



COOPERATIVE EDUCATION REPORT

Study On

Role of Marketing Intern at CG Communication (CG NET)

WRITTEN BY

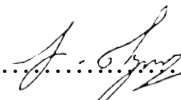
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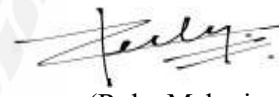
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We have approved this cooperative report as partial fulfillment of the cooperative education program 2019-2023


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Title: Role of Marketing Intern at CG Communication (CG NET)
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Abstract

CG NET | CG Communication is a rising brand in Nepal's ISP sector which provides a holistic service in the sector of Internet Service. CG NET | CG Communications Limited is Nepal's leading and the most admired Internet Service Provider. The company is powered by Eight (8) plus decades of rich legacy as Nepal's first multinational conglomerate led by Mr. Binod K Chaudhary, Chairman – CG Corp Global | Chaudhary Group. Taking Nepal to the world. I was given the chance to work as an intern in the marketing department at CG Communication under the direction of Deputy Marketing Manager, Mrs. Jasmine Pradhan. She gave me a list of tasks to complete on a daily basis and as needed by the situation. Depending on the tasks given, I sometimes had to report to him and sometimes to the business head.

Prior to beginning the internship, I had several major goals and objectives in mind for my professional and personal growth, including increasing my knowledge of and confidence in my field of work, developing managerial and communication skills, and learning time management techniques. In addition, I wanted to understand how a reputable company like CG approaches sales and marketing in order to stay one step ahead of its competitors. My goal was to accomplish these by participating in meetings with the marketing team, helping them in generating new ideas, and working in a team to establish and maintain professional connections. I had the chance to participate in a large number of ongoing marketing activities at CG Communication during my 4- Months internship. This first-hand encounter gave me the chance to hone my desired skills and put my academic and theoretical knowledge to practical use.

Similar to this, a significant project was launched to expand service to 8 different cities in Nepal in an effort to boost revenue and attract more clients. This made it easier for me to comprehend how access to new talent and markets can lower costs and, perhaps more importantly, create a strong pipeline for a company's future growth.

Keywords: Marketing Strategy, Marketing Department, CG Communications, Internship

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First of all, I would like to acknowledge Kathmandu College of Management and Siam University for including an internship program as a credit course requirement of the BBA program, providing all students with the opportunity to enhance their knowledge and competence by working with reputed companies and gaining practical experience.

My sincere gratitude goes to CG Communication Ltd. for providing me this opportunity to fulfill my internship requirement and making my learning experience great. I would also like to thank my supervisor for welcoming me as an intern in the Marketing department with full guidance and supervision in assisting me with different Marketing tasks.

Further, I would like to give my sincere appreciation to all individuals who were supportive during my internship period and provided valuable information essential to complete my internship project.

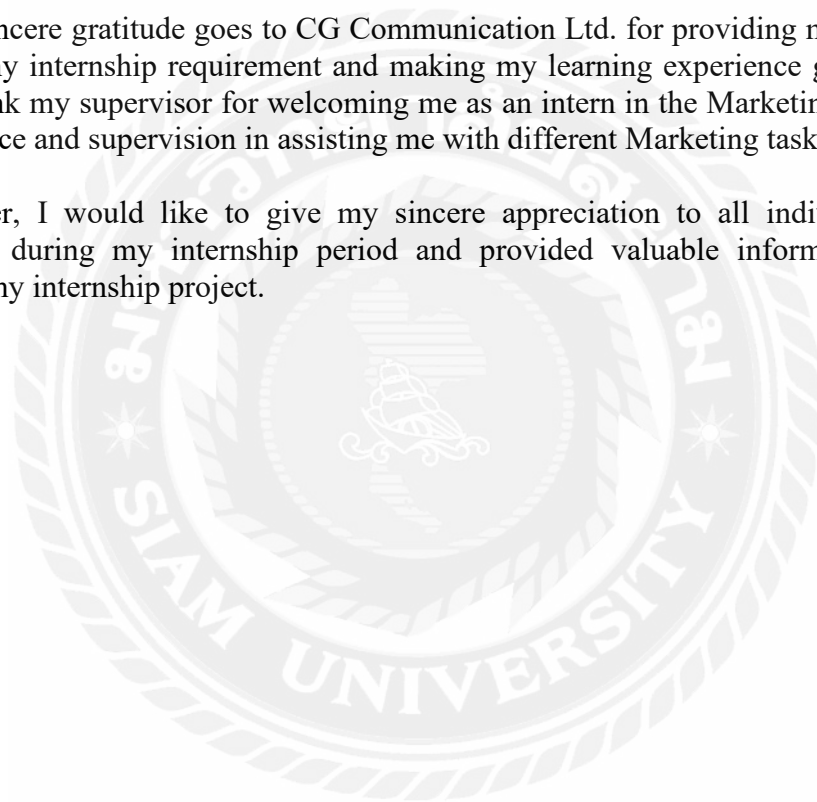


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List of Abbreviations

CG: Chaudhary Group

HR: Human Resources

IT: Information Technology

CEO: Chief Executive Officer

CTO: Chief Technology Officer

MH: Marketing Hea



Chapter 1

INTRODUCTION

The history of CG Communication (CG NET) is described in this chapter to offer readers with facts that will aid in their understanding.

