



**Cooperative Education Report**  
**Sales Executive practices at R.S enterprises**  
**: Focusing deal with the aim of maximum profit**

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**This Report Submitted in Partial Fulfilment of the Requirement for Cooperative  
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We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2/2021

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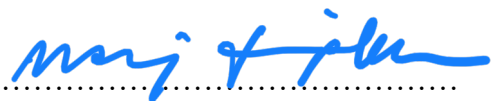


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### **Abstracts**

The cooperative education report entitled “Sales Executive practices at R.S enterprises :Focusing deal with the aim of maximum profit” aims to describe the working experience of different tasks carried out as a coop student. A Sales Executive is a professional who sets annual sales goals for the company and works towards achieving them with the assistance of the Sales Manager & Sales Associates. The job is based on setting up a strategy to find new prospects and sales leads and converting them into paid users or customers. The company where I interned was RS Enterprise, which is one of Kathmandu's largest Sleepwell mattress dealers. I was appointed as sales executive and my objective of the study was how can we promote the product and service to the client and settle the contracts with the aim of maximum profits with the sets of responsibility. I interned 16 weeks in the organization under the supervisor and my job was to deal with the client and explain them the product and settle the contracts. I came to know that just dealing with client is not enough, the working environment should also be good so that the employees can work effectively and efficiently.

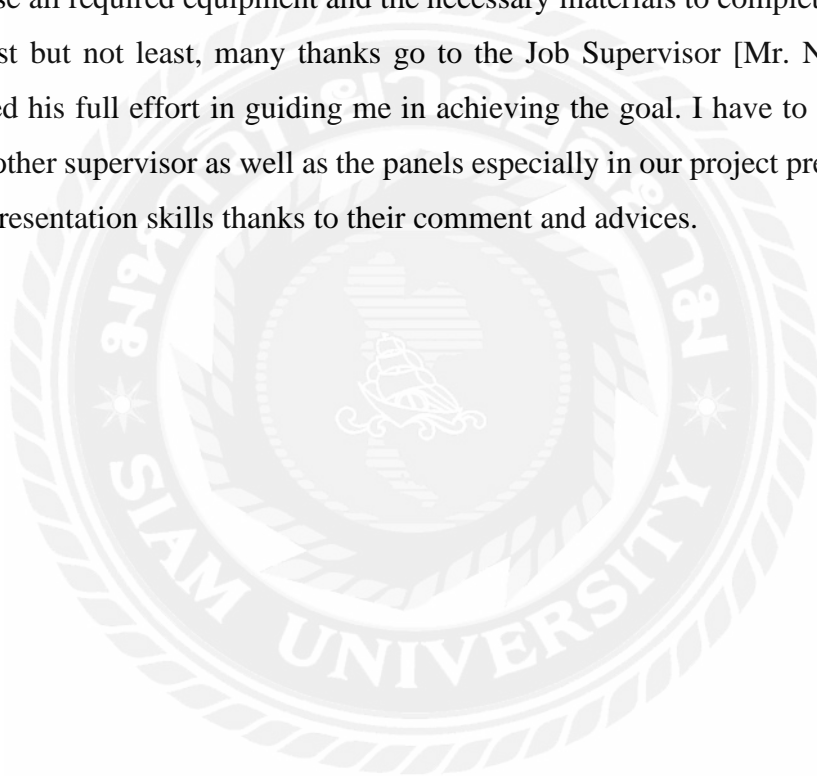
**Keywords:** sales executive, maximum profit, responsibility, working environment

