



Cooperative Education Report

Increasing brand presence of Jockey in Nepal

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Title: Increasing brand presence of Jockey in Nepal

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

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Abstract

This report entitled “Increasing brand presence of Jockey in Nepal” focuses on how Comfort Nepal have been creating and focusing on various strategies to increase the brand presence of Jockey in Nepal. This report contains the experience gained from working various tasks under Comfort Nepal as a marketing executive co-op student. The objective of the coop study includes; 1) to describe the branding process of Jockey, 2) to describe the Jockey products range, 3) to gain knowledge about the working of the marketing team and how to deal with retailers. As a co-op student, my major responsibilities were analyzing ways that aid in the creation of a better brand, locating various vendors linked with the duties, and installing fixtures and furnishings in various places. This report explains in full all of the roles and responsibilities allocated during cooperative education. Problems were handled with the help of the company's team members' suggestions. Working for the company has helped me to be more responsible and to manage my time more effectively. This practical cooperative education program also assisted me in comprehending the actions and methods of numerous functions pertaining to addressing other individuals, developing a brand name, and assessing market types.

Keywords: Communication, fixtures and branding

Acknowledgment

My Cooperative study with Comfort Nepal provided me with a fantastic opportunity to learn and grow professionally. As a result, I'd want to thank Kathmandu College of Management (KCM) and Siam University for providing me with a cooperative education time. I'd want to thank everyone who helped with this project, whether directly or indirectly. Comfort Nepal has given me the chance to work with Comfort Nepal, and I am extremely thankful. I'd also want to convey my heartfelt gratitude to my supervisor and the whole Comfort Nepal's team for their unwavering support and advice during my cooperative education report. My sincere gratitude goes to my KCM and Siam University supervisor, who has led me through my cooperative education report and provided me with frequent feedback. This opportunity presents itself to me as an open door in my professional progress. I will make every effort to put my newly acquired skills and knowledge to the best possible use, and I will continue to work on improving them in order to achieve my professional goals.

Kunal Agrawal

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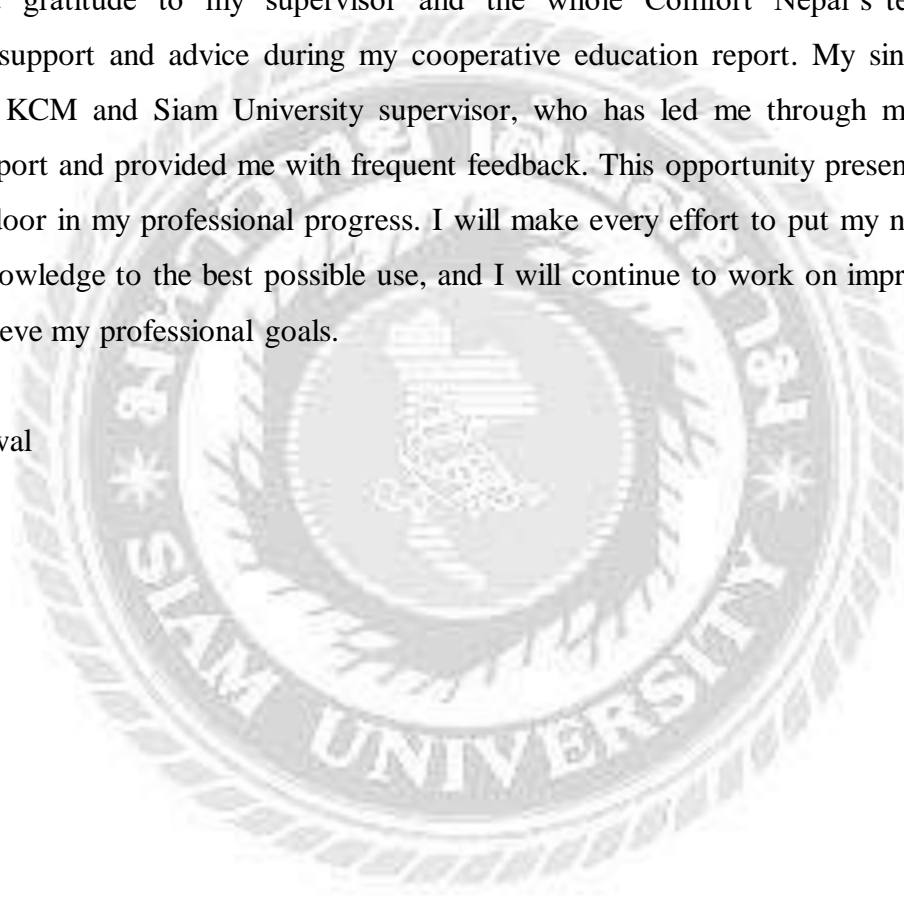


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CHAPTER 1

INTRODUCTION

This chapter goes over the single and countrywide distributor of Jockey in Nepal, Comfort Nepal Traders. In this section, I present the company's profile, organizational structure, and strategy in relation to my reasons for selecting this firm.

1. Company Profile

Jockey International, Kenosha, Wisconsin, USA, has approved Comfort Nepal Traders as the exclusive national distributor for Jockey products in Nepal under the license of Page Industries Limited, located in Bengaluru, India which is the exclusive licensee of Jockey International Inc. (USA) for manufacture, distribution and marketing of the Jockey brand in India, Sri Lanka, Oman, Bangladesh, Nepal and UAE. Page Industries Ltd. became public limited in March 2007 and is listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) of India.

Founded in 1876, Jockey pioneered innerwear, evolving and innovating not only the product, but also the way it has been marketed over the years. Jockey is a leading manufacturer and marketer of comfort apparel sold in more than 140 countries around the world. The company is committed to quality, comfort, fashion, innovation and value. As Jockey grows in size and sophistication, the simple commitment to serve its consumer's need for comfort continues to be the brand's hallmark. (Industries, 2022) Sports and leisure gear, thermals, and basic innerwear are all available at Comfort Nepal Traders for men, women, and children. In 2004, Comfort Nepal Traders was established. Comfort Nepal Traders has divided their business into two categories based on the things they sell:

Comfort Nepal Traders, being the authorized national distributor for Jockey in Nepal, distributes the items in limited quantities to various parties and merchants. Teku, Kathmandu is home to both the main office and the warehouse.

