



**Cooperative Education Report:  
Managing Sales and Marketing Promotions  
for Pranam International**

**Written By:**

Mr. Mudit Agrawal

Student ID: 6108040004

**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative  
Education, Faculty of Business Administration Academic Semester 2/2021  
Siam University.**

**Title** : Managing Sales and Marketing promotions for Pranam International


**Written by** : Mr. Mudit Agrawal

**Department** : Bachelor of Business Administration (Marketing)

**Academic Advisor:** Asst. Prof Dr. Maruj Limpawattana

We have approved this cooperative education report as a partial fulfillment of the cooperative education program under semester 2/2021

Oral Presentation Committees



.....  
(Asst. Prof. Dr. Maruj Limpawattana)

Academic Advisor



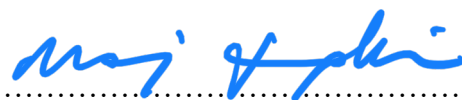
.....  
(Mr. Keda Rijal)

Job Supervisor



.....  
(Dr. Chanatip Suksai)

Cooperative Education Committee



.....  
(Asst. Prof. Dr. Maruj Limpawattana)

Asst. President and Director of Cooperative Education

**Project Title** : Managing Sales and Marketing promotions for Pranam International

**Credits** : 5

**By** : Mr. Mudit Agrawal

**Advisor** : Asst. Prof. Dr. Maruj Limpawattana

**Degree** : Bachelor of Business Administration

**Major** : Marketing

**Faculty** : Business Administration

**Semester/Academic year:** 2/2021

### **Abstract**

This cooperative report entitled “Managing Sales and Marketing promotion for Pranam International” is a descriptive of the knowledge acquired during the cooperative education at Pranam international. This report compiles all the valuable lesson and knowledge gained through each task assigned to me. The objectives of this study were to: 1) increase brand awareness among potential customers, 2) to get familiarized with the workings of the corporate world and its challenge, 3) to describe the research required for product development, process of designing, improvising and selecting various packages. My key tasks in Pranam international were business development and handling social media alongside these tasks. I also assisted in managing Facebook on regular basis, dealing with suppliers, documenting research reports, and developing content. Throughout my cooperative education I learnt about business sales method, and gained a strong understanding of how the firm runs at all levels, particularly the massive amount of research is necessary in every organization. I found that there were many obstacles in the way but were able to overcome them by providing valuable suggestions with the knowledge I've acquired during my bachelor's. However, if the company can push brand-building activities, I believe that the company can get saturated in the market in a few years to come.

Keywords: marketing, social media, sales

## **Acknowledgement**

This report was written as part of a partial fulfillment of a Bachelor in Business Administration degree requirement on the topic "Managing Sales and Marketing promotion for Pranam International." KCM and Siam University has provided me with a platform to gain practical work experience in the field of my interest by offering an internship program as a five-credit course. I'd also like to thank our college, Kathmandu College of Management, for its guidance and assistance throughout the cooperative education and report writing process.

Furthermore, I would like to offer my sincere thanks to be able to prepare this report under the guidance of my academic advisor Dr. Maruj Limpawattana and want to recognize his direction and mentorship in the whole time of this report arrangement and for my future profession.

Mr. Kedar Rijal, Director-Operations at Pranam International, deserves my profound gratitude for being with me and assisting me throughout the efforts that enabled us to launch this project. I'd also want to thank Mr. Paras Rijal, Senior Manager- Business Relationships at Greenply Nepal, for all of his assistance and guidance in making this enterprise a reality. Mr. Devendra Jha, Pranam International's Senior Accountant, for his help with financial estimates. I'd also like to thank Mr. Sanjay Mathur, Pirelli India's Marketing Manager, for believing in us to bring this idea to Nepal. I'd also like to thank Ms. Sanam Shrestha of Nepal Bangladesh Bank Biratnagar's LC department for all of her assistance and advise.

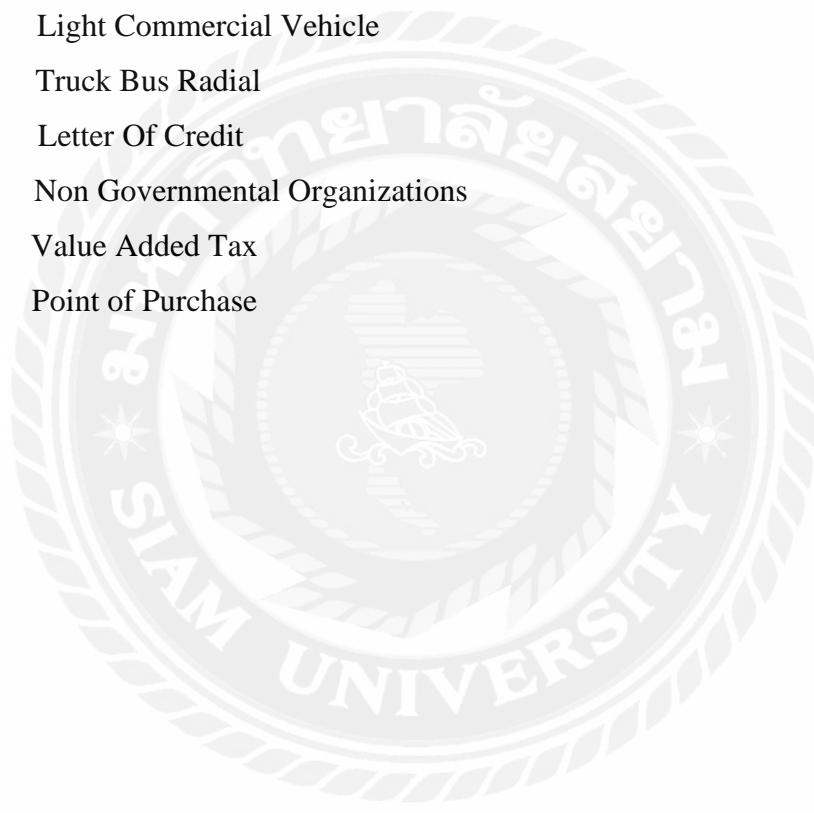
Last yet not least, my thanks and appreciation are devoted to my family and well-wishers for supporting me in each progression towards my career with their unlimited trust and persistence.