## **Acknowledgement**

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# **Chapter 1:**

## **Introduction**

### **Introduction**

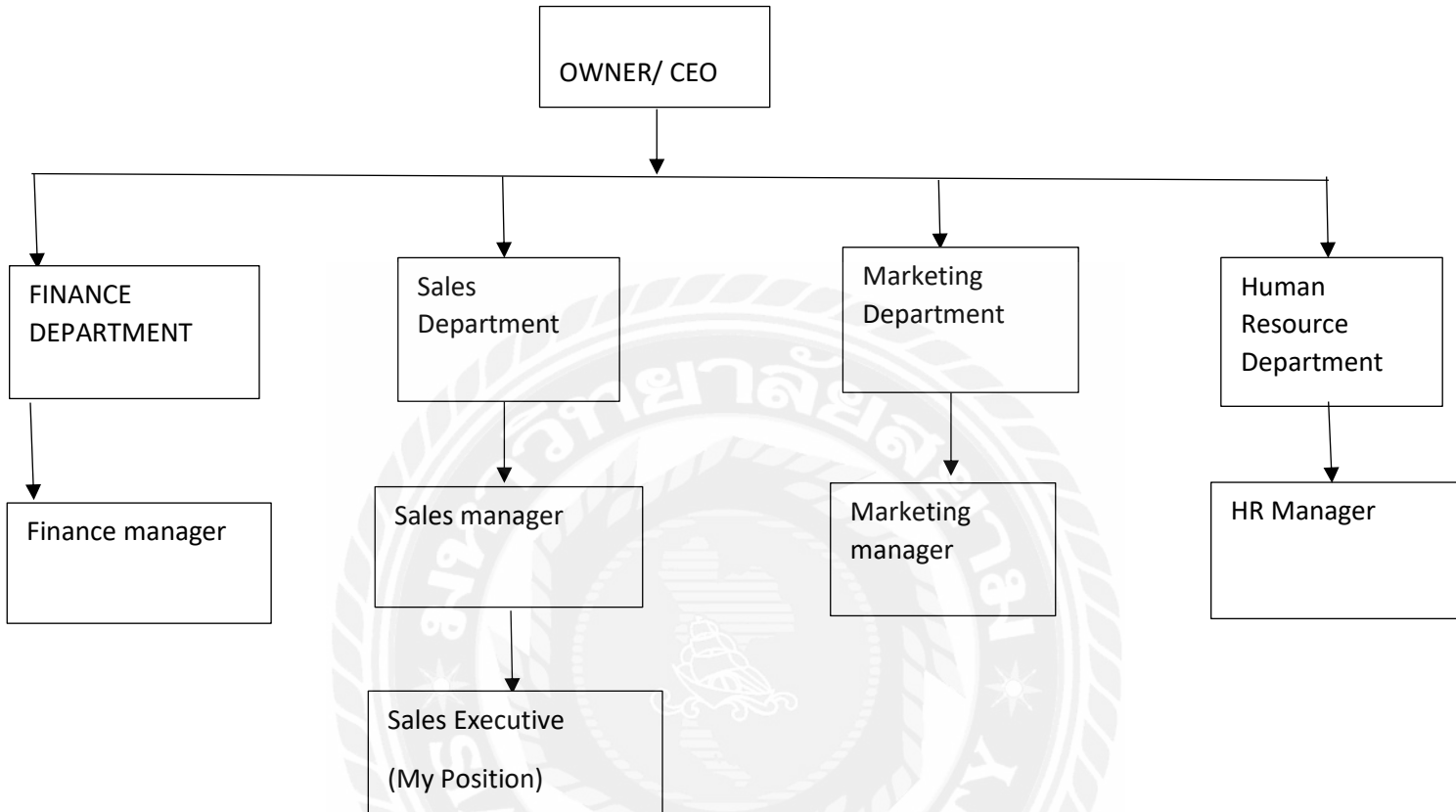
The company where I interned was RS Enterprise, which is one of Kathmandu's largest Sleepwell mattress dealers. The business was founded in 2010. Our company's mission statement is to provide premium mattresses at a reasonable price. The company's mission is to deliver a comfortable mattress where customers can enjoy their sleep because the mattresses from this brand have been scientifically shown to provide a good night's sleep without causing any back discomfort or neck strain to the user.

RS enterprise's generic strategy for competitive advantage is aligned with the company intensive strategies for growth. Such alignment optimizes organizational performance. A company generic strategic indicates the general approach to ensure business competitiveness. As recent few years the rate of urbanization is rapidly increased. The main reason would be the rising the expansion of the cities. It created a huge demand for affordable but durable mattress and the other comfort accessories for their house. Understanding the trend, the company focused on exploring itself towards the new urban dwellers. For this reason, the company introduced low-cost mattress such as 'feather foam' and 'starlit' for capturing the attention of the newcomers to the city.

Presently lots of Nepalese people are getting aware of the effects of sleep on their health. (Prayas Gautam, 2021) These people understand the importance of the correct selection of mattress for their night sleep. Understanding these new trends the brand launched its special products for the health conscious public of Nepal. This brand would collaborate with medical scientists to manufacture special mattress such as orthopedic mattress for health-conscious masses of Nepal.

The brand has also introduced the 'Memory Foam' technology for reducing stress from the body, improves the blood circulation of the body, and for correcting sleeping posture (Seithikurippu R. Pandi-Perumal, 2019). This brand would also take active participation in spreading awareness regarding the adverse effects of bad sleeping habits. Thus they promote how Sleepwell mattress would help them correct their bad habits.

## Organizational Structure



My Job position in this organization was Sales Executive where my objective is to promote the product and service to the client and settle the contracts with the aim of maximum profits.

Cooperative Education, or co-op, is a unique kind of education. As the keystone to experiential education, a co-op gives you the opportunity to apply what you're learning in the classroom through meaningful work experience. I join this organization because it promises to be a place where the learning curve is great and the hard work is appreciated. The atmosphere at the work place, one can achieve much more than working at an inappreciative workplace. This was the main reason the organization was on the priority list.

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>• geographic presence</li> <li>• diverse product range</li> <li>• well- developed IT infrastructure and Well - integrated</li> <li>• high product quality</li> <li>• Workplace diversity.</li> <li>• Human capital</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• Waste management</li> <li>• Inventory management</li> <li>• Lack of current assets</li> <li>• Prices</li> <li>• Product ranges</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Growing population</li> <li>• New and attractive products</li> <li>• New technologies</li> <li>• Social media</li> <li>• New market segment</li> <li>• Customer lifestyle</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Shortage of skilled labor</li> <li>• The increasing number of direct and/or indirect competitors</li> <li>• The deteriorating economic conditions affect business performance</li> <li>• inflation</li> <li>• environmental sustainability</li> <li>• globalization</li> </ul>

## Swot Analysis

### 1)Strength

- The geographic presence of the organization in many places can be a big strength. It determines the company's reach to the target market and guarantees that the information is easily accessible.
- Having a diverse product range allows the company to extend its consumer base while also compensating for losses in one product area with gains in another.