Comfort Nepal Traders has its own showrooms, which are known as the Jockey brand. Both showrooms are located on New Road in Kathmandu, Nepal's economic and largest thoroughfare. It's part of the People's Plaza complex, which features separate men's and women's clothes showrooms.

1.1.Mission of the Company

Ensuring Jockey have products that are ‘best in the market’ in terms of comfort, quality, style and value, and maintaining a culture of ‘Total Quality Management’ across all functions.

1.2.Vision of the Company

To become Nepal's leading innerwear and Apparel Company.

1.3.Strategies of the Company

The company's copartner strategy is linked to its growth objectives. The Nepalese garment market is dominated by low-cost and Chinese knock-offs. Customers should be encouraged to become brand loyal by providing them with high-quality, comfortable, and long-lasting apparel that is worth their money. The firm has focused in garment retail product distribution from its establishment, ranging from small to big stores and maintaining its own unique brand outlet.

1.4Organizational Structure

Comfort Nepal Traders follows a hierarchical organizational structure. The company is separated into divisions such as training, marketing and sales, research and development, and finance, and is overseen by a managing director. The company employs approximately around 20 individuals. The organizational structure is as follows

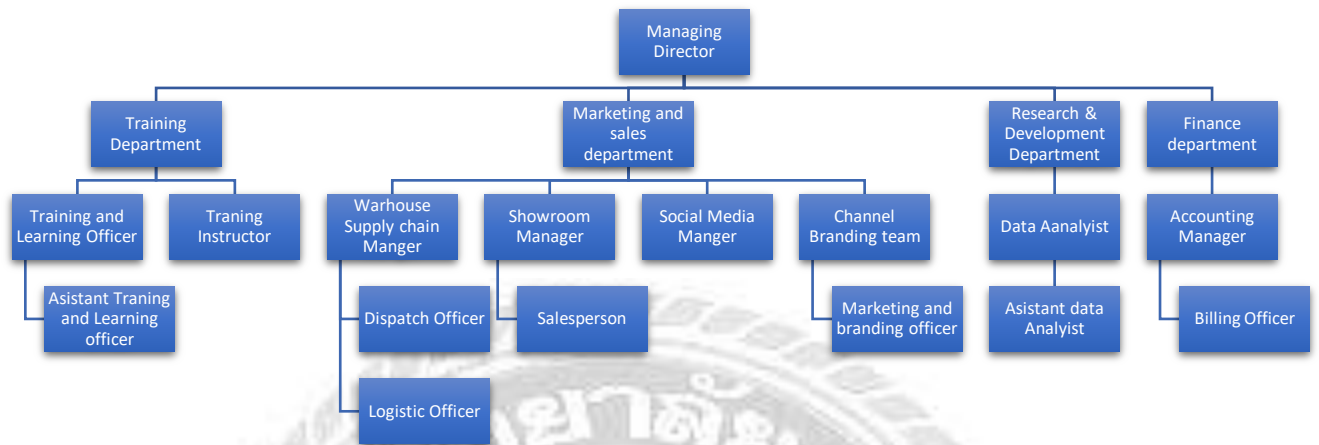


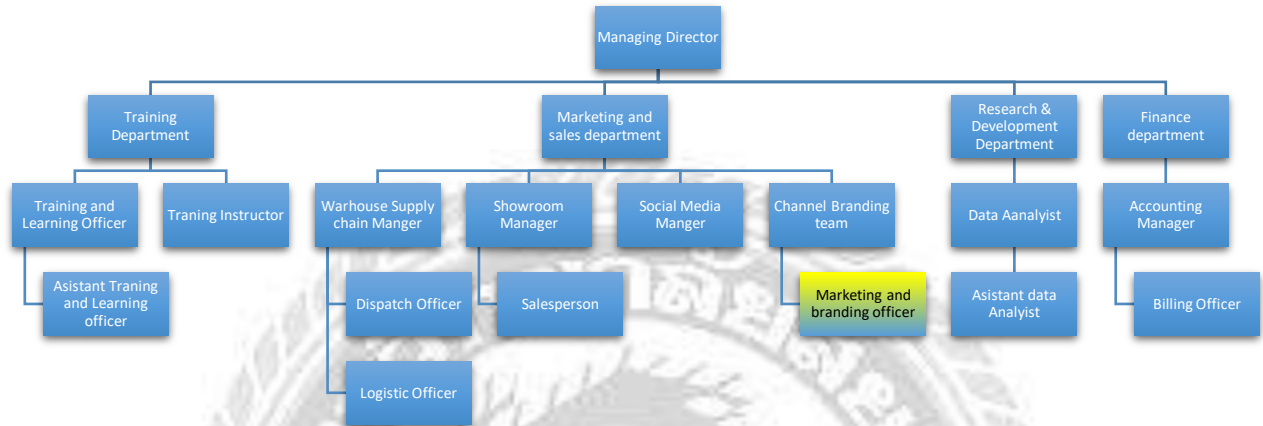
Figure 1 Organizational Chart of Comfort Nepal

My Job Position

For my co-op study I had the opportunity to work at Comfort Nepal Traders located at Teku. I worked as a co-operative student in the Marketing Department for creating branding strategies for Jockey Nepal

My Job Position in the Organizational Structure

My job position within the Comfort Nepal Trader organizational structure is as follows:



1.5 Strategic Analysis of the Company (SWOT Analysis)

<u>STRENGTH</u>	<u>WEAKNESS</u>
<ul style="list-style-type: none">▪ Sole Distributor Being the sole distributor Comfort Nepal whole and sole control over the distribution process and can control all the factors as per its own term like pricing, credit terms	<ul style="list-style-type: none">▪ Highly priced Due to it being a premium brand and high-income duties in Nepal it increases the prices of the products which might demotivate buyers
<ul style="list-style-type: none">▪ Company Goodwill Being one of the experienced and old company in the clothing industry Comfort Nepal has an impeccable good will in the market	<ul style="list-style-type: none">▪ Limited market Due to Nepal being a middle-income country the target audience for our products is small compared to our neighboring countries
<ul style="list-style-type: none">▪ Customer base Comforts' consumer base has also become really strong with their data collection process they have garnered	<ul style="list-style-type: none">▪ Taxes Nepal's high-income duties makes it expensive more the consumers to buy our products which limits sales
<ul style="list-style-type: none">▪ Product range With more than 1000 SKUs they have a vast offering in the garments sector	
<ul style="list-style-type: none">▪ Market share Jockey is the market leader in the premium innerwear segment	