CG NET | CG Communication is a rising brand in Nepal's ISP sector which provides a holistic service in the sector of Internet Service. CG NET | CG Communications Limited is Nepal's leading and the most admired Internet Service Provider. The company is powered by Eight(8) plus decades of rich legacy as Nepal's first multinational conglomerate led by Mr. Binod K Chaudhary, Chairman – CG Corp Global | Chaudhary Group. Taking Nepal to the world.

1.1 Company Profile:

Kathmandu College of Management's official internship program for BBA 8th semester students aims to give real-world work experience so they can apply their academic knowledge to their future careers. Students will benefit from internships in their field of study by learning skills like teamwork in the workplace, business ethics, and effective communication that can only be learned on the job. A minimum of 10 to a maximum of 14 weeks are allotted for the internship program at KCM (Siam University), which gives students the chance to network and connect with people who could be useful to them in the future. To advance their skills and knowledge, the student selected CG Communication Limited as one of their organizations for their internship period. The marketing and planning division of CG Communication considers a broad range of marketing issues, such as planning and development, proposal writing, event hosting, market research, meeting, partnership, company promotion, branding, quotation for new projects, vendor finalization, budgeting for the project and marketing.

With its headquarters in Kathmandu, the nation's capital, CG Communications Limited is the largest and most reputable Internet service provider in Nepal. The company is driven by Mr. Binod K. Chaudhary, Chairman - CG Corp Global | Chaudhary Group, which has eight (8) plus decades of rich legacy as Nepal's first multinational conglomerate. Introducing the world to Nepal. CG Communication launched its internet service, CG Net in 2021. It is currently providing blazing fast internet in 10 cities and has a 50,000+ registered customer base.

CG Communications, Limited. provides high speed Internet service to locations that do not have access to DSL, Cable or Fiber. To meet the needs of business and residential subscribers, it offers a variety of speed plans. The Internet service is quick, dependable, and reasonably priced.

1.1.1 Mission, Vision and Tagline of CG Communications

We Offer - High-speed fiber network that helps you connect to your purpose.

We Deliver - Exceptional customer experience is our priority. Let us hear your smile.

Tagline: “Speed That Matters”



Fig1: Brand logo

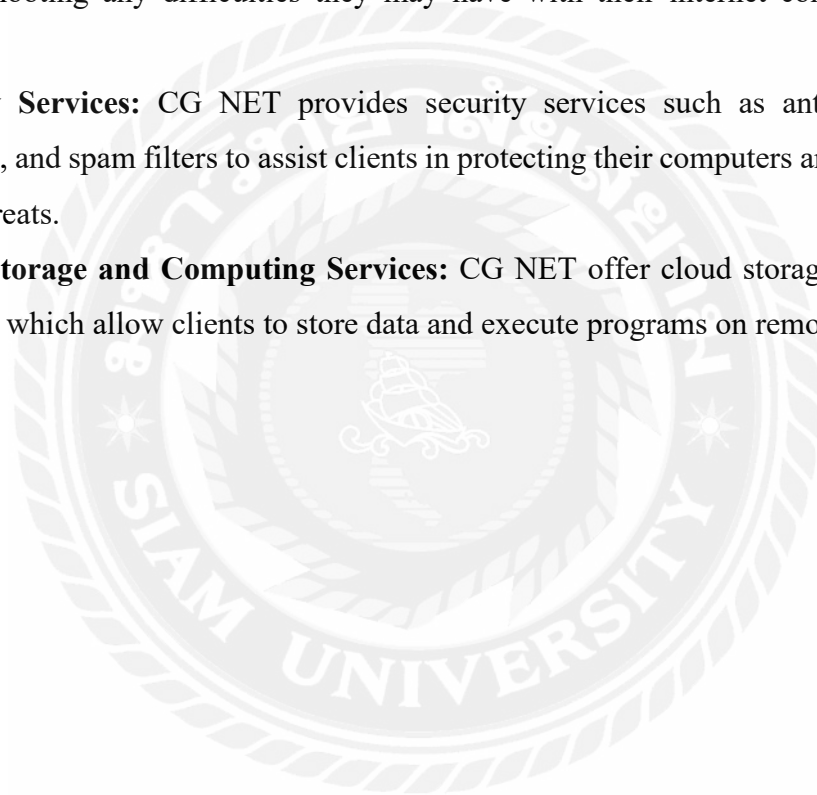
1.1.2 Strategy of CG NET :

CG Communications, Limited. provides high speed Internet service to locations that do not have access to DSL, Cable or Fiber. To meet the needs of business and residential subscribers, it offers a variety of speed plans. The Internet service is quick, dependable, and reasonably priced. Providing blazing fast internet in more than 10 Cities.