- A strong online presence on various social networking sites, as well as effective social media management, may boost the impact of positive e-WOM and help build strong client relationships.
- The firm's competitive standing can be improved in a variety of ways, including lower costs, increased accessibility, and improved brand image.
- An IT infrastructure that is well-developed and well-integrated can improve operational efficiency and increase awareness of current market trends.
- Competent and committed human capital can provide a significant competitive advantage, especially in service-oriented businesses.
- In a competitive market, high product quality increases brand loyalty and SLEEP WELL performance.
- Workplace diversity can be a huge competitive advantage, especially if the company plans to enter the international market.

## **2) Weakness**

- Environmentalists may criticize the organization for its inadequate waste management procedures and inability to incorporate sustainability into business operations.
- Poor inventory management techniques may cause the organization to lose efficiency.
- A cash deficit or a lack of current assets has a negative impact on liquidity and negatively impacts overall business performance.
- When contrasted to the product/service features, the business's prices may not appear to be justified. It indicates that the pricing approach should be revised. Poor customer service (such as ineffective customer complaint handling) can lead to unfavorable word-of-mouth about the company and impede growth.
- A company's capacity to successfully launch additional branches or extend its product range might be harmed by poor project management methods.
- A lack of organizational commitment and frequent personnel turnover can lead to higher recruitment expenses and worse productivity.
- Workforce productivity suffers as a result of high workplace stress and low worker morale.

## **3) Opportunities**

- The exponential growth in the population, and particularly in the existing or potential customer segments is a great growth opportunity for the business organization.

- The changing customer needs, tastes and preferences can act as an opportunity if the business organization has good market knowledge.
- The development of new technologies to assist the product/service production and delivery process can be exploited to embed the innovation in business operations. The advanced technological integration can decrease costs, improve efficiency and result in the quick introduction of innovative products..
- Customers may start preferring new and creative products/services as a result of changing tastes.
- The emergence of e-commerce and social media marketing as a trend can be a great opportunity for Sleepwell if it can ensure strong online presence on different social networking sites.
- The emergence of new market segments and new niches provide business and product line expansion opportunities.
- Improvement in the customers- lifestyle and standards mean more consumption on consumer goods and services, and more opportunities to encourage the purchase.

#### **4)Threats**

- Shortage of skilled labor in the market can make it difficult for the organization to attract talent with the right skills set.
- The increasing number of direct and/or indirect competitors affects the organization's ability to sustain and expand the customer base.
- The deteriorating economic conditions affect business performance when they directly influence the customers' spending patterns and purchasing power.
- The rise in inflation increases the cost of production and affects the business profitability.
- The growing environmental sustainability trends act as a major threat when offered products/services are not environment friendly. It draws the negative publicity and criticism from the environmentalists and affects the brand image in a competitive market.
- The globalization pushes the organization to cross national boundaries and deal with cultural diversity, which may have a detrimental impact if the organization lacks the cultural intelligence.

## **Porter's five forces**

### **1. Threats of new entrants**

Threat of new entrants reflects how new market players impose threats to the existing market players. If the industry will be profitable and barriers to enter the industry will be low, it will attract more players and hence, the threat of new entrants. Will be high.

- Becoming a part of the sector necessitates a significant financial and resource investment. If product differentiation is high and customers place a high value on the unique experience, this force loses its strength.

Why if the existing regulatory framework imposes specific hurdles to new enterprises interested in entering the market, SLEEP WELL will face a low danger of new entrants. New participants will be forced to meet stringent, time-consuming regulatory procedures in this situation, which may deter some from entering the market.

- If consumers have a high psychological switching cost and existing brands have created a devoted client base, the danger will be low; new entrants will be discouraged if distribution routes are constrained.

SLEEP WELL will be facing high new entrants threat if

- Existing regulations support the entry of new players.
- Consumers can easily switch the brands due to weak/no brand loyalty.
- Initial capital investment is high.
- Building a distribution network is easy for new players.
- Retaliation from the existing market players is not a discouraging factor.

How SLEEP WELL can tackle the Threat of New Entrants?

- SLEEP WELL can develop brand loyalty by working on customer relationship management. It will raise psychological switching costs.
- It can develop long-term contractual relationships with distributors to widen access to the target market.
- SLEEP WELL can also an investment in research and development activities, get valuable customer data and introduce innovative products/services to set strong differentiation basis.

### **2. Threat of Substitute Products or services**

The availability of substitute products or services makes the competitive environment challenging for SLEEP WELL and other existing players. High substitute threat shows that customers can use

alternative products/services from other industries to meet their needs. Various factors determine the intensity of this threat for SLEEP WELL. The Threat of Substitute Products or services increases when;

- A cheaper substitute product/service is available from another industry
- The psychological switching costs of moving from industry to substitute products are low.
- Substitute product offers the same or even superior quality and performance as offered by SLEEP WELL's product.