<u>OPPORTUNITY</u>	<u>THREAT</u>
<ul style="list-style-type: none"> ▪ E-commerce industry <p>As the ecommerce industry has been rising rapidly due to the pandemic consumers buying behavior has changed Jockey could use it to capture more market by placing it in Daraz (Nepal's leading e-commerce platform)</p>	<ul style="list-style-type: none"> ▪ Similar offerings <p>Many companies are entering the premium innerwear market which may become a threat</p> <ul style="list-style-type: none"> ▪ Intense competition <p>Competition has increased in recent times which may cause sales to fall down a bit</p> <ul style="list-style-type: none"> ▪ Design piracy <p>Many companies may copy designs and sell them for cheap and also do counterfeiting</p> <ul style="list-style-type: none"> ▪ Illegal stocks coming from border areas <p>As Nepal shares an open border with India near those regions many people illegally sell Jockey products which they bought from India and didn't pay income duty and VAT</p>

Figure 2 SWOT Analysis

1.6 Objectives of the Study

The main objective of the Co-op study was to gain practical knowledge of the professional platform in order to have better understanding of the theoretical learnings that we have been gaining. Working with Comfort Nepal Traders has helped me develop my skills better my helping them implement in the real world which resulted in better understanding of the strategies that were taught within the company.

The objectives of my co-op study are enlisted below-

- To understand the branding process of Jockey
- To understand the Jockey products range
- To gain knowledge about the workings of the marketing team and how to deal with retailers.

1.7 Reasons for joining Jockey Nepal

Coming from a family which has been associated with clothing and garments for the last 25 years I wanted to learn new how does Jockey work in Nepal, what new ways can I implement in my family business and also how to work with international brands if I were to become a distributor for one or establish my own label

1.8 Product Portfolio of Jockey



Figure 3: Jockey Men's Product Portfolio (Industries, 2022)

JOCKEY					
	MEN	<u>WOMEN</u>	JUNIORS	ACCESSORIES	BLOG
<p>NEW ARRIVALS</p> <p>MULTIPACKS</p> <p>THERMALS</p> <p>SHAPEWEAR</p> <p>SOCKS</p> <p>TOWELS</p> <p>BRA FITTING GUIDE</p> <p>JOCKEY woman</p>	<p>BRAS</p> <p>Everyday Bras</p> <p>T-shirt Bras</p> <p>Active Bras</p> <p>Beginners Bras</p> <p>Strapless Bras</p> <p>Sleep Bras</p> <p>Lounge Bras</p> <p>Nursing Bras</p> <p>Plus Size Bras</p> <p>Slip On Bras</p> <p>Underwire Bras</p> <p>Non - Wired Bras</p> <p>Padded Bras</p> <p>Non - Padded Bras</p>	<p>PANTIES</p> <p>Hipsters</p> <p>Bikinis</p> <p>Shorties</p> <p>Full Briefs</p> <p>Boy Leg</p> <p>INNERWEAR TOPS</p> <p>Crop Tops</p> <p>Camisoles</p> <p>Kurta Slips</p> <p>Kurti Slips</p>	<p>APPAREL TOPS</p> <p>Tank Tops</p> <p>T-shirts</p> <p>Polo</p> <p>Sweatshirts</p> <p>Jackets & Hoodies</p> <p>Sleep Dress</p> <p>TOPS FOR TEENS</p> <p>Beginners Bras</p> <p>Uniform Bras</p> <p>Crop Tops</p> <p>Camisoles</p>	<p>APPAREL BOTTOMS</p> <p>Shorts</p> <p>Capris</p> <p>Track Pants</p> <p>Leggings</p> <p>Pyjamas</p> <p>Joggers</p> <p>Pants</p> <p>BOTTOMS FOR TEENS</p> <p>Hipsters</p> <p>Mid-waist</p> <p>Boy Leg</p>	<p>SHOP BY COLLECTION</p> <p>USA Originals</p> <p>International Collection</p> <p>Move</p> <p>Soft Wonder</p> <p>Athleisure</p> <p>Relax</p> <p>Shapewear</p> <p>Active Athleisure</p> <p>Fashion Essentials</p> <p>Essence</p> <p>Comfies</p> <p>Simple Comfort</p> <p>Miss Jockey</p>

Figure 4 Jockey Women's Product Portfolio(Industries, 2022)

JOCKEY						
	MEN	WOMEN	<u>JUNIORS</u>	ACCESSORIES	BLOG	
<p>Relationship</p> <p>icator</p> <p>NEW ARRIVALS</p> <p>MULTIPACKS</p> <p>THERMALS</p> <p>JUNIOR SOCKS</p> <p>Ankle length Socks</p> <p>Calf Length Sock</p> <p>Knee length Socks</p> <p>KIDS MASKS</p>			<p>BOYS</p> <p>INNERWEAR</p> <p>Briefs</p> <p>Trunks</p> <p>Vests</p> <p>Boxer Shorts</p> <p>APPAREL TOPS</p> <p>Tank Tops</p> <p>T-shirts</p> <p>Polos</p> <p>Jackets</p> <p>Sweatshirts</p> <p>APPAREL BOTTOMS</p> <p>Shorts</p> <p>Joggers & Track Pants</p>	<p>INNERWEAR</p> <p>Camisoles</p> <p>Panties</p> <p>Boyleg</p> <p>Bloomers</p> <p>Shorties</p> <p>SETS</p> <p>Pyjama Sets</p>	<p>GIRLS</p> <p>APPAREL TOPS</p> <p>Tank Tops</p> <p>T-shirts</p> <p>Jackets</p> <p>Sweatshirts</p> <p>Sleep Dress</p> <p>APPAREL BOTTOMS</p> <p>Shorts</p> <p>Capris</p> <p>Pyjamas</p> <p>Leggings & Jeggings</p> <p>Joggers & Track Pants</p>	<p>SHOP BY COLLECTION</p> <p>Modern Classic</p> <p>USA Originals</p> <p>Young Casuals</p> <p>Athleisure</p> <p>Pop Colour</p> <p>Fashion Essentials</p> <p>Simple Comfort</p> <p>Relax</p>

Figure 5 Jockey Juniors Product Portfolio(Industries, 2022)

JOCKEY

MEN

WOMEN

JUNIORS

ACCESSORIES

BLOG

NEW ARRIVALS

FACE MASKS

Adult Unisex Masks

Kids Masks

CAPS

HANDKERCHIEF

MEN SOCKS

Low Show

No Show

Ankle

Calf Length

WOMEN SOCKS

Low Show

JUNIOR SOCKS

Ankle length Socks

Calf Length Sock

Knee length Socks

TOWELS

Face

Hand

Bath

Figure 6 Jockey Accessories Portfolio (Industries, 2022)

Chapter 2

Co-op Study Activities

2.1. Job description

My job at comfort Nepal mainly consisted of using Comfort's resources to increase the brand presence of Jockey, majorly the resources used for the work consisted of the POP material and the furniture provided by our corporate headquarters in India in Nepal throughout the retail points upon which Jockey was sold alongside some scud work like using ERP software for data entries, handling SKUs for the online website creating content for the social media handles example posting content on new arrivals or end of season sale, field visits and attending training programs.