Sincerely

Mudit Agrawal

## LIST OF ACRONYMS

KCM	Kathmandu College of Management
TBR	Truck Bus Radial
PCR	Passenger Car Radial
LCV	Light Commercial Vehicle
TBB	Truck Bus Radial
LC	Letter Of Credit
NGO	Non Governmental Organizations
VAT	Value Added Tax
POP	Point of Purchase



# Table of Contents

<b>Abstract</b> .....	<b>3</b>
<b>Acknowledgement</b> .....	<b>5</b>
<b>List of acronyms</b> .....	<b>6</b>
<b>Table of Contents</b> .....	<b>7</b>
<b>Chapter 1: Introduction</b> .....	<b>8</b>
1.1 Company profile .....	8-9
1.2 Organizational structure .....	10-11
SWOT Analysis .....	12
1.3 Intentions to join the company .....	13
1.4 Objectives of the study.....	13-14
<b>Chapter 2: Co-op Study Activities</b> .....	<b>15</b>
2.1 Job Description and responsibilities .....	15-17
2.2 Contribution of the student in details .....	18
Pest Analysis.....	19-20
The 4 P's.....	20-23
Porters 5 forces.....	24-25
Identification of the problems during the Internship.....	<b>26</b>
2.3: Problems Faced during internship .....	26-27
2.4 Indicate how you successfully solved the problem.....	27-28
<b>Chapter 3: Learning process</b> .....	<b>29</b>
3.1 Things learned during the internship .....	30-33
3.2 Use of theoretical knowledge in practical work.....	34
3.3 Details of the related learning process and new knowledge .....	34-35
<b>Chapter 4: Conclusion</b> .....	<b>36</b>
4.1 Self- assessment as a professional .....	36
4.2 Recommendations for the company.....	37-38
References.....	39
<b>Annex-1 (Internship appointment letter)</b> .....	<b>40</b>
<b><u>Annex- 2(Photos)</u></b> .....	<b>41-43</b>

# CHAPTER 1

## Introduction

### 1.1 Company profile:

Pranam Wheels is the primary branded tyre showroom chain in Kathmandu. The emblem this is to be had is Pirelli tires. Pirelli is an Italian multinational tyre production agency. It was established on January 28, 1872, Milan, Italy. There were around 20-22 employees in our workplace. It manufactures tyres for high-pace Formulae One automobiles and additionally for expensive automobiles across the globe. The tyres of Pirelli additionally are available numerous sizes for automobiles which are to be had in our country. Pranam Wheels can be the only distributor of Pirelli and could have an artwork of kingdom showroom in Kathmandu as a retail outlet. The tyres can be to be had via the income workplace of India, that is placed in New Delhi. The essential goal of this agency is to make a world-magnificence emblem of tyres reachable to the human beings of our country.

They are numerous automobiles of Land Rover, Volkswagen, Toyota and Nissan who've an authentic fitment of Pirelli tyres, however because of non-availability the clients need to shift to different manufacturers once they need to alternate their tyres. Nepal imports guidelines on tyres do now no longer require the tyres to be standardized. Low exceptional tyres are one of the foremost reasons of avenue injuries in our country. The goal of the agency can be to make standardized tyres to be had to human beings at affordable prices.

The product will be the most valuable asset of the company. Pirelli is one of the world's most well-known tire companies, with a strong brand equity. Another valuable resource is the company's own state-of-the-art showroom, which has multiple locations. The showroom will be constructed to international standards and will have a welcoming atmosphere. A tire-changing station and a small coffee shop will be available. This showroom concept's goal is to attract car owners. Until now, Nepalese tire shops lacked the atmosphere that would make them appealing to vehicle owners. Drivers purchase the vast majority of tires.

**Vision of the company** (Pranam International):

-To become one of the leading tyre distributors in the country.

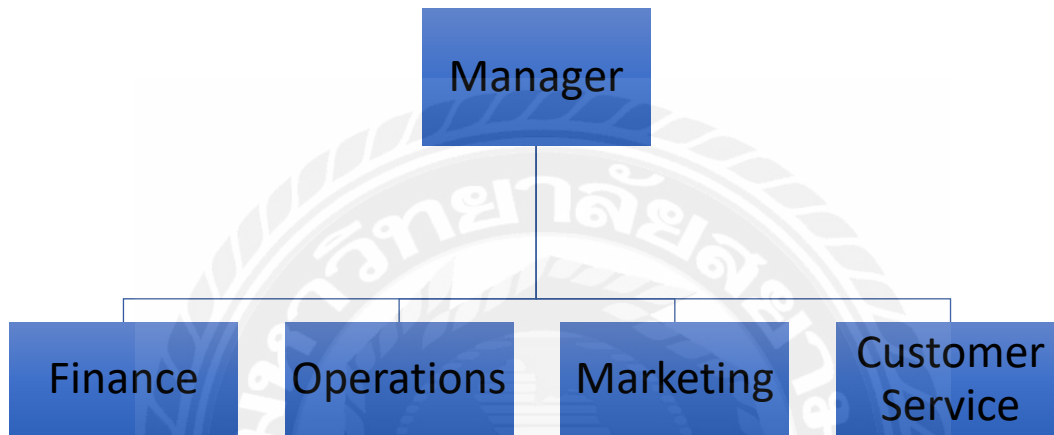
**Mission of the company** (Pranam International):

-To deliver world-class safe and reliable tires.