However, this threat is substantially low for SLEEP WELL when;

- The switching cost of using the substitute product is high (due to high psychological costs or higher economic costs)
- Customers cannot derive the same utility (in terms of quality and performance) from substitute product as they derive from the SLEEP WELL's product.

How SLEEP WELL can tackle the Threat of Substitute Products or services?

- SLEEP WELL can reduce the Threat of Substitute Products or services by clearly emphasizing how its offered product/service is better than the available substitutes.
- It should provide convincing reasons to the customers by offering a better experience and high value for money.
- It can raise switching costs by working on loyalty.
- Lastly, it can improve the quality, maximize value for money and set strong differentiation basis to discourage customers from using the substitute product.

### **3. Rivalry among existing firms**

The Rivalry among existing firms shows the number of competitors that give tough competition to the SLEEP WELL LEAD BETTER. High rivalry shows SLEEP WELL LEAD BETTER can face strong pressure from the rival firms, which can limit each other's growth potential. Profitability in such industries is low as firms adopt aggressive targeting and pricing strategies against each other.

The Rivalry among existing firms will be low for SLEEP WELL LEAD BETTER if;

- There are only a limited number of players in the market
- The industry is growing at a fast rate
- There is a clear market leader

- The products are highly differentiated, and each market player targets different sub-segments
- The economic/psychological switching costs for consumers are high.
- The exit barriers are low, which means firms can easily leave the industry without incurring huge losses.

Similarly, there are some factors that increase the Rivalry among existing firms for SLEEP WELL. For example, the company will face intense Rivalry among existing firms if market players are strategically diverse and target the same market. The rivalry will also be intense if customers are not loyal with existing brands and it is easier to attract others' customers due to low switching costs. Competitors with equal size and offering undifferentiated products with slow industry growth tend to adopt aggressive strategies against each other. These all factors make the Rivalry among existing firms a major strategic concern for SLEEP WELL.

How SLEEP WELL can tackle the Rivalry among existing firms?

SLEEP WELL should focus on the implicit needs and expectations of its customers to strengthen the differentiation basis. It should raise switching costs by developing long-term customer relationships. The organization should also invest in research and development activities to identify new customer segments. In some cases, collaborating with competitors can be mutually beneficial. The organization can look for this option as well.

#### **4. Bargaining Power of Suppliers**

Bargaining power of suppliers in the Porter 5 force model reflects the pressure exerted by suppliers on business organizations by adopting different tactics like reducing the product availability, reducing the quality or increasing the prices. When suppliers have strong bargaining power, it costs the buyers- (business organizations). Moreover, high supplier bargaining power can increase the competition in the industry and lower the profit and growth potential for SLEEP WELL similarly, weak supplier power can make the industry more attractive due to high profitability and growth potential.

Bargaining power of suppliers will be high for SLEEP WELL if:

- Suppliers have concentrated into a specific region, and their concentration is higher than their buyers.
- This force is particularly strong when the cost to switch from one supplier to other is high for buyers (for example, due to contractual relationships).

- When suppliers are few and demand for their offered product is high, it strengthens the suppliers' position against SLEEP WELL
- Suppliers' forward integration weakens the SLEEP WELL's position as they also become the competitors in that area.
- If SLEEP WELL is not well educated, does not have adequate market knowledge and lacks the price sensitivity, it automatically strengthens the suppliers' position against the organization.
- Other factors that increase the suppliers' bargaining power include-high product differentiation offered by suppliers, SLEEP WELL making only a small proportion of suppliers' overall sales and unavailability of the substitute products.

Contrarily, the bargaining power of suppliers will be low for SLEEP WELL if:

- Suppliers are not concentrated
- Switching costs are low
- Product lacks differentiation
- Substitute products are available
- SLEEP WELL is highly price sensitive and has adequate market knowledge
- There is no threat of forward integration by suppliers.

SLEEP WELL can strengthen its position against suppliers by decreasing the dependency on one or a few suppliers. It will increase its price sensitivity. Developing the long-term contractual relationships with suppliers from different regions not only lowers their bargaining power but also allows SLEEP WELL to improve its supply chain efficiency. Finally, SLEEP WELL can find the alternate ways of producing the product if product demand is high enough and the firm has required competencies and expertise. However, it requires detailed cost-benefit analysis to determine its feasibility. Product redesign and diversification of the product lines can also help the organization reduce the suppliers' power in the market.

### **5. Bargaining Power of Buyers**

Bargaining power of buyers indicates the pressure that customers exert on the business organizations to get high quality products at affordable prices with excellent customer service. This force directly influences the SLEEP WELL's ability to accomplish the business objectives. Strong bargaining power lowers profitability and makes the industry more competitive. Whereas,

when buyer power is weak, it makes the industry less competitive and increase the profitability and growth opportunities for SLEEP WELL

There are some factors that increase the bargaining power of buyers:

- A more concentrated customer base increases their bargaining power against SLEEP WELL
- Buyer power will also be high if there are few in number whereas a number of sellers (business organizations) are too many.
- Low switching costs (economic and psychological) also increase the buyers' bargaining power.
- In case of corporate customers, their ability to do backward integration strengthen their position in the market. Backward integration shows the buyers' ability to produce the products themselves instead of purchasing them from SLEEP WELL.
- Consumers' price sensitivity, high market knowledge and purchasing standardized products in large volumes also increase the buyers' bargaining power.