2.2. Key responsibilities of my job

Field Visit and assessment: My job was to mostly visit retailers who were selling Jockey product and check if the display of our products has been done properly or not and the resources provided by Comfort Nepal for the display of the products is being used correctly or not.

Providing POP merchandise: I would also deliver various POP material to the retail location, POP stands for (Point of purchase), this merchandise included table top calendrers, diaries, duffle bags, pens, etc. so that more and more consumers and retailers could remember our brand

Providing retailers with fixtures & fittings: During our field visits me and my manager would discuss whether to provide a specific location which a fixture or furniture to display our goods or not, this decision was made through assessing various factors like store's location, average footfall, potential of the shop owner, etc once we agreed to provide the shop with the fixture I would then take picture of the storefront and the location and provide it to the

logistic team and they would deliver and install it for the shop.

Data entry in ERP software: I would also be given new retail points customer information which I would enter into the software we used Tally.ERP9 software for most of our data entry, sales and inventory management.

Handling SKUs of our online website: I was also given the job to update the SKUs of our products in various online platforms in which Jockey is present, my job was co-ordinate with the warehouse and to turn on or off SKUs depending on the inventory level of the item.

Attending webinars: I would also attend webinars held by Jockey India in order to teach us about various types of fabrics, there manufacturing processes and what are benefits of each kind of fabric, I used to relay this information in the form of notes to the sales team who missed out the meetings and also send new retailers so that they knew about the various fabrics of which our products were made off

2.2.Activities in coordination with co-workers

As I was the part of the marketing and branding team everything was done under clear communication between co-workers and managers because no one would be able to operate without all of the teams' instructions as it was closely discussed and then taken into action. So, while working under the team I got to learn the importance of clear communication with the all the parties in the process and how regular follow up is the key to your effectiveness and making your chances of errors very low, I mostly used to discuss new shop boards placements, fixture and fitting placements with my team they would provide suggestions on how to deal with retailers, how to get them open up to you and let them provide you space for the furniture to display the goods, in my department everything was to be communicated with each other in order to make the whole operations run smoothly.