## 1.2 Organizational Structure

Pranam International is a family-run business with a traditional organizational structure. For the Pirelli department, we established a proper organizational structure. A good organizational structure is essential for any organization's proper operation.

Pirelli Tires' organizational structure is depicted in the diagram below:



**Fig 1: Organizational Structure of Pranam International**

**The functions of the respective departments is explained below:**

<b>Finance Department:</b> <ul style="list-style-type: none"><li>• Accounting</li><li>• Party ledgers</li><li>• Banking and LC</li><li>• Inventory Management</li><li>• Taxes and VAT settlement</li></ul>	<b>Marketing Department:</b> <ul style="list-style-type: none"><li>• Promotions</li><li>• Advertisement</li><li>• Sales order collection</li><li>• Building Customer Base</li></ul>
--	---



<p><b>Operation Department:</b></p> <ul style="list-style-type: none"> <li>• Book keeping</li> <li>• Telephone enquires</li> <li>• Daily activities</li> <li>• Issuance of bills /vouchers etc.</li> <li>• Filling of sales /purchase register</li> </ul>	<p><b>Customer Service Department:</b></p> <ul style="list-style-type: none"> <li>• Receiving Telephone</li> <li>• Handling Inquiries</li> <li>• Customer Follow up</li> <li>• After Sales Service</li> <li>• Warranty and claims settlement</li> </ul>
---	---

### SWOT ANALYSIS:

<p><b># Strengths</b></p> <ul style="list-style-type: none"> <li>• Selling high-quality and standardized tires</li> <li>• Branded tires available at reasonable prices</li> <li>• Several years of industry experience in the tire business in Nepal</li> <li>• Able to control price by distributing through their own retail outlet</li> <li>• State-of-the-art showroom targeted for vehicle owners</li> </ul>	<p><b># Weakness</b></p> <ul style="list-style-type: none"> <li>• Because most people are unfamiliar with the Pirelli brand, it will need a significant amount of promotional money to raise awareness.</li> <li>• High initial capital is required to build an international grade showroom.</li> <li>• Prices will be higher than those of other brands on the market.</li> </ul>
<p><b># Opportunities</b></p> <ul style="list-style-type: none"> <li>• Existing name for the brand, which has now not been catered previously</li> <li>• A healthy enterprise profits margin of 25%</li> <li>• Increasing brand awareness of human beings reflecting the need of branded tire showroom</li> <li>• Growing name for of tires due to the fact the imports of motors are developing every year</li> <li>• Similar branded tires like Michelin and Bridgestone have immoderate profits</li> </ul>	<p><b># Threats</b></p> <ul style="list-style-type: none"> <li>• Entry of big houses like Vishal Group and Spired Trading into the tire industrial company</li> <li>• Increasing extensive type of tire importers and keep stores of tires in Kathmandu Valley</li> <li>• Difficulty in handling maximum effective level of inventory</li> </ul>

### **1.3 Intentions to join the company**

Pranam Wheels is currently focused on areas such as PCR and TBR tyres. The emerging phase is PCR, which is moving closer to exceptionally high overall performance, and TBR, which is gaining popularity among Bias users. We have a spot recognition program in which we market tyres for luxury cars and SUVs. Apart from the high-end autos, we have tyres for everyday use. Our products are made in a state-of-the-art manufacturing facility, where the agency devotes 3/4 of its sales to product R&D. Pirelli has over 5000 tyre patents under its belt and is the most respected OEM (Original Equipment Manufacturer) for a variety of high-performance autos all over the world.

The agency will offer merchandise together with a service. Pranam Wheels will offer tyre-converting centers for the clients in its showroom. The agency could have a nation of artwork showroom in which the clients should buy and alternate their tyres via automated tyre changes. Pranam wheels might be an infant agency of Pranam International, which has been uploading numerous tyres into Nepal for the final eight years. The agency will make use of the dad and mom agency's Import and perform the feature of distribution of tyres inside Kathmandu Valley with a series of retail outlet of the agency itself.

### **1.4 Objectives of Co-op education**

The general objective of the co-op study is to be able to practice theoretical business learnings into practice by meeting and learning from professionals, experts and potential mentors who will provide us with knowledge, criticism and support. Through this process of learning we are able to expand our knowledge, contacts, expertise which benefits our public relations. It is a great platform for a beginner to know the inner workings of any industry.

With the support of my co-op team, I want to work for the betterment of the organization I am associated with and help them in any way possible. I hope my study is beneficial to them as much as they were for my growth. I tried my best to put all my theory base learnings and past experiences into practice to help the organization attain its goals.

The co-op program objectives were to: 1) increase brand awareness among potential customers, 2) to get familiarized with the workings of the corporate world and its challenge, 3) to describe the research required for product development, process of designing, improvising and selecting various packages.

## **CHAPTER 2:**

### **Co-op study activities**

#### **2.1 Job Description and responsibilities**

I had to work in the marketing department for the job. Particularly in the areas of research, social media management, and packaging. My contributions were mostly in the areas of research and analytics, as required by the departments. A new target was established, and an investigation was done in accordance with it.

My key tasks in Pranam international were business development and handling social media alongside these tasks. I also assisted in managing Facebook on regular basis, dealing with suppliers, documenting research reports, and developing content.

The first assignment I was given was to conduct manual research and design for Pirelli tire packaging. Here's an example of a graphic: I completed 40 packages on my own during the first period of my internship. My manager attended multiple Zoom sessions and one in-person meeting to further clarify my responsibilities, during which he detailed the next assignment I would be completing. I also had to create lists of tires and brands, as well as their prices per tire or pallet, split down into retail and wholesale rates, provided by Pirelli Tyre, an international tire manufacturer.