Some factors that decrease the bargaining power of buyers include lower customer concentration (means the customer base is geographically dispersed), customers' inability to integrate backwards, low price sensitivity, lower market knowledge, high switching costs and purchasing customized products in small volumes.

How SLEEP WELL can tackle the Bargaining Power of Buyers?

SLEEP WELL can manage the bargaining power of buyers by increasing and diversifying their customer base. It can be done by introducing new products, targeting new market segments and adopting the product diversification strategies. Marketing and promotional strategies can also be helpful in this regard. Building loyalty by embedding innovation and offering excellent customer experience can raise the switching costs, which will ultimately reduce their bargaining power. SLEEP WELL can adopt these strategies to strengthen its competitive positioning in the market.

The purpose of co-operative education and co-operative studies was to know how can we promote the product and provide the services to the client with the aim of maximum profit as a sales executive with the sets of job responsibility.

## **Chapter 2**

### **Co-op Study Activity**

I was appointed as sales executive in this firm where my role was to crack the deal with the aim of maximum profit and all extra activity related to sales like after sales services. I was also responsible for helping build up a business by identifying new business prospects and selling product to them. I need to maintain relationships with current clients and build and maintain relationships with new clients.

#### **Job responsibilities:**

- Builds business by identifying and selling prospects; maintaining relationships with clients.
- Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Sells products by establishing contact and developing relationships with prospects; recommending solutions.
- Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.
- Maintains quality service by establishing and enforcing organization standards.
- Contributes to team effort by accomplishing related results as needed.

Duties assigned beyond the standard job description

- Deposit the cheque and cash in the bank
- Also prepare the document for import of the goods
- Sometimes I was also send to the different store to collect the payment of the goods which was sold on credit.

#### **Coordination with co-workers**

According to Modern organizations rely on the specialization of functions and activities that are delegated to various participants. There will be chaos in the organization if each individual is allowed to accomplish his or her own role efficiently without taking note of the associated



function performed by another member. It is critical to have thorough coordination in order to ensure unity of action across all parties.

Conflict between line executives and staff also creates a headache for the chief executive in terms of coordination. As a result, not only must the chief executive coordinate functions and activities, but also personnel doing various functions. For example, it is critical that the purchasing, designing, production, and sales departments all work together to support the organization's smooth operation. If the sales manager procures a huge order to be executed within a specified period of time without reference to the production manager or the buyer, it may turn out that the goods cannot be produced in quantities ordered within the specified time. Or, even if they can be produced, the suitable raw material may not be available. Therefore, the inter-relationship between the purchasing department and production department as well as the sales department demands the establishment of coordination.

Diversified and specialized operations, which follow the concept of division of labor and result in high specialization, necessitate extra coordination. Coordination is also a result of departmentation. In huge commercial organizations, the human nature of competitiveness, rivalries, and jealousies create a specific requirement for coordination. A large number of people work for a large corporation.

As a result, coordination is required to reconcile disparities in efforts, approaches, or interests, and to harmonize individual aims and activities in order to achieve common goals. Coordination improves efficiency, command unity, team spirit, subordinates, and individual interests of the enterprise's general interests, excellent relations, and employee morale.

Coordination avoids duplication of work or efforts, interpersonal conflicts, controversies, misunderstandings, delay, wastages and confusions. It harmonizes, unifies and blends all activities and thus, ensures the achievement of predetermined objectives.

Although for the success of any organization co-ordination must exist between different departments, groups and activities.

I also need to coordinate with other sales executive so that I can inform that I have received the order of the particular mattress and also the number of piece so that they will the inform that the number of piece is decreased and crack the deal according to that so that we can delivery all the product which we have taken the order without the shortage of the goods. I also need to inform the labor and drivers about the order taken as they can load the product and deliver the product in

right place and right time and after delivery is made confirm from them is the delivery was done properly or not. I also need to inform to the supervisor so that they know which product needs to be imported at what quantity. According to (Charles Osifo, 2013) in his research said the effective and efficient coordination of internal and external components of an organization help in reducing internal and external complexities.