Figure 7: Field visit & assessment

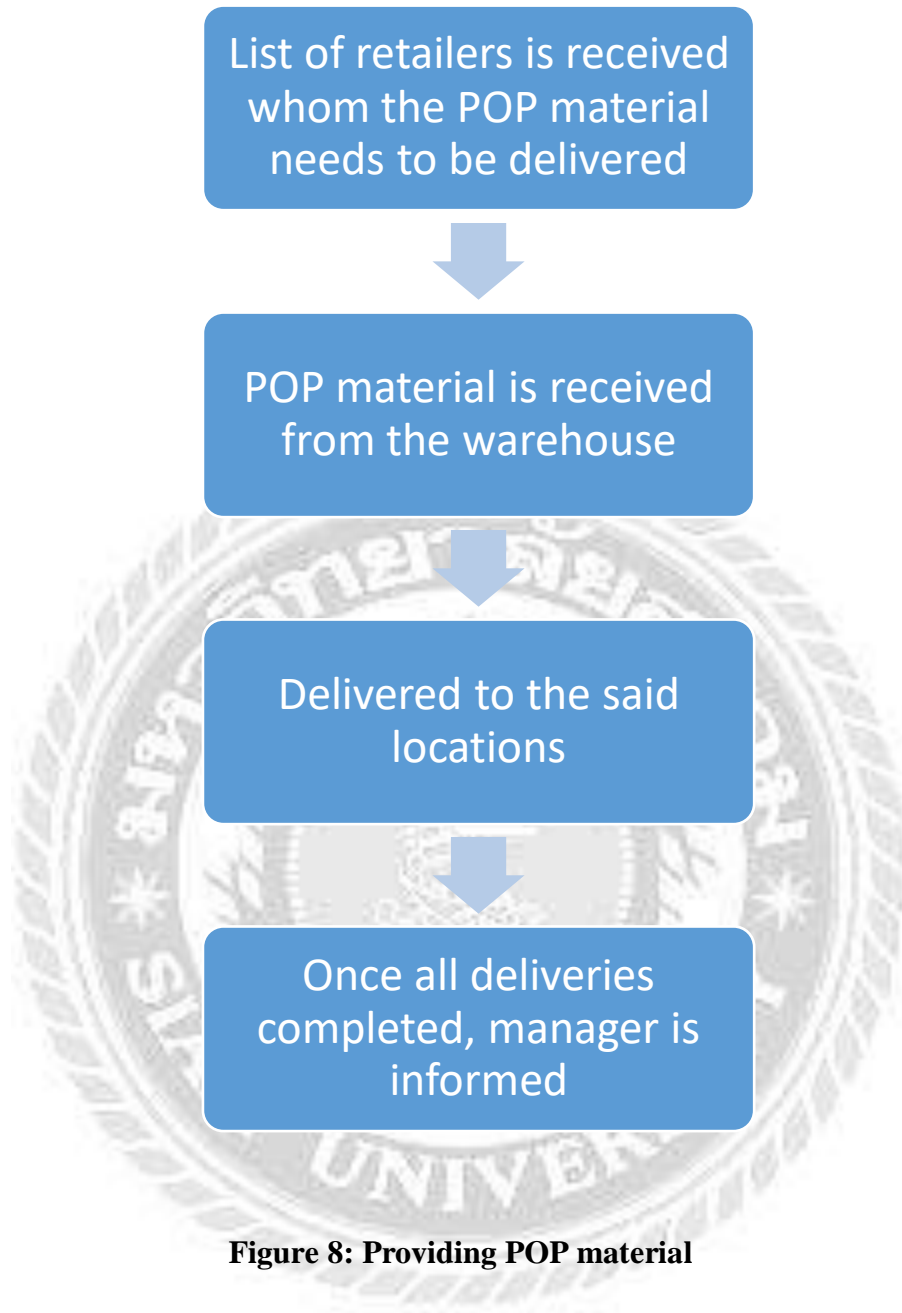


Figure 8: Providing POP material

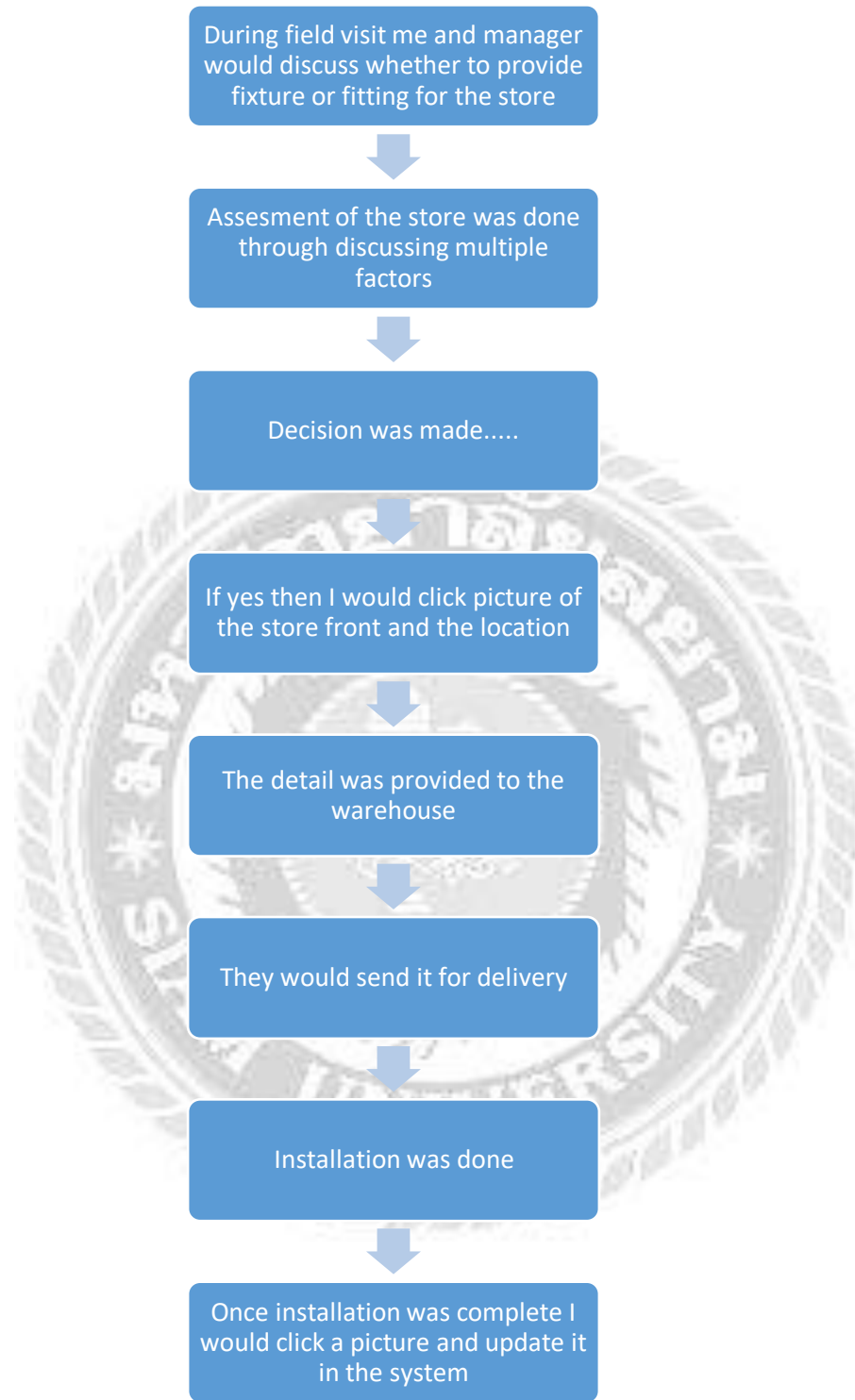


Figure 9: Providing fixtures and fittings

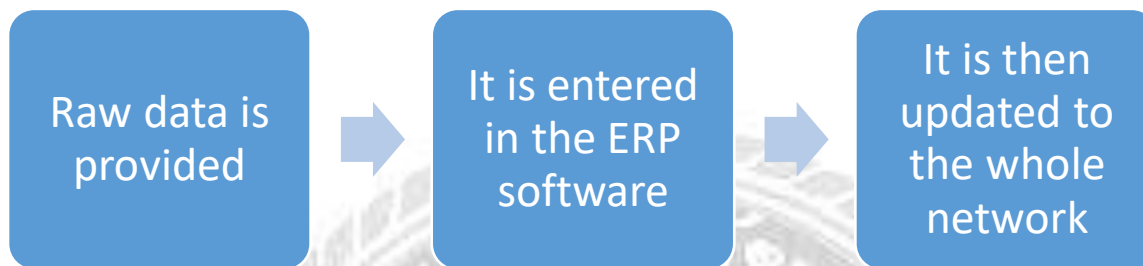


Figure 10: Entering data

2.3. Contribution as Co-op student in the company:

As I was a new guy in the system in my 4 months of co-op study period, I might not have made a significant dent on the company but surely my small efforts did mean a lot to my managers and the retailers I was dealing with. In my co-operative education period, I provided more than 15 locations fixtures and fittings, 25 locations with new signage and stickers or standees, delivered POP material to more than 60 locations inside Kathmandu valley. Provided regular feedbacks of our retailers and channel partners to the managers, tried to attain to their requests as much as possible.