The second task was to prepare a list for the company in reference to dSewa Courier tariff list 3, which relates to national shipping rates, was another fantastic job. I needed to generate a list of international shipping rates around the world after filling in the domestic rates, which I got from DHL rates. First, I had to distinguish between the various zones, which began at 1 and progressed to 7. A price has been provided in the Prices section that corresponds to the weight of the product to be sent.

My third task was to conduct research and write a report on how to improve Facebook's social media presence and that of similar competitors. This paper included the following topics, which necessitated extensive and time-consuming research. The following are the subjects that will be discussed.

The sports that I actually have undertaken all through the internship length are:

- Creating the commercial enterprise version canvas
- Industrial Analysis for the company
- Costings and pricing of the tyres
- Financial Analysis for carrying out feasibility study
- Forming the organizational structure

Activity 1: Creating the commercial enterprise version canvas

The Business Model Canvas for Pirelli Tyres

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>• Pirelli International (India)</li> <li>• Banks</li> <li>• Customs Office</li> <li>• Clearing Agents</li> </ul>	<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Newspaper advertisement</li> <li>• Social media promotion</li> <li>• Cinema advertisement</li> <li>• Event sponsorship</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• Selling tyres</li> <li>• Changing and changing tyres</li> <li>• Logistics</li> <li>• Checking and balancing wheel alignments</li> </ul>	<p><b>Customer Relationship</b></p> <ul style="list-style-type: none"> <li>• Dedicated private assistance</li> <li>• Warranty and after sale guide service</li> <li>• Customer dating manager</li> </ul>
<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>• Products with excessive logo equity</li> <li>• State of artwork showroom</li> <li>• Several years of Industry experience</li> </ul>	<p><b>Value Proposition</b></p> <ul style="list-style-type: none"> <li>• Making an international elegance logo reachable to the people</li> <li>• Providing excessive overall performance and standardized tyres</li> </ul>	<p><b>Customer Segments</b></p> <p>According to tires</p> <ul style="list-style-type: none"> <li>• PCR (Passenger Car Radial)</li> <li>• LCV (Light Commercial Vehicle)</li> <li>• TBR (Truck Bus Radial)</li> </ul>	<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>• Product cost</li> <li>• Warehouse cost</li> <li>• Equipment's cost</li> <li>• Establishment cost</li> <li>• Transportation cost</li> <li>• Rental cost</li> <li>• Administration cost</li> <li>• Marketing cost</li> </ul>

	<ul style="list-style-type: none"> <li>• Educating clients on protection features</li> <li>• Reducing middlemen and intermediaries</li> </ul>	According to clients <ul style="list-style-type: none"> <li>• Niches Market</li> <li>• Mass Market</li> </ul>	<b>Revenue version</b> <ul style="list-style-type: none"> <li>• Sale of tires</li> </ul>
--	---	---	--

**2.2 Contribution of the student in details:**

1) Market Analysis:

Weeks of study and observation have taught me about the prospective market, scalability, and a rudimentary understanding of how the organization works when I was assigned to research the rival and customer market.

2) Marketing Techniques:

After investigating the market and rivals, I devised a strategic plan for the company to sell its products and grow as a business, despite the fact that the company is relatively unknown in the market. The four Ps of marketing mix are necessary for a company to effectively sell their product or service in any market.

3) Event Sponsorship:

During my time as an intern at Pranam International, my other responsibility was to find event sponsors when the company organized an event. I got a job to follow up with the previous sponsor if I was interested in sponsoring again for upcoming events.

**PEST Analysis**

I used PEST Analysis because It enables you to spot business or personal opportunities, and gives you advanced warning of any significant threats. It reveals the direction of change within your business environment, so you can adapt what you're doing to work with the change, rather than against it. You can use to analyze risks in your environment as well, so you can avoid starting projects that are likely to fail. I used 4PS because the 4Ps of marketing is a model for enhancing the components of your "marketing mix" the way in which you take a new product or service to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand.

### 1) Political Environment

Our country's political situation has not been stable for a long time. Even as the country waits for its constitution to be finalized, the country's commerce industry has thrived. There are no limits on tyre imports in the nation. The import of tyres is available to any entity that complies with all applicable tariffs and taxes. Import rules for tyres are a weak link since there are no restrictions on importing non-standard items. For a tyre to be manufactured and sold in the United States, it must fulfill the DOT standard. Similarly, tyres throughout Europe must have an EU trademark. There are no such norms and standards in our nation.

### 2) Economic Environment

Increases in the import of high-priced automobiles indicate that people's purchasing power is growing. The streets of Kathmandu are flooded with costly and elegant automobiles from brands like as Land Rover, Range Rover, Toyota, Nissan, Volkswagen, and Skoda. Despite the hefty exercise tariff on these automobiles, imports have continued to rise year after year. In Kathmandu, the growing number of multinational projects, NGO and INGO offices has resulted of a rise in passenger cars. This setting indicates that a branded tyre store has a lot of potential to flourish in the market.

### 3) Social Environment

People in Kathmandu have a far higher level of living than those in other large cities such as Biratnagar and Pokhara. The Western and European cultures have had a tremendous effect on Kathmandu's way of life. People in this area are more brand aware and have higher purchasing power. This culture may be seen in the city's growing number of high-end restaurants, educational institutions, hotels, resorts, and spas. Similarly, Kathmandu is home to about 90% of the country's most costly automobiles. The notion of a branded tyre dealership is likely to succeed in Kathmandu, given the large number of automobiles.