**Your job process diagram**

1) Sales process

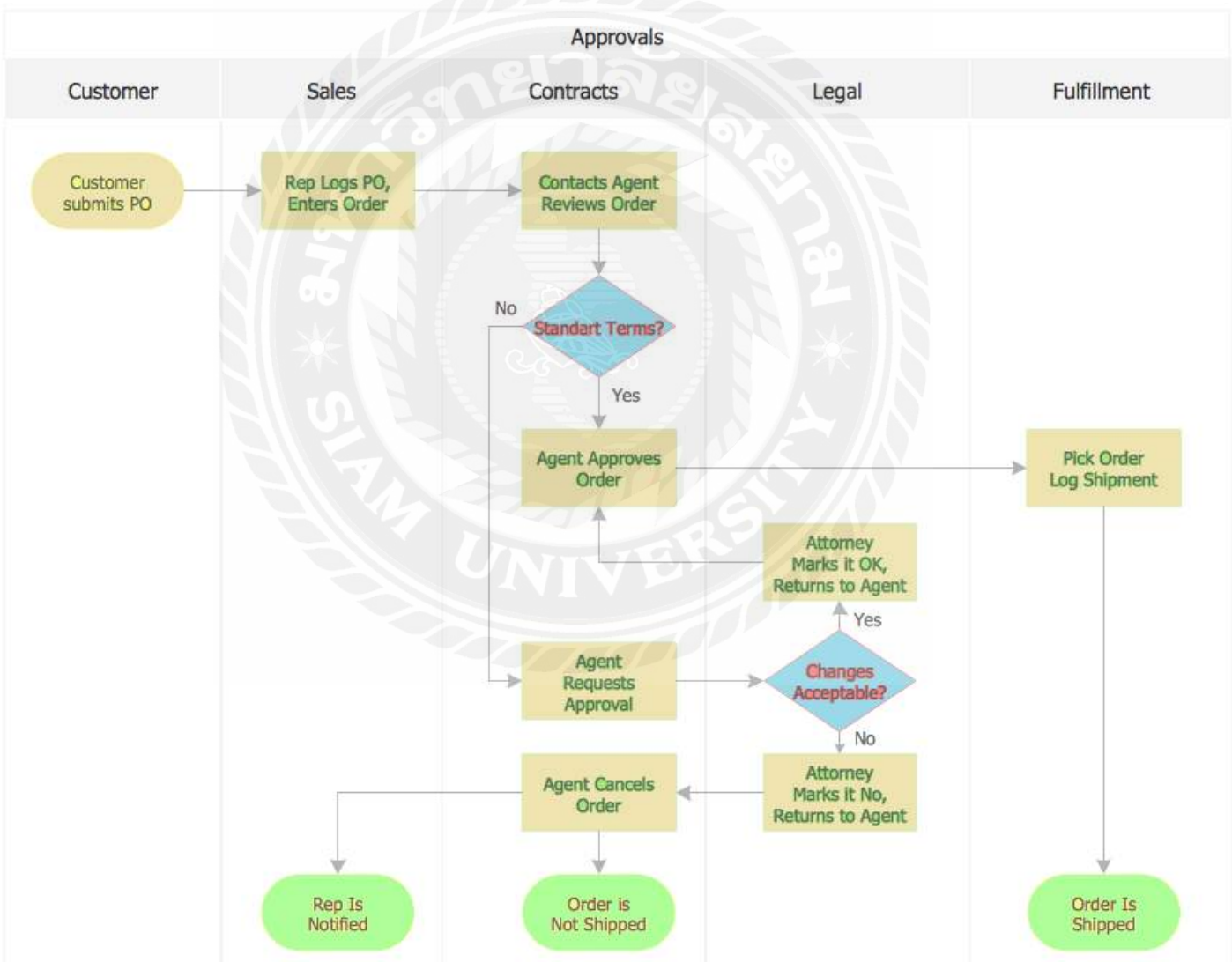


Fig.2.1 Job process diagram

In the sales process the customer first submit its need and the required product to us and we enter in the order. After that we create the contracts for the new customer and for the old customer the old contracts works. In contracts we keep our standard terms where agents have two decision. Accepted or rejected. If they accept the decision we pick the order and ship the order and the order will be delivered to the customer. If the decision is rejected the agent request for the change in the terms and condition. If our organization accept the terms and condition we change the terms and condition and create the contracts. If contracts is signed the order will be shipped to the customer and if the terms and condition is not accepted we denied the order and the order will not be shipped.

## 2) Feedback process

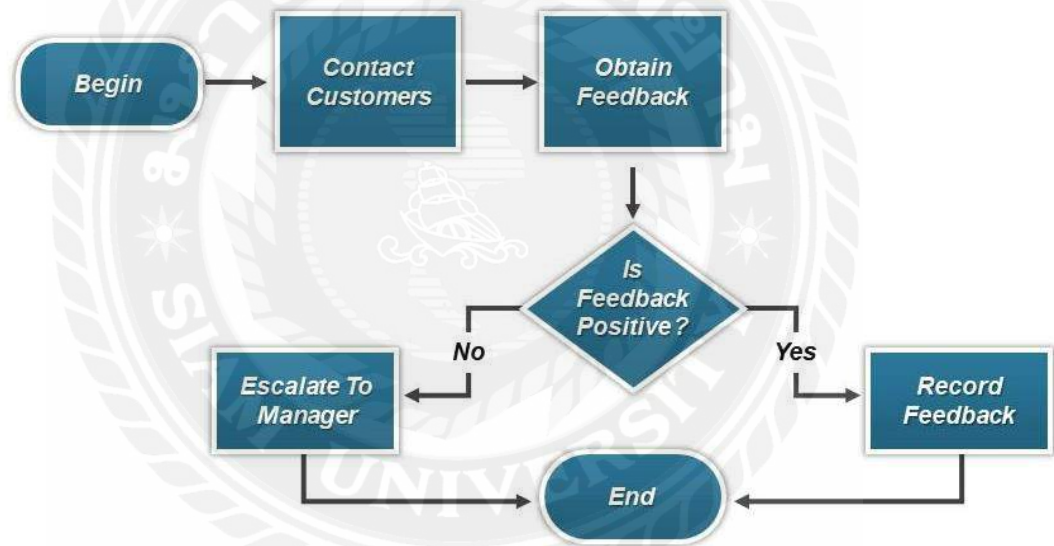


Fig 2.2 Feedback process

At first I contact to the customer who have purchase the product from us and obtained the feedback from the customer. If the feedback is positive I record the feedback and if the feedback is negative I consult with the manager about the negative feedback and why the feedback is negative and try to solve their problem as soon as possible.

