them in pdf file to share with respective R. D and R. T which is mainly related with schemes and price protections.

b. Creating Sales Return (Credit Note) Entries

When sales return came from different branches to HO (Head Office), the branches would enter it as purchase return and issue debit note to HO. In HO, I would verify the sales return by checking all amounts, rates, products quantity and types in Synergy Plus. If they would match with system then only it will be entered into accounting books of sales and distribution.

c. Filling in the Vat Purchase Register

When the company made any sort of purchase, either it be an inventory purchase or, an expense made by the company and if the company pays Value Added Tax (VAT) for that particular product/purchase it had to be recorded in a physical register called the VAT Purchase Register and I was assigned to do that as an intern.

3. Activities in Coordination with Co-Workers

As a finance intern at IMS Group I performed all the task under the supervision of my work supervisor Ms. Anjana Thapa. Likewise, I was also guided and mentored by some other finance executives, to perform all the tasks assigned to me. Here at IMS Group I also got a wonderful chance to work as a team with some of my co-workers. The major activities that I performed in co-ordination with my co-workers are as follows:

- a. Weekly updates: Each week on Wednesday, we had a team meeting with my supervisor and other work colleagues where all of us present in the meeting would have to report our progress. In these meeting we were supposed to present our work update, goals achieved and goals for the next week.
- b. Coordinating with the finance executives: As mentioned earlier in the report, one of my major role in this company was to perform the miscellanies task assigned to me by the finance executives. Hence, I had to be in a constant loop with some of the finance executives in order to understand the task that they were giving me, learning the skills to perform the task and conduct a double check on the task I performed. Such tasks included debtor aging analysis and Sales expense booking related to the consumer using the software Synergy plus.
- c. Stock counting: As a part of my work, I also had to visit a store of IMS Little Smiles with my brother (another intern at IMS group) along with two other finance executive in order to count the stock/inventory of the store. After counting the stock of the entire store we had to reconcile our count with the company data and see if it matched. Within the period of my internship I did it 2 times.

- d. Samsung exhibition visit: There was a huge tech festival in Kathmandu, Nepal during the month of February and Samsung had an exhibition of its products ranging from TV's to mobile phones. Within a couple of weeks in the company as an intern we along with other finance executives had to visit the exhibition in order to represent the finance department of IMS Group.
- e. Team building program: In my time as an intern at IMS Group I also got a chance to be the part of the annual team building program of the finance department. We went to a resort outside Kathmandu valley for the weekend and played a lot of different games as a part of the team building activity. Though informal, this event played an important role in building good relations with many of the members of finance department.

3. My Job Process Diagram

My job process diagram consists of 5 major steps- Job distribution, Skill acquisition, Execution, Validate my work and Reporting. I performed a lot of different tasks as an intern at the company however, all the tasks required the same process from start to finish. Firstly, my work supervisor would assign me with different set of tasks such as debtor aging analysis and sales expense booking which was completely new to me at the beginning. Secondly, my job was to acquire the skill required to complete the work from the supervisor directly or other finance executives depending on who was free. Thirdly, after acquiring the required set of skills I was execution phase, where I used to complete the task given to me as per the instructions. Fourth step would be to validate my work, after I would complete my task, the finance executive would look thoroughly through my work and validate it for the final step which is reporting. Finally, after the validation of my work I would report it to my supervisor.

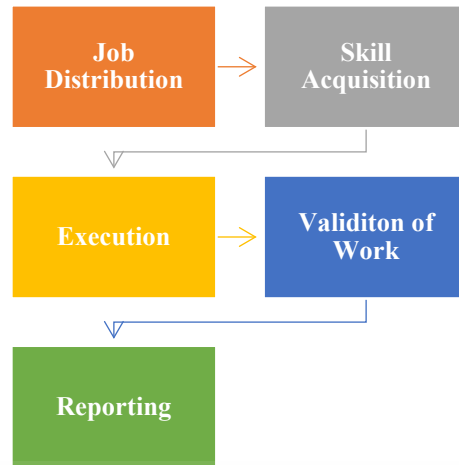


Fig 6: Job Process diagram

4. Contribution as a Co-Op Student in the company

Despite being new in the finance field of a corporate sector, I have been successful in making contributions in the organization which are as follows:

- a. I successfully helped the organization to analyze the 11 different retail stores of IMS smart.
- b. I performed detailed study and analysis on IMS smart to determine their least performing brand stores.
- c. I performed various miscellanies tasks of the company such as filling in the Vat purchase register, debtor aging analysis and Sales expense booking, which provided a relief to the finance executives as their work had been minimized, increasing the efficiency of the finance department.
- d. I not only worked under finance department but also was a part of the sales department for a few days where I contributed my skills.
- e. I was also successful in reconciling the stock count of IMS little smiles with two other finance executives.

Chapter 3: Learning Process

1. Problem and its Solution

Being a student at KCM requires every student enrolling in it to do internship at the end of each year for 2 month and the last semester as a whole is dedicated to doing internship. We being the unfortunate batch affected by Covid19 didn't get the opportunity to do any type of internship before the final coop period. Being my first time working at any company ever I faced several challenges. However, I constantly asked my teammates and supervisor for constructive feedback regarding my performance so as to constantly improve. Here are some of the problems I faced and the solutions I came up with:

Problems	Solutions
<ul style="list-style-type: none"> ➤ As I have already mentioned, this was my first time working professionally for any company. Before this I had no firsthand experience on how a company operated and neither did I had the experience on how to operate being a part of an organization. So the first problem I faced was to fit in the company. I was not aware how the hierarchy structure worked in this particular organization and was often confused on who to report to. ➤ IMS uses two software for its financials Synergy and Tally. These are the pillars for the finance of IMS group. Every financial transaction, every detail is stored in these 	<ul style="list-style-type: none"> ➤ As I was unaware about the hierarchy structure of the organization and as not able to fit in in the company, I started recognizing all the people in the finance department and their designation. My supervisor Ms. Anjana Thapa helped me with this by introducing me to everyone. Now I was well clear that Ms. Anjana was my supervisor who I had to report everything and she was the one who I went to if I had any problems ➤ As per the socializing part I took the initiative and hosted a pizza party in the finance department

software and every one working in the finance wing must have knowledge on how to use it. These software are very sophisticated and every finance employ has a training before they start their job on how to operate them. I being an intern didn't get the training on how to operate these software. Thus I had to learn them gradually from my teammates which was not easy at all.

- Communication was another major problem as not everyone opened up initially. Lack of social skills of the employees made it very difficult for me to communicate with them. Being an intern is a learning process and required me to ask many questions as I had so many queries on how things are done here. Thus them not opening up to me was a major problem.
- Although working in a company is a professional thing to do but it also requires some socializing, making new friends to spend time with and to take small breaks from the hectic working environment. But the problem I faced was there was no

where I sponsored Pizzas for everyone. This simple initiative helped get close to many of my colleagues from the finance department. Even though there was a huge age gap between me and my college's constant interaction made me good friends with couple of them.

- As per the problem of software is concerned, I took some of my free time at home and devoted it to learning how the software works via YouTube and also Ms. Anjana helped me learn most of the things that I was required to do on the software. I also made notes as my supervisor instructed me on how the software worked and the note was always useful because I always used to forget some steps or the other while performing some task on the software.