Chapter 3: Learning Process

3.1 Problems that I faced while working for Comfort Nepal and how I overcame it:

i) Lack of initial knowledge about the working procedure

As I being a co-op student in Comfort Nepal it is obvious that I would not know the whole working processes of my job responsibilities which led to initial errors in my work and caused delays from my side of the scale, I needed to repeatedly consult my work supervisor for guidance but it took some time to fully understand the process for each task which made me feel a bit of lost and falling behind in this fast-moving corporate world. Being outside of my comfort zone and not knowing anyone in organization made me felt lonely and nervous during the first month of my co-op study

But my supervisor really helped me along the road and made me feel comfortable yet motivated to do my job the right way, even though the learning curve for the different job processes was skewed towards being technical and lengthy my supervisor guidance and my personal motivation to excel made me achieve these targets efficiently

ii) Time management for tasks

Being my first time working under an organization with duties and responsibilities I was not so good with managing time for each task provided in the initial days many of the simple tasks also took up too much of my time which caused my work completion speed being really low and jobs given to me took time to be completed.

As my experience for completing different works increased so did my efficiency of completing given tasks, I made a routine and segregated in which I would divide my work time for different works and updated it accordingly depending on the tasks given to me.

iii) Lack of follow up

My main flaw is that I don't follow up for the task given to me, meaning that if I was given a task like data entry in the ERP software, I would complete it but I would forget to update my supervisor that the following task has been completed or I would forget to call up retailers from whom I needed to take updates and provide details to my supervisor for which I was scolded by supervisor some times. To overcome this, I used man kinds' greatest invention using the reminder feature in my phone, as soon I was provided any task, I would add it to the to do list and check it throughout the day and tick off works that has been completed and update my supervisor about it and also inform him about the tasks which I was unable to complete.

iv) Communicating with retailers and channel members

Being an introvert and not communicating with people much, this challenge was my Everest that I needed to conquer to become a good sales and marketing person because being a marketing major I needed to bring my a-game so because being sales and marketing personnel I needed to be fluent and clear in what message I am conveying, in the initial days I would become nervous while taking to our channel members and my team members I would choke on information and couldn't clearly convey what I wanted to tell.

But my supervisor gave me key pointers on how to communicate with the retailers

- Be confident while talking to the customers
- Keep good knowledge of the best selling products and their prices
- Listen to the retailer properly before answering and don't profile them before talking

I also applied my knowledge which I learnt from Sales Management(Kathmandu College of Management, 2020) class on how to communicate and build repour with person you are communicating with and as I became more familiar with my supervisor and team

members it made me comfortable taking and sharing issues with them which I was facing in the workplace.

3.2 Problems within Comfort Nepal

(1) Approvals for any decision took long time

As Comfort Nepal is the distributor for Jockey products for the territory of Nepal, we would need to report and take approval for any new marketing activity we wanted to do from Jockey's South Asian Headquarters at Bangalore, India which took a lot of time to get approved as they would ask for multiple documents and proposals before giving a green light to our plans, which made it hectic to initiate any campaigns or marketing activities and also demotivated us as many times our plans would not get approved as the Jockey Headquarters would deem it not effective

(2) Too much of paperwork required for a simple operation

Being an international brand, any simple marketing work would require a lot of forms and reports to be fulfilled before it was deemed complete, for example whenever we added a gondola unit to a store, we would need to fill up a form which stated the store's details, location, average footfall and other details. Then a contract was signed between the store owner and us once that was completed then we would need to click pictures and attach to the file the store. Even though this paperwork was done for the benefit for the company in my opinion we can optimize the whole process

(3) Lack of communication between Comfort Nepal and its channel partners

In my 4 months of co-op study period, I noticed there was some lack of communication present between our office and the channel partners which consisted of individual stores and local distributors, most of the time POP material provided by our corporate headquarters would just be sitting at our warehouse and it was not effectively distributed also sometimes if the retailer complained about any issue about the product, it was not taken seriously.

(4) Friction between departments

- I noticed that there was friction present between departments as I worked for the marketing and advertising department whenever we would communicate to the warehouse team to send them POP material or fixtures it would not be done swiftly but they took their own time to process it and send it and would not care much even if it was urgent. Similarly, the sales team and the accounts team always had friction between them in the case of credit provided to retailers and the time taken to settle their accounts.

3.3 How can these problems be solved:

The long times taken by the corporate headquarters of our company in India takes time to approve decisions and requires too much of paperwork to get approved these processes could get more optimized by establishing standard of procedures for each kind of marketing campaign so that both parties could prepare themselves beforehand and complete all the required paper work in a standardized form system and keep on following up with the company on the approval so that they don't forget about it due to large number of requests.

On the paperwork issue Comfort Nepal should implement a sales force automation system in which the sales and marketing personnel would be provided with tablets in which they could update the information into the system real-time and upload all the required documents swiftly

The lack of communication could be solved through keeping a revolving follow up schedule chart in which whenever a sales or marketing personnel visits a retailer he/she would make a small minute of the meeting and update it in the schedule chart so that next time visiting the store or while planning for the retailers the team could know what had the retailer talked about in the previous visit and what were his/her demand from our side, whether it can be fulfilled or not and if it can be fulfilled by when.

The friction between different departments could be relaxed if each department head communicated about the plan which is being executed and how it will affect each department's responsibilities and also each department would know what to do and how much time will it take to each department would plan accordingly, keeping an open and efficient channel of communication is very important to make any campaign successful.

3.4 What I learned in co-op studies:

My cooperative education was completed as an co-op student at Comfort Nepal. Although 16 weeks is insufficient for me to learn all of the workings of an organization, I have done my best to complete the tasks assigned to me. I've always wanted to work in the corporate sector because of the structure of such businesses, which allows me to gain direct experience meeting individuals from all backgrounds, cultures, and even nationalities, learn from them, and continue to develop in my career and broaden my knowledge. During my 16 weeks at Comfort Nepal, I learned a lot. It aided me in creating well-formatted documents, developing a habit of maintaining and updating networks, engaging with suppliers and others over the phone and scheduling meetings

based on the list or database, providing thorough reports, and gathering data. It also assisted me in persuading people to invest and negotiating space with merchants. Overall, it improved my communication skills, which benefited me in many aspects of my life. It also taught me how to operate in a team, take on duties, and face risks. It assisted me in gaining expertise in the apparel and textiles sector.