### 4) Technological Environment

Building a tyre manufacturing plant takes a lot of money, and Nepal only has one tyre manufacturer, Gorakhali Tyres. This factory has been losing a lot of money due to a lack of raw material, which is rubber, and unmanageable labor troubles. The sizes made by this plant are likewise quite limited, and it only meets 2% of overall market demand. This implies that Nepal is completely reliant on imports to meet its tyre needs. India, Thailand, Malaysia, Indonesia, China,

and Japan account for 98 percent of total consumption. Pirelli is made in China, Turkey, Brazil, and Romania, and it may be imported into Nepal through the New Delhi Regional Office.

**The 4 P's:**

**Product**

*Table 2.1: List of Products*

155/70R13 75T	185/60R15 88H
155/80R13 79T	205/65R15 94V
165/65R13 77T	205/55R16 91W
175/70R13 82T	P205/60R16 92T
155/65R13 73T	215/60R16 99V
165/60R14 75H	215/65R16
185/70R14 88T	195/60/14
175/65R14 82T	225/70R16 103H
175/70R14 84T	225/55R16 95W
185/60R14 82H	LT245/70R16 113T
185/65R14 86T	P265/70R16 112T
185R14C 102R	P275/70R16 114T

195R14C 106R	P225/60R17 99H
195R15C 106R	P225/65R17 102H
205/65R15 94T	P265/65R17 112H
205/45ZR16 83W	P225/55R17 97T
215/40ZR16 86W	225/60R18 100W
175/65R15 84T	255/55R18 109V
215/75R16C 113R	235/60R18 107V
195/65R15	10.00R20

### Price

On the current worldwide status, the product has been positioned with its attributes as a market leader in terms of prices, but the current Nepalese market does not consider the worldwide fact. The pricing strategy has to play a vital role in deciding the future of the brand, various accumulated costs contribute to higher prices, the costs of promotions and display center build up to the costs and makes it difficult to position the product based on costs, some of its products have to be priced at a very sensitive range i.e., the current market pricing. With high infrastructural and product cost and the standards of the product worldwide creates a challenge for product pricing in Nepal. The pricing is done on 45% above the cost price, which will be made by Pranam International. The two major competitors are Bridgestone and Michelin and the prices are reasonable to compete with these brands.



## Place

The product demands a state of the art display center in Kathmandu, which will be helpful in attracting owners of vehicles. A dedicated display system to educate and interact with customers is the purpose of building the display center. The display center is to be located in Kalimati, Naxal, Boudha, Kumaripati and Tinkune the destination for tyre buyers in Nepal. The place will have parking facilities and a tyre changing facility for the convenience of the buyers.

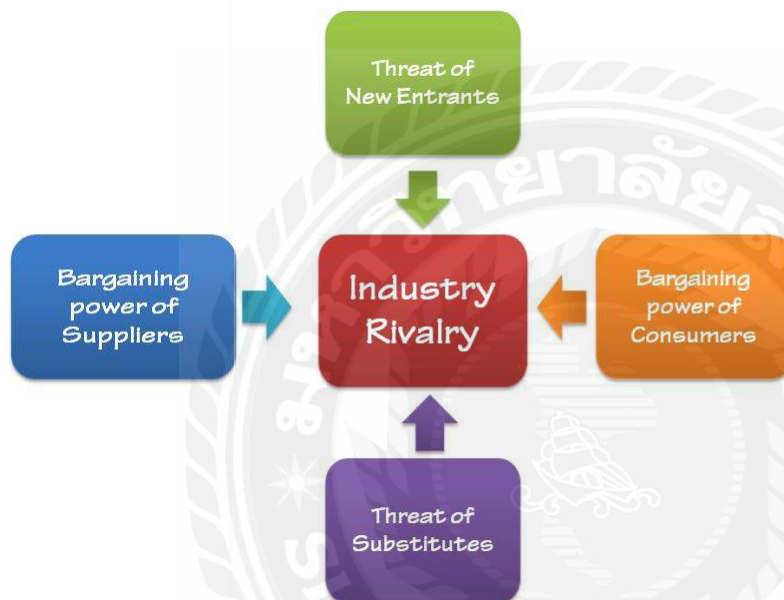
## Promotion

As Pranam International carries out the import and Pranam wheels will carry out distribution therefore the promotion expenditure will be shared according to the profit margins kept for each. Brand building is an expensive exercise in Nepal. The company will use various marketing tools to promote its brand in Kathmandu. The following media vehicle has been chosen and it is based on product positioning:

**Table 2.2: promotion**

S.No.	Items
1	Cinema Advertisement through QFX
2	Display hoarding at Kumari Hall
3	Product display in shopping malls
4	Car handle tags at parking lots
5	Social media advertising
6	Automobile magazines
7	Newspaper Advertisement

## Porters Five Force Analysis of Pranam International



### 1) Current competitors pose a threat:

In the Nepalese market, there are various tyre manufacturers to choose from. MRF, Apollo, Ceat, JK, Dunlop, Bridgestone, and Michelin are the major producers. Other brands such as Hankook, GT, Falken, Firanza, Khumo, Continental, Sunstone, Silverstone, and others are also available. Manufacturers such as Bridgestone, Dunlop, and Michelin will provide the final touch to Pirelli. Bridgestone is one of the oldest branded tyres available in Nepal, and it has already established a market. Another competitor is Dunlop, which is currently the most competitive logo on the market. It has set itself apart from the competition with its low pricing strategy and is gaining traction in the industry. Michelin is a brand name imported by Sipradi Trading, which operates a

large network of Tata automobiles in the state. Because Pirelli will be the sole distributor, no other company will be able to advertise this logo, therefore the final touch may not come from other manufacturers.