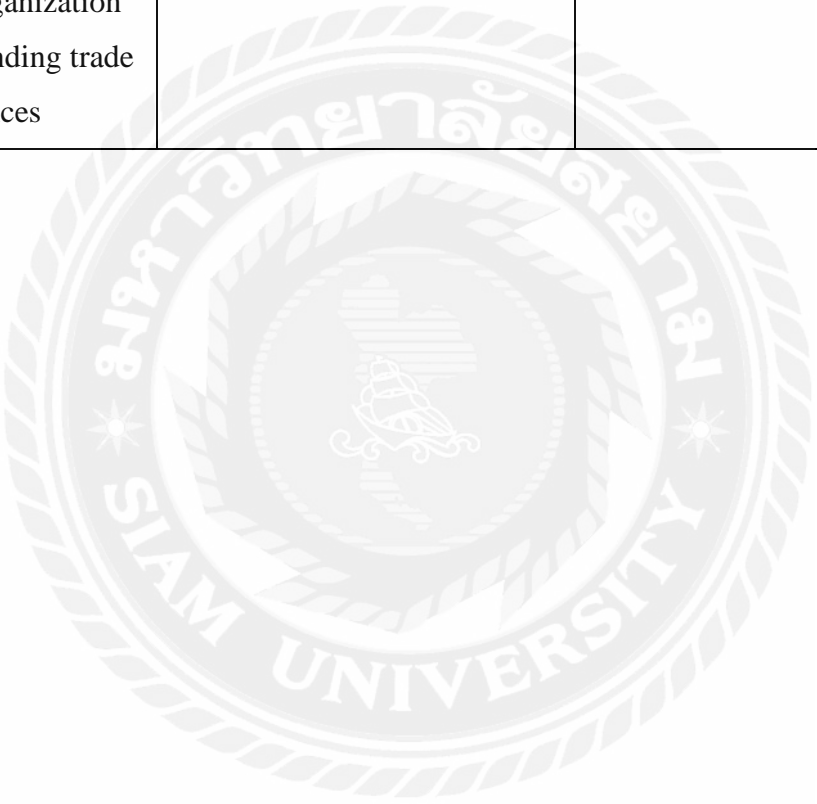
### Contribution as co-operative student in the company

A Sales Executive ensures that all of the company's profit-turning requirements are met. They are in charge of departments that provide goods and services, such as retail stores, in order to assist businesses make money through sales. Because it's about having everything set up right, not necessarily dealing directly with customers, their responsibilities focus more on management than purchasing and selling.

- Energy and ideas: Co-op provides you with a year-round supply of energized student employees eager to contribute fresh ideas to your company. When I was working as a sales executive I suggest my supervisor with some ideas to improve the wholesale sale of the firm if the customer meet the sales objective they will receive the gift hampers at the end of the year for example foreign trips, cash discount.
- Flexibility: Students can help you start new initiatives, finish old projects, or give respite during peak seasons.
- Community relations: Co-op employers are encouraged to exchange and invent new ideas. The purpose of the role is to carry out sales and marketing activities selling the products including answering client enquiries, sales administration, and assisting with sales support activities such as product demonstration; carrying out site visits, ascertaining and meeting the needs of customers through problem/issue solving, advising on product upgrades.

Key responsibility	Outcome	Performance measure
Contact new and existing customers to discuss their needs, resolve issues and access hoe their needs can be met by our products and services	All customers/ sites are visited regularly and need analysis prepared for each	CRM- reporting system, call schedule and customer feedback
Preparation and processing of invoice, quotes, letters and other documents, using word processing.	Documentation is prepared in a timely fashion is accurate and free of error	Review of documentation and feedback from sales staff and training manager

Prepare and follow up sales contracts for orders obtained and submit orders for processing	Sales contracts are prepared on time are accurate and free of error. Follow ups are completed on a timely fashion	Sales documentation and feedback from finance department
Identify prospective customers by using business directories, following leads from existing clients participating in organization and clubs and attending trade show and conferences	Develops and maintain prospective customers and sources new business	CRM reporting



## **Chapter 3:**

### **Learning Process**

#### **3.1 problems**

- One of the main challenges faced by me is that their products are still not completely able to match the quality level standard set in the market according to the price they charge as the price of the product are expensive from the competitors product in the market .
- There were also frequent problem related to power cut, and internet issue from time to time which was effecting our daily activity
- Sometimes there was delay of the goods imported by the firm from the factory in India which was causing difficulties to provide the product to the customer when there is demand in the market.
- The arrangement in the office made inside the office was not very proper and there was constant changes made thus causing difficulties for the employees to work as the office was recently shifted from one location to another location.
- The blue-collar worker was unhappy with the work due to lack of incentives and at the particular time there was a change in the blue-collar worker and we need to train them again which was consuming lots of time .