<p>body as young as me in the office. Which made it very difficult for me to make friends. Every one working here is a least 10 years older than me which created a huge age gap.</p>	
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2. Recommendations to the Company

Working for a company with no prior experience helped me build a basic foundation for different skill set which is very important and mandatorily needed in this century. However I have few recommendations I'd like to make for the company which are enlisted below:

- a. Providing some training classes to interns from the next time they hire one which make working for them much easier and continent. Providing training to the interns will help them understand the work properly which will result in the fast adaptability of skills by the employees which will i increase the efficiency of the company itself.
- b. Using two software for its accounting and finance is very unnecessary. It only confuses the employs as both of the software have different dynamics and are completely different to use. I including my colleges were confused every time when we had to switch up between those two software. Sticking to one will reduce the confusion and make working easier
- c. The company needs to hire more young people who think differently, who can bring new ideas. Young and innovative minds should be given chances as most of the people

- in this company are older and rely on the traditional method of doing business. Hiring some fresh minds will be fruitful for the company.
- d. Reducing internal conflict is one big advice I would like to give to the company. The different department here in IMS don't coordinate properly and there are often fights and quarrels going on between departments. This internal conflict is a hindrance in the success of the business as competitors always ready to take advantage of an opponent's weakness.

3. What I have learnt during the Co-op Study

Before the co-op semester, knowledge gained was only theoretical and in papers. This semester helped me gain real world experience on how these theories are practically used and also enhanced my knowledge and confidence. My learnings are as follows:

- a. Team Work: Having worked in a team before and also being leader of different teams during my college, the team work that I saw and learned here was different. Different people, belonging to different culture, different places all united as one to achieve a common goal. This type of teamwork that I saw here was one of a kind. The dedication of the employees on their work and their devotion to the team made an impact on me and encouraged me to be a team player more often.
- b. Changing my lifestyle: Working in an organization requires two main qualities, punctuality and patience. You have to be here at exact 10 A.M every day and work till 6 P.M. This type of scheduling required a major change in my lifestyle. I had to work according to a routine. Me being a fitness freak I hit the gym 6 days a week, thus I could neither skip gym nor the office. But what I skipped was my laziness and transformed my lifestyle, where I woke up every day at 4 AM which helped me neither skip gym nor the office.
- c. Networking: This internship not only help me develop new skills but also help me gain more than that. During my tenure in IMS I made some valuable connections. I am a

very social person and during my internship I made new friends and mentors who I still consult today.

- d. Technical knowledge: This internship also helped me gain knowledge on the technical aspect of things. I had access to two of Nepal's most used accounting and finance software (Synergy and Tally). These are the most used software by most of the companies in Nepal. Moreover I also became more efficient in excel.

4. How I applied the knowledge form coursework to the real working situation

Being a finance major, it helped me well during my internship. Working as finance intern I could make use of the learnings form the coursework. Although at KCM we had some challenging and interesting courses but not all of it helped me during my internship. Since the job I did as a finance intern were not that advance and challenging, the basic concept of accounting came well into play. As a part of the miscellaneous work I did it included, journal entries and vat recompilation, creating sales return, filling in VAT purchase register, etc. which wouldn't be possible unless I had the knowledge of accounting and a slight knowledge of finance.

Moreover, Research a subject which we took classes in the fifth semester came in very handy as we had to do a thorough research in order to write a report. And thus the tools we used there like data collection, data correction, data sorting, using SPSS came in handy while doing the same project as mentioned in this report

5. Special Skills and Knowledge learnt from the Co-op Studies

I had the opportunity to learn new technical skills and knowledge in addition to applying theoretical knowledge and developing some soft skills. Some of them are listed below:

1. Use of financial tools like Synergy and Tally
2. Scheduling and time management
3. Critical thinking and problem solving
4. Negotiation skills
5. Interpersonal skills

Chapter 4: Conclusion

1. Summary of Highlights of my Co-op Studies in this company

The co-op program for the students of KCM/Siam University has been quite effective in meeting its goal of acquainting the students with the corporate world while gaining a firsthand experience of the working environment. This curriculum provides students with the necessary exposure and insight about how the corporate office functions on a day to day basis and how we can use the skills/knowledge acquired in the classroom in real life.