1.1.3 Products and Services of CG NET :

CG NET is a service provider that offers Internet to customers.

- **Internet Access:** CG NET, Internet service provider provides a variety of internet access methods, including dial-up, DSL, cable, fiber-optic, and wireless.
- **Technical support:** CG NET provides technical assistance to clients to assist them in troubleshooting any difficulties they may have with their internet connection or other services.
- **Security Services:** CG NET provides security services such as anti-virus software, firewalls, and spam filters to assist clients in protecting their computers and networks from cyber threats.
- **Cloud Storage and Computing Services:** CG NET offer cloud storage and computing services, which allow clients to store data and execute programs on remote servers.



1.1.4 Corporate Social Responsibility :

CG NET has constantly made an effort to help the community because it believes in giving back to society. Through CG NET, we engage in the following CSR activities.

Donation Program:

More than 1000 requirements have been provided by CG NET to children in CG NET's inauguration program in various cities. CG NET made the admirable decision to help the most poor residents of those cities' neighborhoods by giving them food and other essentials.



Figure 2: Donation Program

1.2 Organizational Structure of CG NET

1.2.1 Organizational Chart of CG NET

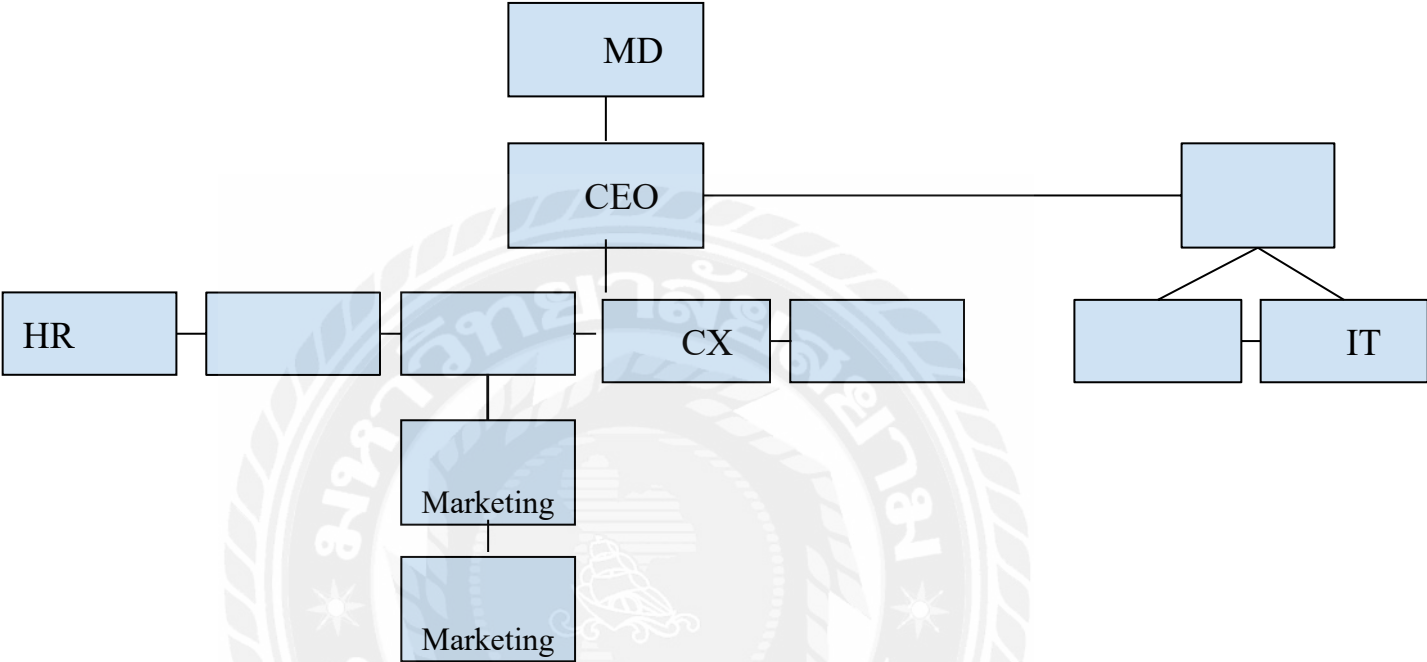


Figure 3: Organizational Chart 8

1.2.2 My Job at CG NET:

As a marketing intern for a CG NET, our objective would be to promote the ISP's products and services to potential consumers while also maintaining existing ones. Our responsibilities include the following:

- **Market research:** is the process of doing market research in order to understand client needs, preferences, and trends in order to generate marketing strategies.
- **Brand management:** Marketing initiatives, advertising, and promotional activities are used to develop and maintain the CGNET's brand image.
- **Digital marketing:** Developing and implementing digital marketing strategies to reach clients using social media, email marketing, and online advertising.
- **Content creation:** refers to the process of creating marketing materials such as blog entries, whitepapers, videos, and other content that educates and informs clients about CG NET products and services.
- **Event Management:** includes planning and implementing events to promote the CG NET's products and services, such as product launches, trade exhibitions, and customer appreciation events.
- **Customer Relationship Management (CRM)** is the process of developing and implementing strategies to retain current customers and enhance customer loyalty via focused marketing and communication initiatives.
- **Analytics and reporting:** include analyzing data from marketing efforts and reporting on their efficacy in order to improve future marketing tactics.

1.2.3 My Job Position in the CG NET Organizational Chart

Mrs. Jasmine Pradhan is the marketing manager of CG NET. Ms. Ruby Maharjan is the marketing executive supervisor under her, and I am the marketing intern under her.

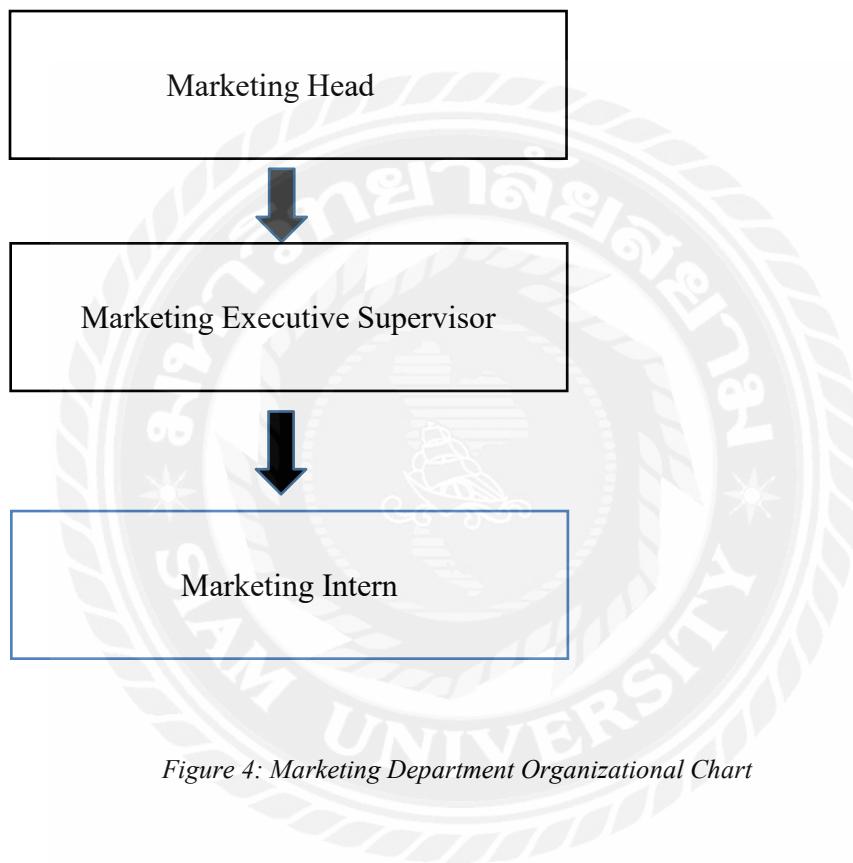


Figure 4: Marketing Department Organizational Chart

1.3 Motivation to Choose CG NET as Workplace for the Internship:

As a marketing student, I was seeking an internship that would provide me with practical experience in the field while also allowing me to work with a reputable and forward-thinking organization. After conducting research on various companies, I chose CG NET as my preferred internship destination for several reasons.

Firstly, I was impressed by CG NET's commitment to being the best internet service provider in Nepal. I was excited by the prospect of working for a company that is at the forefront of innovation in this field. I saw this as an opportunity to learn about the latest technologies, marketing strategies, and customer service practices from experts in the industry.

Secondly, the company's strong reputation and established position in the market were key factors in my decision to pursue an internship with CG NET. I wanted to work for a company that has a proven track record of success and a solid foundation for growth. By joining CG NET, I felt that I could gain valuable experience and exposure to the industry while also contributing to the company's continued success.

Additionally, I was drawn to CG NET's corporate culture and values. The company places a strong emphasis on teamwork, collaboration, and continuous learning and improvement. As a marketing intern, I believed that I could benefit greatly from working in such an environment where I could learn from and collaborate with experienced professionals.