**2) Recent newcomers pose a threat:**

In the last four years, almost 50 new tyre stores have opened in Kathmandu. There are no restrictions or laws in place when it comes to forming a tyre store, thus the probability of new entrants cannot be restricted. The number of tyre importers is also increasing year after year, resulting in fierce competition in the tyre business. The possibility of new entrants for this logo is routinely regulated by establishing a single retail store for Pirelli. However, recent tyre stores with great manufacturers have really easy access.

**3) Alternative merchandise is a threat:**

Because there are rarely any alternatives for tyres, the possibility of alternate items is nil. A new era has arrived to supply silicon tyres instead of rubber tyres, although the product has yet to be commercialized. This shows that alternate tyre products are unlikely to succeed.

**4) Suppliers' negotiating power:**

Pirelli International (India) is the most convenient supplier for my company. They will present the tyres in accordance with the terms and conditions stipulated in the agreement paper. This means that there will be no bargaining power on the provider facet because we will be functioning in accordance with the terms and conditions agreed upon at the outset.

**5) Consumers' Bargaining Power:**

Customers' bargaining power will be limited because the Pirelli logo will only be available in our store. The availability of many tyre manufacturers, such as Bridgestone, Dunlop, and Michelin, will provide buyers with options, thus increasing their bargaining power. We must always be prepared to place our logo above the phony manufacturers in order to change the consumer's negotiating power.

## **Identification of the problems during the Internship**

### **2.3 Problems related to job activities:**

**1) Lack of support from another department:**

The company being operated under a sister company had financial problem. The finance department of the whole business including all the sister companies was overseen by one department. The finance department was rigid and not sanctioning money for marketing of the

merchandise. This had affected the corporate over a period of times, as we saw it as a serious problem thanks to which new marketing ideas and business weren't being initiated.

2) Inadequate income sources:

One of the most significant challenges I encountered during my internship period was a lack of appropriate earning methods. The corporation stopped classifying who its target clients were and began approaching everyone. Also, as a result of the loss of members of the revenue crew, the sites visited and comments from capacity consumers have vanished. Also, it is no longer advertising its goods, and the lack of such a marketing strategy has hampered revenue in a significant degree. In order to construct a precise revenue approach, it was first necessary to develop a marketing strategy.

3) Inadequate advertising methods:

It was difficult to remember a marketing strategy because the corporation believed in the traditional model of business and didn't care about advertising. In a significant manner, both social media and offline advertising have gone missing. In the advertising department, there was a loss of human assistance. In addition, combining advertising and sales into a single entity created a big headache for the corporation.

4) Social media branding is lacking:

The company's lack of online presence, particularly on social media platforms where the corporate was not active, was the most major issue I noticed during my internship. It had been incredibly tough to establish and grow a social media presence because it had been less active. Because the company has only been around for five years, they may not be ready to completely embrace digital media and instead want to rely on traditional media. The company did not specialize in any digital media platforms, relying instead on personal contacts and propositions, and there is a lack of public knowledge. The company's market share was incredibly low due to its inability to communicate with its audience.

## **2.4 Indicate how you successfully solved the problem**

1) Promotion in certain locations:

We visited the marketplace on a regular basis in order to interact with and entice more clients, and we attempted to reinforce our platform with feedback. Touring places during a regular basis and following up with them during a regular foundation also helps to keep our agency in mind. The use of a specific brochure in addition to pamphlets aided in the sale of the

agency. We also leveraged our personal assets to market the agency. Promoting the agency in a certain market, such as banks, travels, consulting, schools, and schools, proved to be a successful marketing strategy.

#### 2) Utilization of virtual platforms:

Today's world is extremely technologically advanced, and every business is becoming more powerful as a result of these improvements. I looked into a variety of options for making the products available for purchase. I did full-size research and came up with advertising ideas for the firm throughout this section. I started by redesigning and marketing the social media pages. Then I started publishing social media items on a more regular basis. The agency's retention and positioning were boosted as a result of this. Using social media to increase ads to target clients has also shown to be a successful strategy. This benefited in the positioning and promotion of the brand among capable customers.

#### 3) Creating a budget and deciding on a marketing strategy:

Planning the revenue as well as the advertising method according to the section and thus the way we've been getting to approach those customers assisted us a lot because we felt the agency had become a piece ready at that point. Since our manager joined us in the marketplace on a regular basis and saw the effort we put in, we've been able to persuade the departments of the need of proper procedure and why not having them may have an effect on the company's earnings or even result in an outsized loss over time.

#### 4) Managing through teamwork

There were times that it was tough for one person to do the job so with the proper teamwork we were always completing our work on time.

### **Chapter 3:**

#### **Learning process**

Cooperative education is an opportunity to learn by doing, similar to on-the-job training, which provides students to explore their area of interest, learn about practical organizational work setting. With the support of the organization, we have been able to get the agency for Pirelli Tyres in Nepal. We were also given the autonomy to set up a new organization to work with Pirelli. This gave us an immense opportunity to apply our theoretical knowledge of BBA in practice.

Through my observation and experience I realized that there was actually implementation of concepts and theories we studied in classroom. The only difference was variation in approach of implementation to suit the environmental contingent factors. We learned various courses like Managerial Communication, Organization Design, Finance, Human Resource Management, Marketing Management, Strategic Brand Management and Advertising and Promotion Management.

### **3.1 Things learned during the internship**

#### **1) Managerial Communication**

Communication talents are one of the maximum crucial devices this is required as soon as we begin working. The significance of powerful communicate, the effect of cross-cultural communicate has been taught to us withinside the classroom. Communication is crucial inside and out of doors the corporation. It is crucial that we talk efficiently with all of the personnel of the corporation to cause them to acquainted with the mission, vision, goals, policies, regulations and procedures. For a high-priced product like Pirelli, it's miles crucial to talk the attributes and blessings of the product to persuade the clients. A pupil who has passed through the Managerial Communication path of BBA can behavior education classes to the Customer Service Department on powerful communicate.