The 16 weeks that I spent at IMS Group turned out to be the best learning experience, which helped me to enhance my financial knowledge and skill along with my professionalism and behavior. I interned in a Corporate giant in Nepal, IMS Group as a finance intern, stationed at the head office. As a finance intern all the tasks that I performed was related to finance except a few of the. My major job responsibility was to analyze the 11 brand stores of IMS Smart throughout Nepal and assist the finance department in all the miscellaneous activities. Between these bigger steps a lot of small steps had to be taken to perform the task properly. However, this was an experience of personal as well as professional development. Having, never worked in a corporate sector before it was very hard for me to cope with this world which I was not familiar with, but with the help of my work supervisor and supportive co-workers I had the best time at IMS Group where I got the golden opportunity to use my classroom knowledge into the field of finance. This internship helped me understand and evaluate how a corporate company functions, especially the finance sector of it and also helped me to elevate my financial as well as social skills. I also gained knowledge of the use of various software such as Synergy plus and Talley and also elevated my excel skills. I gained firsthand knowledge from my supervisor and my co-workers and developed a positive working relationship with them.

2. My Evaluation of the Work Experience

Having never worked in any sector before this Co-op program provided me with the opportunity to experience the work environment firsthand. It also provided me a platform to put my academic knowledge into practice in the real world. Working as a finance intern at IMS group has not only helped me elevate my financial skills and knowledge but also enabled me to understand how a corporate company functions. Working at IMS Group provided me with an exposure to the real world of finance and the knowledge of how actually a company manages its finance. Performing works such as debtors aging analysis and expense booking, gave me an opportunity to learn the use of two different software i.e. Synergy plus and Talley used by most businesses in Nepal. Working as a finance intern also helped me to gain expertise in Excel as well. I plan to continue down the same path of finance in my career and infact I am currently perusing the course of Chartered Financial Analyst (CFA) Level 1 and working in the same field that I study has helped me to consume knowledge that no book or no teacher will ever be able to teach me. Finally, though 16 weeks doesn't seem to be lot of time spent in a company, it has aided me to build a foundation of my career in finance as I have learnt in these 16 weeks, how the structural hierarchy in a company functions, the day to day practices of a company and most all the skill to socialize and fit in in a proper corporate structure. Working here at IMS Group, a corporate giant has provided me an opportunity to connect with various professionals and enhance my networking skills which is going to be helpful to me in my upcoming future.

Overall, I am glad that this internship provided me a chance to broaden my knowledge and understanding in finance and mostly I am thankful to IMS Group for providing me numerous opportunities to learn and develop. I will leave no chance in my life to apply the lessons and experiences as I progress in life.

3. Limitations of my Co-op Studies

Some of the limitations of my co-op study is listed as follows:

- a. Since this is my first working experience ever my report may be biased towards this company (IMS Group) as I have never worked in other companies in order to compare the experience.
- b. The majority of the information mentioned in the report is based on my own perspective and secondary information from co-workers. As a result opinions are subjective and may defer from person to person.
- c. Due to the time constrain of the internship period it may have been unable to acquire a clearer image of the firm. Also the recommendations are purely based on 16 weeks of experience as a finance intern.
- d. Since the report is created using both the primary and secondary data it may not contain all the elements required for a researcher to use it as a reference.

4. Recommendations for the company

The 16 weeks I spent at IMS group as a finance intern was very fruitful for me in order to understand a corporate company and acquire a lot of financial skills. However I would like to make some recommendations to IMS Group which are listed below:

- a. The company must start hiring worthy people from young generation (at least in finance department) who can bring more energy and enthusiasm to the table, as most of the employees are old and of traditional mind which contributes a little in decreasing the efficiency of the company.
- b. The company must really work on making the HR department better as most of the people in the department are a bit unprofessional and in the long run this is not good for the company.
- c. The company has diversified its investment into a lot of different sectors, including some which are non-profit making. Hence, the company should downsize on some trades and direct its focus on the ones that really matter.

References

IMS Group. (2023). *IMS-np.com*. Retrieved from <https://www.ims-np.com/about-us>