Overall, I chose CG NET as my internship destination because of the company's strong reputation, commitment to excellence, and values that aligned with my own. I am excited to contribute my skills and knowledge to the company while also learning and growing both personally and professionally during my internship.

1.4 Strategic Analysis of CG NET:

Understanding the company's external and internal influencing variables will be assisted by a SWOT analysis. The business's strengths and weaknesses would serve as indicators of the internal variables, while risks and opportunities would serve as indicators of the external elements. Following is a SWOT analysis of CG NET:

SWOT Analysis

Strengths

1. One of CG Net greatest strengths is its effective marketing and advertising. It has plenty of money to spend on branding. The sales of CG Net increase with each new package it introduces. It has a strong brand identity as a result.
2. One of the key components of CG Net success is its capacity to draw in and keep the best talent available. CG Net currently employs more than 100 people effectively.
3. Another strong point of CG Net is innovation. It has been expanding and has consistently been successful in introducing cutting-edge internet service to the markets for its customers.

Threats

1. WorldLink and other ISPs like Vianet, Subisu etc are the main sources of fierce competition for CG Net. As these companies fiercely compete with CG Net Internet and IPTV services, they have started a price war.
2. The patterns of internet service demand are evolving. Customers are more aware of the services available today. They call for higher quality at lower costs. Similar to this, there is a high demand for new discount programs and a variety of services.
3. In Nepal, politics has a significant impact on how businesses run. We have frequently changing ministries and un-amended regulations. In this situation, CG Net faces a serious threat because no one can predict when there will be another significant shift in the balance of political and power that will affect laws, taxes, and other things.
4. There are likely chances for new entrants because the market is underutilized and has a large untapped potential.

Opportunities

1. CG Communication has entered the internet service sector, but it also has a lot more potential in other areas. It can expand both within the sector and into any related industries, like SIM Cards.
- 2.

Weakness

1. The company's internet service has some gaps in it. A new competitor may gain ground in the market as a result of this lack of options.
2. More funding is required for emerging technologies. CG Net must invest more in technology to fully integrate the processes given the scope of the expansion and the variety of regions the company plans to enter. The company's vision currently does not match the level of technology investment.

1.5 Objectives of the study

The main objective of the report paper is to emphasize the majority of my tasks and activities as an intern in the marketing department of CG NET. The research will also represent my learning as an intern during my 16-week commitment to the organization as a whole, rather than just the marketing department.

Other objectives include the following:

- To appreciate the marketing division's role inside CG NET
- Understanding how digital marketing and even a traditional marketing works in CG NET
- Understanding how to generate and retain customers' strategies are generated in CG NET
- Understanding the CG NET workplace culture
- Understanding the whole organizational marketing activities and campaigns.

Chapter 2

CO-OP STUDY ACTIVITIES

My work descriptions, job responsibilities, job procedures, and contributions to the organization are presented in this chapter as follows:

2.1 Job Description:

For 16 weeks, I worked as a marketing intern at CG NET. The marketing team consisted of two people: Jasmine Pradhan, HOD, Ruby Maharaja, marketing executive supervisor, and me as (intern). As part of my employment, I assisted all of the members. My supervisor assigned me several tasks on a daily basis. A significant launch event was about to take place in other cities at the time I joined. I had the opportunity to research and use what I had learned.

One of my main duties was to work closely with the marketing team in the creation and implementation of marketing strategy and activities. I was in the role of market research, marketing content creation, campaign design and implementation, and campaign results analysis.

2.2 Job Responsibilities

I played a key role in executing marketing strategies for the company. This involved social media management, event planning, and market research. I learned how to leverage social media platforms to increase brand awareness and engage with customers. I was also involved in organizing company events and conducting market research to identify opportunities for growth.

Another aspect of my job was building relationships with vendors. This involved communicating with them, negotiating contracts, and ensuring timely delivery of goods and services. This helped me develop my networking skills and learn how to maintain positive relationships with external partners.

Additionally, I assisted with daily administrative tasks, conducted market research and analysis, created and implemented new social media campaign ideas, monitored the social media accounts of competitors and CG NET, created in-depth promotional presentations, as well as helped plan.

2.3 Activities in Coordinating with Co-Workers

CG NET employs around more than 50 staff. Every coworker's most vital function was communication. These are some of the actions involved in a coworker coordination.