3.5 Knowledge applied from course into real world situations

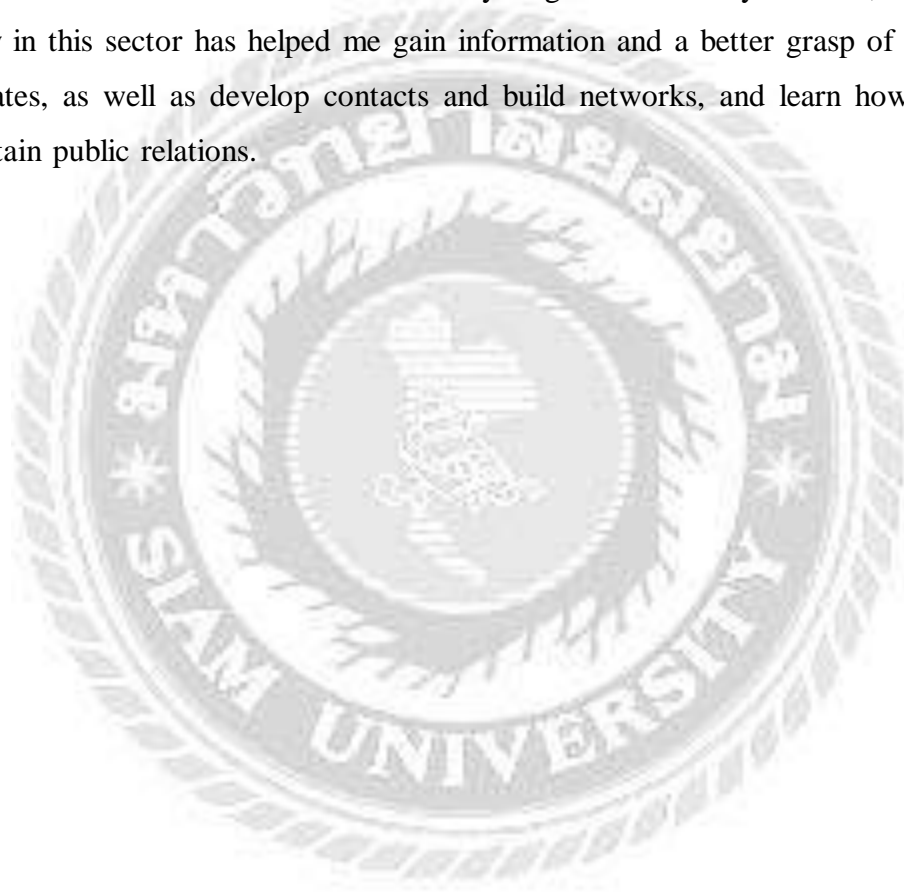
During my co-op study, I put the theoretical knowledge I had acquired during my studies into practice. Thanks to my supervisor's continual support, I was able to put some of my learnings into practice throughout my co-op study. Overall, it was challenging for me to approach merchants and convince them to provide our brand greater space as well as room for the fixtures. I've always found it tough to approach someone and chat or even share information with them, but I learned how to do so through my conversations with my supervisor. I saw how my supervisor would begin meetings and ensure that all relevant information is conveyed throughout the talk

The skills I learnt during Sales management(Kathmandu College of Management, 2020) classes of one was using communication tactics taught to us and how to listen to someone properly because listening is one of the key factors in proper communication with the retailer or the channel partner also the number of presentations given in college helped me initiate conversation and build repour with the vendors and my team members and present myself more confidently and not choke up on the information that needs to be conveyed.

The skills I learnt through our logistics management (Logistics and supply chain managment) subject also helped me with managing and preparing timelines for the POP material, fixtures and fittings dispatch and efficiently managing the dispatch to the customers

3.6 Special skills I learnt from the co-op studies

I've learned not just how to make decent formats, but also how to create extensive documentation that is both effective and adheres to the company's regulations. It has taught me to prioritize my time and be prepared for unforeseen consequences, such as unexpected market trips, meeting minutes, and updating my supervisor for efficient communication. I've made it a practice to double-check all critical documents and confirm with the team to ensure that everything runs smoothly. Overall, taking anco-op study in this sector has helped me gain information and a better grasp of how this field operates, as well as develop contacts and build networks, and learn how vital it is to maintain public relations.



Chapter 4: Conclusion

4.1 Self-Assessment

Comfort Nepal has created an ideal opportunity to learn and develop in the corporate world. I was able to gain hands-on experience in the field of apparel. Not only did I learn a lot about what it takes to put together a team, but I also challenged myself to grow in areas where I needed to. I was able to polish my talents because to all of the duties I was given and the help of my fellow team members. Working as an executive co-op student allowed me to watch all of my co-op education organization's management procedures, which was quite exciting. I was able to plan and execute for the advantage of the business thanks to the help of my supervisor, who patiently educated me and assigned me critical duties. And also develop myself while completing these tasks.

- I. To establish personal relationships and a network of referrals and business contacts.

Approaching merchants for various development ideas and also building new counters, both of which Comfort Nepal invested heavily in, has allowed me to make new contacts and create personal relationships in the business sector. Attending meetings has allowed me to enhance my communication skills and learn about the ethics of other companies. I was able to reconnect with the connections I had made and create a long-lasting relationship with them.

- II. To integrate my theoretical knowledge into the professional world

Working at Comfort Nepal, I was able to use my knowledge of communication skills and retail management to help me build connections with my team mates and the retailers and the things I learned in retail management taught me how and whom to approach for the

placement of our products and help provide my supervisor an analysis whether to provide him/her with fixtures and fittings.

- III. Working with other team members and under supervision to grow and increase my experience.

All members of the team are working efficiently toward the same objective and on their assigned tasks. Working with Comfort taught me the importance of collaboration. By working on the projects with my other team members and attempting something new, I was able to extend my experience. Working with my boss has encouraged me to attempt to push myself to come up with the best solutions. I tried my hardest to find things the organization needed and to ask questions when I was confused in order to bring something to the table that may add value to the firm.

4.2 Benefits from the co-op study for your future career

Comfort has provided an incredible opportunity to study and fill in the gaps in a professional environment. I had the opportunity to get important experience in the skincare industry. In addition to learning a lot about how to put things together, I also put myself to the test by overcoming my shortcomings and filling in areas where I really needed to. With all of the responsibilities assigned to me and the support of my coworkers, I had the opportunity to hone my skills. It was fascinating to observe all of the administration phases of my temporary employment association while working as a marketing co-op student. The opportunity to work in an entry-level role has taught me to grow as a professional in general.