I actually have additionally skilled the significance of cross-cultural communicate once I went to Delhi for an assembly with the Pirelli officials. I had to speak to an Italian approximately my goal plans and regulations with Pirelli. I found out the significance of punctuality and additionally observed that Italians had been extra formal and cared little on impersonal relations.

#### **2) Marketing Management:**

It is a commercial enterprise subject, which makes a specialty of the realistic utility of advertising strategies and the control of a firm's advertising assets and sports. This subject could be very crucial for carrying out any commercial enterprise. We had been continuously taught approximately the 7 Ps of advertising blend in classroom. The significance of this 7 P's may be understood as soon as we begin working. After confirming the import of Pirelli, it turned into time for us to formulate our advertising program. Then we found out how crucial it's miles to coordinate the 7 Ps with a purpose to make our advertising marketing campaign powerful. Even earlier than

the products had been introduced we needed to paintings upon the pricing. We had in thoughts that Nepal is a rate touchy marketplace and it might be hard to promote a high-priced product. We then concept it can be managed thru our distribution channel, via way of means of lowering entire dealers and middlemen. Our product might be made aggressive with different manufacturers like Bridgestone and Michelin if we ought to promote it direct to our clients. And with a purpose to promote without delay to clients our merchandising must be competitive and we must additionally have right stores at diverse places. This enjoy made me recognize that it all of the advertising P's ought to be associated with every different as that taught withinside the classroom.

### 3) Financial Management

Financial Management method planning, organizing, directing and controlling the monetary sports including procurement and usage of budget of the enterprise. Its method making use of preferred control ideas to monetary assets of the enterprise. The path supplied us with all of the fundamentals that had been required in powerful monetary control. Through case studies, lectures, readings and exams, we learnt the primary ideas and a way to follow them in monetary decision-making. One of the maximum crucial responsibilities that I undertook is making ready the five years monetary plans for the organization. All the ideas of NPV, IRR, Ratios, Forecasting, and Budgeting helped me to broaden the monetary projections.

### 4) Advertisements and Promotions Management

The path marketing and marketing and merchandising control consists of the marketing and marketing perspective, segmentation and targeting, media planning, advert planning, innovative method and manner, innovative execution – artwork and copy, use of media, communique blend, growing advertisements for print and digital media, data collecting etc. Pirelli is the high sponsor of Formula One Championship, FIM World Super Bike Championship, Italian Football Club Inter Milan, etc. The organization has a totally robust commercial and advertising campaigns and it even controls the marketing and marketing regulations of the provider networks. This method that being an Italian organization it controls the classified ads which are broadcasted in Nepal. The organization designs all of the POP's and presents and the sellers have the authority to distribute handiest those. The T-blouse designed and allotted in Nepal must be in keeping with the designs supplied via way of means of the organization. We ought to take the approval of the organization earlier than launching any varieties of classified ads in Nepal. This method that the Company controls all of the commercial and promotions strategies.

#### 5) Organizational Design

Organization layout may be described narrowly, because the manner of reshaping corporation shape and roles, or it is able to extra efficiently be described because the alignment of shape, manner, rewards, metrics and skills with the method of the commercial enterprise. We had been taught that the layout must be simple, realistic, bendy and feasible. These theories lay a robust basis whilst we really layout the shape of the corporation. I had been uncovered to those theories whilst forming the organizational shape for Pirelli tyres. Division of paintings, Departmentalization, obligations and responsibilities, certainly described policies play an important position in placing the shape. We located that many Nepalese businesses lay little or no strain on this stuff whilst forming the shape. In truth it's miles hard to locate personal commercial enterprise with a right functioning organizational shape. Being a pupil of BBA, we deliberate to take those elements into attention whilst we began out this corporation.

#### 6) Human Resource Management

We have been constantly taught that human is the most important resource of any organization. HR is primarily concerned with how people are managed within organizations, focusing on policies and systems. HR departments and units in organizations are typically responsible for a number of activities, including employee recruitment, training and development, performance appraisal, and rewarding.

I have also received a training session conducted by Pirelli in New Delhi and have understood the importance of these sessions. Since it is a new start up we are working on the performance appraisal system. We have also set up a reward system for the sales staff by providing points on their referral. The organization is new and its policies are still subject to amendments.

#### 7) Management of relationships

I was able to maintain relationships with clients by visiting them and keeping in touch with them on a frequent basis. Because every firm has connections, engaging them incorrectly can have a significant impact on business. So, throughout this time, creating and maintaining relationships with clients and individuals I know was beneficial to me. I also learnt how keeping in touch with



certain clients helps secure transactions and acquire referrals of new clients, which aids personal networking as well as company growth.

### **3.2 Practical application of theoretical knowledge**

The overall goal of cooperative studies is to apply theoretical business knowledge through meeting and learning from professionals, experts, and possible mentors who can give us with knowledge, criticism, and support. This process of learning allows us to broaden our knowledge, contacts, and experiences, all of which are beneficial to our public relations efforts. It's a fantastic way for newcomers to learn the ins and outs of any sector. I want to work to better the company I'm involved with and assist them in whatever way I can with the help of my collaborative team. I hope that my studies will benefit them as much as they have helped me grow. I tried my best to put all my theory base learnings and past experiences into practice to help the organization attain its goals.

### **3.3 Details of the related learning process and new knowledge**

#### **1) Have Self-Assured Public Speaking**

Public speaking is unavoidable, whether you're hosting a kickoff meeting in front of your boss or clients or a live press conference. Although you may have loved language lessons in high school, as a marketer, you must be able to effortlessly present your project or product. Your audience will believe you if you appear confident in what you're saying.