- Create clear communication methods.
- Sourcing from the Public
- Providing valuable feedback to the creative department
- Providing feedback during a workplace meeting
- Creating a brand image
- Create connections.
- Distribute information and resources.
- Creating Ideas

2.4 My Job Process Diagram

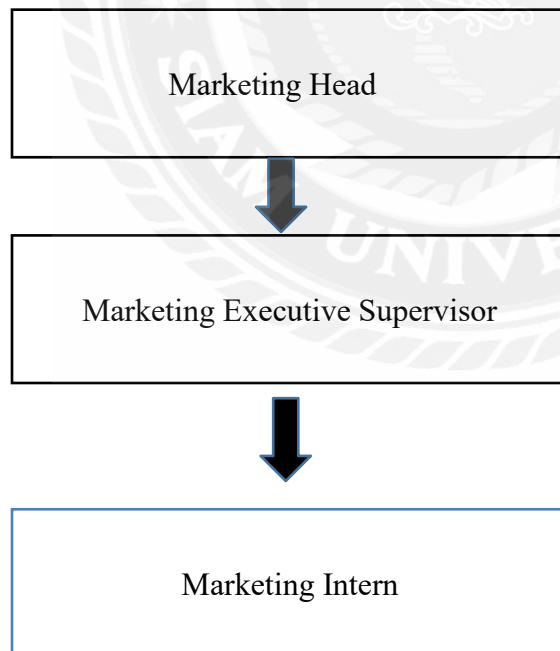


Figure 5: Marketing Department Organizational Chart

2.5 Contribution as Co-Op Student

- Program scheduling for various campaigns and events.
- Negotiating with suppliers to get the necessities.
- Partnership program using a barter system with media publications and web portals
- Collaboration with food delivery services for the marketing strategies.
- Organizing virtual meetings with clients.
- Made a proposal for a number of partnerships and projects.
- Creating promotional content for various media partners
- SWOT analysis of the business's four pillars
- Coordinating and monitoring our agency's work
- Market segmentation review
- Made a content strategy for launch program outside the valley
- Visited many reseller stores for branding for CG NET's
- For launch in new cities, several promotion and activation strategies were developed.
- Created MoUs for several partners.
- Numerous methods of requesting quotations from merchants and negotiating
- Requisition forms fill up
- Tiktok,Facebook,Instagram and youtube page handling by creating different contents.
- Created a survey and gathered responses from several new cities for market research and analysis.

Chapter 3

LEARNING PROCESS

This chapter will give the problem definition as well as solutions to difficulties. The topics covered in this chapter are drawn from my job experience at CG NET.

3.1 Problem Statement

1. Problems/ Issues of the company

- **Network outages:** are one of the most prevalent issues that ISPs encounter, and they can occur as a result of equipment failure, power outages, or even unforeseen events. These interruptions can result in connectivity loss, loss of revenue, and customer dissatisfaction
- **Bandwidth constraints:** CG NET frequently confronts the difficulty of matching consumer bandwidth demands with available network capacity. As a result, poor speeds, buffering, and other performance difficulties may occur
- **Customer service:** In order to ensure customer happiness, CG NET must provide dependable customer service. Customer irritation and loss of revenue can result from long wait times, inadequate communication, and a lack of resolution.
- **Regulatory compliance:** CG NET must follow government rules governing data privacy, net neutrality, and other legal obligations. Noncompliance with these standards may result in penalties and legal action.
- **Competition:** CG NET has competition from other ISP providers, which can result in pricing pressure, market share loss, and revenue loss.

3.2 Problem Solving

To address the network outages, CG NET can invest in redundant equipment and backup power systems to ensure service continuity. The company can also develop proactive monitoring and maintenance processes to detect and fix issues before they result in outages.

To address bandwidth constraints, CG NET can invest in network upgrades and capacity planning to match consumer demand. The company can also employ traffic shaping and other techniques to prioritize bandwidth usage and optimize performance.

For customer service, CG NET can implement better communication channels, such as chatbots and online self-service portals, to reduce wait times and enhance customer satisfaction. The company can also train its customer service representatives to handle customer inquiries efficiently and effectively.

To comply with regulations, CG NET can establish a robust compliance program that includes regular audits and training for employees. The company can also work closely with government regulators to ensure ongoing compliance.

To address competition, CG NET can differentiate itself by offering innovative services and pricing models, improving its marketing and sales strategies, and expanding its network coverage to reach untapped markets.

3.3 Recommendations to the Department:

Here are some recommendations I have for the department:

1. Develop a comprehensive marketing strategy:

CG Net should focus on developing a comprehensive marketing strategy that includes targeted campaigns to attract new customers and retain existing ones. The strategy should include a mix of digital marketing, traditional advertising, and social media marketing to reach a wide range of audiences.

2. Improve customer experience:

CG Net can enhance the customer experience by providing faster response times to customer inquiries, improving the quality of customer service, and providing online self-service portals for customers to manage their accounts. This can help in building a loyal customer base.

3. Invest in network infrastructure:

CG Net should invest in expanding and upgrading its network infrastructure to improve service quality and reach new markets. This can include investing in new equipment, increasing network capacity, and expanding network coverage.