4.3 Limitations of the study

There are a few limitations to this study. To begin with, the issues are unique to Comfort Nepal Traders, and the recommendations are solely based on my 16 weeks as a co-op student and some relevant evaluations. In other words, the report's suggestions are

tailored to a certain firm or sector. As a result, this analysis focuses solely on the apparel business market, rather than the branding of established enterprises in general. Second, in terms of the business line and management control aspects, this report does not fully cover the entire company. The above report only focused on the B2B channel of Comfort Nepal; its own showrooms have not been given much space in this report. All the recommendation provided is focused towards the retailers branding and how to make the whole operation swifter and doesn't focus on the individual consumer.

4.4 Recommendation to Comfort Nepal:

My final recommendations to Comfort Nepal

- Consisted of bringing a change in the branding approval and execution part of Comfort Nepal, even though this old process has prevailed for quite a time and might be tough to change because it's human nature we don't like changes yet we expect everything to change for the good. Even if it is hard to change Comfort Nepal will need to updates its process to stay ahead of its competition Also Comfort Nepal would require to them to introduce a sales force automation system in order to make the whole process of registering a new retailer and updating their whole operations, with just few clicks the sales and marketing staff should know all the history of the store present with Comfort Nepal.
- Secondly, Comfort Nepal would require them to start communicating their plan of actions with all the necessary department heads so each of them is well prepared to execute the said campaigns without much friction; it should run like a well-oiled machine.
- Lastly Comfort Nepal should move towards the e-commerce space as it might serve as a good platform for connecting with their end consumers because post pandemic, we got to realize how fast things can go the other way and we need to be prepared to face these situations, even though brick and mortar stores are the backbone of any consumer-based goods brand we need to be prepared and ready to serve their consumers through omni channels.

Reference

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Figure 11 Gondola Unit placed at a Jockey showroom

As we can see in the above image this is a picture of a 3FT gondola unit provided by Page Industries which was placed by Comfort Nepal at a new Jockey exclusive store at Dubarmarg High Street which is the poshest area in Nepal and consists of multiple high street branded shops, restaurants and bars.



Figure 12 3ft gondola placed at a new store at New Road

As we can see in the above image this is a picture of a 3FT gondola unit provided by Page Industries which was placed by Comfort Nepal at a new Jockey shop in shop at New Road, Kathmandu. New Road is one of oldest and most popular markets of Nepal famous for gold and clothing stores and also being Kathmandu's one of the oldest financial districts.



Figure 13 A shop in shop built for a store

This above image is of wall units built by Comfort Nepal for a store at Maitidevi, Kathmandu, the store's owner is one of oldest retailers with Comfort Nepal due to his outstanding dedication towards selling Jockey products, our team decided to build and refurbish his entire store.

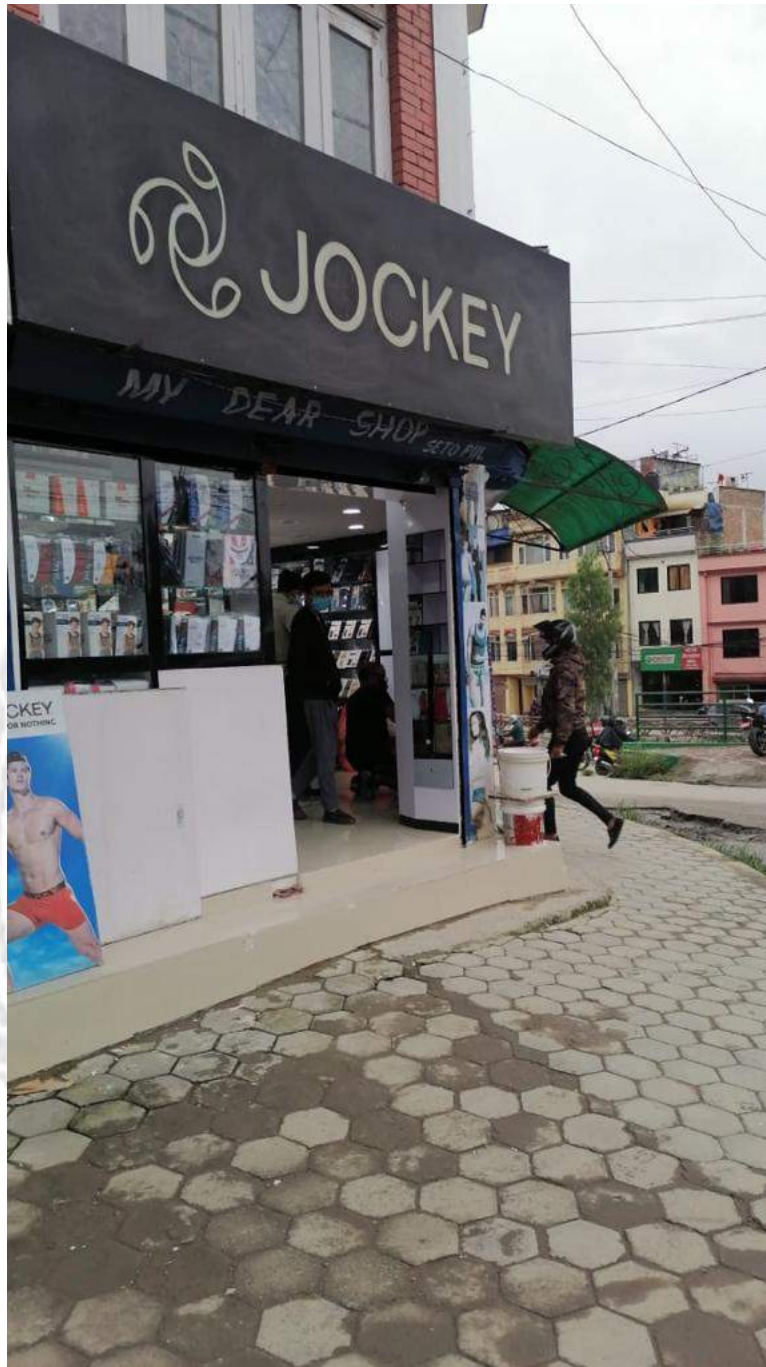


Figure 14 New LED Hoarding Board

This is the store front of the above image we provided for whom we built the shop in shop for.



Figure 15 Jockey Standee added outside a new store

Jockey POP material placed outside a new counter of Jockey