#### **2) Maintain a Learning Attitude for the Rest of Your Life**

Maintaining a lifelong learning attitude is another important quality that every marketing resume should possess. We are continually absorbing fresh knowledge as marketers. Whether it's a novel marketing strategy or a recently published research report on your target market.

#### **3) Be an Active Listener**

As a marketer, you **cannot** afford to passively ignore customers and employees. For this reason, active listening is an important skill that every marketer knows to learn. By actively listening to the people around you, you can **discover** the messages they need to hear. This **way** you **can** complete your campaign and **convert** more people into **paying** customers.

#### **4) Recognize the distinctions between objectives, strategies, and tactics.**

Goals, strategies, and techniques are all so intimately tied to marketing that they're easy to mix up. You will not face any of them during the marketing process if you can recognize all three. A goal is a target set by the marketing team that must be met within a certain time frame. A strategy is a well-organized plan comprised of many methods that explains how to attain your objectives. Your strategies, on the other hand, are the steps you use to attain your objectives.



## **Chapter 4:**

### **Conclusion**

#### **4.1 Self- assessment as a professional**

Cooperative education is a respected or formal program that provides genuine experience for newcomers to a vocation or profession. In general, an internship entails a change of offerings for both the scholar and the employer to appreciate. Students can also use an internship to decide whether or not they need a hobby during their employment, to build a network of contacts, or to get college credit. Some interns find permanent, paid work with the organizations where they interned. This could be a significant benefit to the business, as skilled interns sometimes require little or no additional training after they begin permanent employment.

With the goal of becoming an entrepreneur, I joined Pranam International. I was also granted the freedom to work in accordance with my expertise, as well as the ability to start a new enterprise. This provided a solid foundation for me to apply and put into practice all of the theoretical knowledge I gained during my BBA.

Working for a prominent brand like Pirelli provides me with a wide range of opportunities and challenges. The tyre industry is a fiercely competitive sector, with major players such as Vishal Group and Sipradi purchasing and selling.

As an amateur, I have the opportunity to run a business in a scientific manner. I was also given the opportunity to put all of my academic knowledge from my undergraduate degree to use. I got the opportunity to attend a meeting with top-level executives from a multinational corporation. For a novice like myself, this has turned into a fantastic experience. As I was attending training, I also learned how to manage my time.

I've even structured my internship records to meet the University's requirements. The internship period provided me with the opportunity to evaluate and examine all of the sports that I had participated in during my brief entrepreneurial career. It's been a tremendously productive experience for me.

#### **4.2 Suggestions for the business**

This Co-op education was incredibly advantageous to an individual's capacity to develop a corporate career. From start to finish, I learned everything there is to know about how a genuine firm produces and sells its product to its target market. This information has not only assisted me in gaining experience, but it has also enhanced my respect for the people with whom I work. Not everyone is capable of putting in the effort required to build a successful business, but those that can do so and establish one from the ground up should be congratulated. The company's major purpose is to give a world-class tire brand to the people of our country. Pirelli tires are fitted as standard on several Range Rover, Land Rover, Volkswagen, Toyota and Nissan models; However, due to the unavailability, buyers will have to switch to other brands when replacing their tires.

Some of the recommendations that I believe will help the company reach its unmatched market in a short time:

1) Communication is Key

Communicate your organization's purpose, vision and values effectively. This encourages a sense of shared purpose and transforms your employee's perspective from that of a cog in a machine to that of a valued team member! However, do not make successful communication a one-way street.

2) Team-Building Activities

Consider renting an escape room or holding a bootcamp-style event in which employees must work together to find a treasure or other incentive. Because they spend so much time at a desk behind a computer screen, people rarely get to know each other well. Team building exercises are a great way to deal with this problem.

3) Make a Reward and Accountability Plan

Some supervisors are hesitant to acknowledge employees who contribute significantly to the company's bottom line, but this is a mistake. If your organization has a reward system in place, employees will be more encouraged to strive for greatness. Send a tailored email thanking someone or a department on reaching a goal.

## Reference

Pirelli & C. S.p.A. (n.d.). *aboutus*. Retrieved from <https://corporate.pirelli.com/corporate/en-ww/aboutus/aboutus>

Pirelli & C. S.p.A. (n.d.). *Stories*. Retrieved from <https://www.pirelli.com/global/en-ww/homepagePIRELLI>



## Annex- 1 (Photos)



### Internship Appointment Letter

10<sup>th</sup> September 2021

To,

Mudit Agrawal  
Kathmandu, Nepal

Dear Mudit,

This is with reference to your application for the internship and the subsequent discussions you had with us at the interview on 10<sup>th</sup> September 2021, on the following terms and conditions.

Position: Full-time Intern

Job Location: Kalimati, Kathmandu

Stipend: You will get a monthly stipend of Rs 12,500 as mentioned in the offer letter

Internship Duration: 10<sup>th</sup> September 2021 to Working till date.

Commencement of Internship: Your Internship will be effective from \* 16<sup>th</sup> September 2021

Working Hours: You have to work from Sunday to Friday and your working hours will be 11 AM to 5 PM.

You have to serve your duties with proper discharge for the company during these working hours.

We congratulate you on your appointment and assure you to get our full support for our professional growth and development.



pirelli.pranam@gmail.com  
www.pranamintl.com

Kalimati (Opp. Salt Trading Corp.)  
Kathmandu, Nepal. T. +977-1-4277021, 4278528

Biratnagar, Nepal  
T. +977-21-525919

AUTHORIZED IMPORTER



Internship Appointment Letter



(The Brand Logo)



(PiRELLI Shutter)





(Work Session with Employees)







(Warehouse Looks)