4. Foster a culture of innovation:

CG Net should encourage and reward employees who come up with innovative solutions to improve the company's operations, customer service, and network performance. This can include setting up an innovation lab or conducting regular brainstorming sessions to generate new ideas.

5. Focus on regulatory compliance:

CG Net should establish a robust compliance program to ensure that it complies with all relevant laws and regulations. This can include regular training for employees, conducting regular audits, and working closely with government regulators to maintain compliance.

3.4 Learnings during Co-Op Studies at CG NET

The most beneficial instruction and experience was gained while working in the marketing department of CG NET. I learned a lot of knowledge through executing the tasks and responsibilities that were given to me, but I also learnt from watching my departmental managers and other staff members at work. In terms of services, CG NET is a great organization with an excellent reputation in its market. It is an Internet service provider that provides clients with a range of internet services. As one of the most well-known companies and the top tax payer in Nepal as a Chaudhary Group. CG NET has solid brand recognition in the marketplace.

I've learned the following things during my internships:

- Recognized that customers are an organization's most valuable asset and that it is critical to keep strong communication and give quality services to them.
- Understanding the relevance of technology in the digital marketing sector to boost productivity and achieve a competitive edge.
- In the real-world market, I learned the value of effective leadership and communication abilities.
- In group discussions, I learned the value of teamwork and how to produce ideas more effectively to address challenges.
- Being on time for each task, meeting deadlines, and many more.
- Adapted to a new environment and learned the value of time management in order to succeed in the corporate world.

3.5 Application of Knowledge from Coursework to the Real Working Situation

Many times, while working for CG NET, I witnessed the exchange of knowledge from the classroom to the workplace. The classes I took that helped me with my internship experience are mentioned below.

Course Name	Knowledge Applied in Co-Op Study
Marketing Management	<ul style="list-style-type: none">● Understanding the significance of brand essence among customers● Capable of raising brand awareness with the prospective target group
Integrated Marketing Channel Management	<ul style="list-style-type: none">● The brands were promoted using a variety of IMC tactics.● Recognizing the organizational structure and communication channels
Consumer Behaviour:	<ul style="list-style-type: none">● Capable of developing multiple campaigns for clients based on their individual preferences.● Using multiple marketing approaches to study client customer behavior● Understanding customer preferences when choosing brands
Business Law	<ul style="list-style-type: none">● Understanding legal papers and formats

International Business	<ul style="list-style-type: none"> ● I learned how franchises and patents of large corporations function. ● Understanding the significance and extent of global marketing
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Table 1: Application of knowledge from coursework to real life situations

3.6 Special Skills and New Knowledge Gained from the Co-Op Studies

During my co-op studies at CG Net, I gained a range of new skills and knowledge that have been invaluable for my personal and professional development. Some of the special skills and new knowledge I gained during my co-op studies include:

1. Marketing skills:

As a marketing intern, I gained hands-on experience in developing marketing campaigns, creating marketing materials, and analyzing marketing data. I learned how to use marketing tools like social media platforms, email marketing, and customer relationship management (CRM) software to attract and retain customers.

2. Communication skills:

My co-op studies provided me with numerous opportunities to interact with customers, vendors, and colleagues. I learned how to communicate effectively, both verbally and in writing, and how to tailor my communication style to different audiences.

3. Problem-solving skills:

During my co-op studies, I faced numerous challenges, such as network outages and customer complaints. These challenges helped me develop my problem-solving skills, and I learned how to approach problems systematically and creatively.

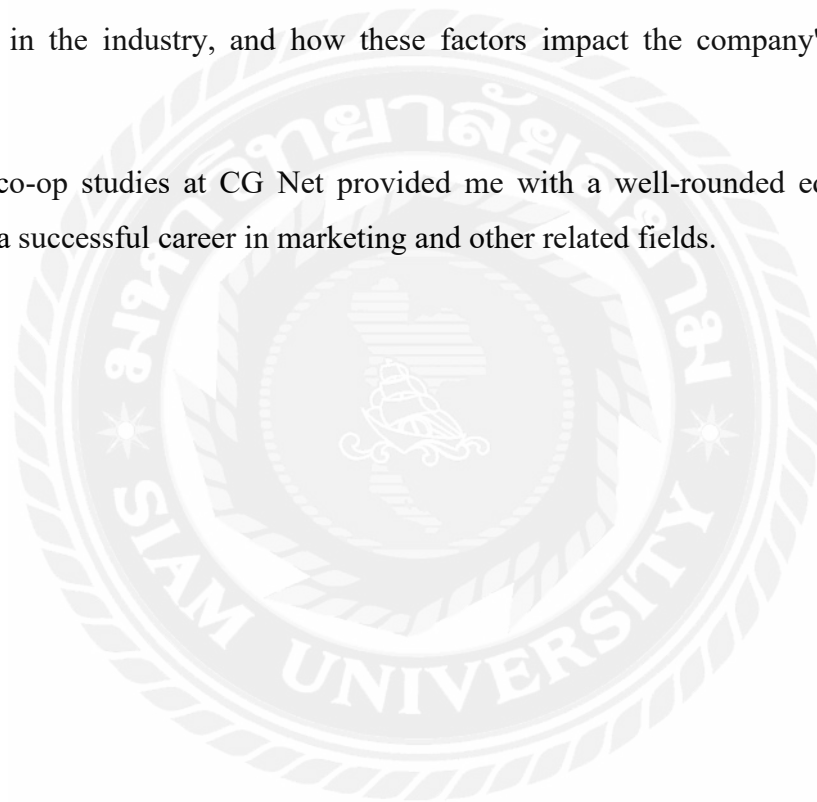
4. Teamwork skills:

Working as part of a team was an essential part of my co-op studies. I learned how to collaborate effectively with colleagues from different departments and backgrounds, and how to contribute to a positive team dynamic.

5. Industry knowledge:

As a marketing intern at an internet service provider (ISP), I gained valuable industry knowledge about the telecommunications sector. I learned about the latest trends, technologies, and regulations in the industry, and how these factors impact the company's operations and customers.

Overall, my co-op studies at CG Net provided me with a well-rounded education that has prepared me for a successful career in marketing and other related fields.



Chapter 4

CONCLUSION

This chapter will include a summary of the research report, an appraisal of one's own work experience, a discussion of the Co-Op studies' shortcomings, and suggestions.

4.1 Highlights of Co-Op Studies at CG NET:

This report mostly focuses on my summary of the experience I learned throughout my 16-week internship with CG NET. My duties and responsibilities as a marketing intern at CG NET are also highlighted in the report. This report has helped me apply my theoretical knowledge to the workplace so that I may succeed there. I had the most enjoyable learning experience throughout my 16-week internship as a marketing intern at CG NET. My main responsibilities were managing the content plans, offering relevant marketing strategies, performing possible concept research, developing fresh campaign ideas, creating presentations for various projects, and managing the social media sites as a whole.

The internship program has assisted me in learning new talents and transforming me into a more self-assured individual. By enabling me to increase my knowledge and skills, it has helped me step outside of my comfort zone and attempt new things. It has improved my communication and leadership abilities and equipped me for the corporate world.

Overall, CG NET has been a tremendously enlightening and rewarding experience for me. It helped in my networking growth and development of solid PR. I'll use all of my knowledge and soft talents in my next project or job.

4.2 Self-Assessment

One of the most rewarding experiences of my internship at CG NET has been the opportunity to gain hands-on experience in the field of marketing. During my time here, I have learned how to build and maintain relationships with vendors and customers, as well as how to develop effective marketing strategies. In addition, I have developed my communication and interpersonal skills, which are crucial in any business setting.

I am also grateful for the opportunity to work in a well-established company like CG NET, which has helped me to gain a deeper understanding of the challenges and opportunities that arise in the industry. This experience has made me more confident in my ability to succeed in the marketing field and has given me a clear direction for my future career path.

Overall, my internship at CG NET has been a valuable learning experience, and I feel that I have gained a wealth of knowledge and skills that will be useful throughout my professional life. I am excited to continue building on what I have learned here and look forward to exploring new opportunities in the field of marketing.

4.3 Limitations of Co-Op Studies

My opportunities for learning were limited, despite the fact that I was able to work for one of Nepal's leading business companies and observe their workplace culture.

I was initially only able to work in the department of marketing because I was an intern. The out-of-valley launch program is another topic I would have liked to understand more about. I was mostly in charge of end-of-month records, marketing planning, content planning, and coming up with fresh strategies during my 16-week internship. Research, content, and strategy planning were mostly my responsibilities. If I had been able to use more of the other functions and work, it would have been more effective. Since I was only recently welcomed into several meetings since I was an intern, I used to have trouble interacting with other employees. While there were some issues that needed to be resolved, overall, CG NET was a great place to work and learn.

4.4 Recommendations for the Company

- By giving employees different kinds of incentives, bonuses, and promotions to encourage them to perform productively and efficiently, CG NET should concentrate on enhancing staff retention.
- Flexible work schedules are necessary because 9:30 to 5:30 is a long amount of time for both workers and interns.

- Customers have more concerns and complaints about CG NET's services, thus the company should focus on quality service to please them.
- To offer its company the finest services, CG NET should concentrate on selecting candidates with relevant experience and competence.
- Despite spending 16 weeks working for CG NET, I still didn't recognize some of the people in other departments. As a result, CG NET can concentrate on fostering effective employee communication.



References

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