#### **3.2 How to solve the problem**

- From the feedback I came to get that the price of the products was little higher relevant to the other brand playing in the market like kirl-on, king koil etc. so what we did is we provide extra services like free delivery service and also came with different offer for the retailers for example if the retailers meet the certain goal than they will get some discount on the products and also send gift hampers to the retailers in different occasion.
- The company had only inverters as a backup for electricity if there was a power cut so we could not operate computer while power cut so we give the feedback to the owner/ CEO that a generator is very necessary in the firm nowadays as it was effecting our daily activity.
- The firm can upgrade the internet which they have installed and also add extension router in the office so that the Wi-Fi signal can reach the whole office.

- As nowadays the government policy are changing in imported goods and delay in the products is effecting the sales of the customer so they can collaborate with the local factory in Nepal and work with them to which will lead to no shortage of the goods in the market and can supply the goods to the customers.
- When I join as sales executive in the firm the arrangement was perfect in the office but after the office shifted to another place due to shortage of the space in the office, they could not manage the arrangement of the products which causing lots of difficult, they should work on the warehouse management as well as manage the office first.
- As talking to the blue-collar worker once I came to know that the other company are providing extra facility and incentives to them and the blue-collar worker are shifting towards them. So the company should motivate the blue-collar worker by providing different incentives to them.

### **3.3 recommendation to the company**

- They should focus on importing the goods from different country as well as focus on purchasing the goods from the local factory as well and should also work on new strategy to penetrate the untouched market in order to make the presence in the market of Nepal.
- Should work on solving their internal issue quickly for example by tackling with issues related to frequent power cuts or internet problem.
- The company must try to bring unnecessary costs arising from material handling or inventory while also increase their stock keeping in ware house to limit the competitors treats.
- They should focus more on building and maintaining strong and long term relationship with their suppliers or vendor in order to avoid problem like shortages.

### **3.4 Things learned during the co-op studies**

The co-op studies have taught me to be more articulate and realize how important it is to be a good listener and quick thinker. It has helped me to get deeper and ample amount of educational experience along with work experience related to the real- world scenario, and know the actual value of connections in the work and career. But the most importantly, it gave me a lot of ideas about new things and why it is necessary to learn to have different perspective to see things differently in the various working environment and thus act accordingly. Though this course, I

realize how valuable managing emotion in times of uncertainty and stress of the employees or workers during the current situation, what the cost of works stress and how can we reduce it so that we can create a correct working environment. Likewise, this co-op studies have given us some insightful ideas on how people can be motivated, build trust, develop talent while building dynamic as well as thriving business in any industries. I also learned to identify the correct product for the customer after listening to their problem.

Along with all it gives me an opportunity to get know more about the mattress and the company playing in the market.

### **3.5 Knowledge applied from coursework to the real-world situation**

This course had given us some ideas that will have significant impact while in the real-world situations. Knowledge such as how can we create an impact among crowds and be different from others is the most importance in today's life. Why it is necessary to be creative, give notice/ value to even smaller things while you are at work or anywhere, being confident and know what we can do to stand out. Likewise there was a session where we came to know about how emotions and work stress during unfavorable times can be harmful for the company's growth and create hindrance to achieve the set target and how we can manage it. All this is the real time problems that nowadays almost all the company in the global world faces time and again. All in all, this co-op studies has share with us some thought provoking information which has been becoming the requirement in the companies around the world to remain productive and sustainable during this period's crisis.

Similarly, talking things to my work, the knowledge from this coursework has also been extremely useful during my working period in the company. Everything's that I had studied in the past which were mostly just theoretical became appropriate to use in those real and practical situations that I had to encounter over this period of few month. With the help of few subjects that I took from my course namely integrated marketing, strategic management, brand management, sales management, advertising and sales promotion, service marketing and many more helped me a lot while I was assigned to accomplished a task given by the company. The skills I acquired from the coursework did help me to know and understand the things at work more easily and faster since I was already familiar with some of the terms and had already knew how to solve or react to the problem in different situations that used to pop out during my working process. I was able to come



up with some ideas, give my inputs in the discussion and make the relevant planning according to the requirement. I was able to understand how we must present ourselves in the market, how we can contribute on the company, adopt to the work culture there, and believing in yourself in order to grow and learn from the workplace while being able to manage yourself, your work and the stress that comes with the work overtime.

Through the things from the coursework, I used it in during my task, while handling any problems, or when completing any work related to sales department. Once I faced a small problem while the deal was made and we were shortage of the goods I managed the goods from another dealer in Dhahran, sun sari I complete the deal which was made.



## **Chapter 4:**

### **Conclusion**

#### **Summary of highlights of your co-op studies at this company**

I was appointed as sales executive in this company (R.s Enterprises) which is a mail dealer of Sleepwell mattress in Kathmandu where my objective was to crack the deal with the aim of maximum profit. I was also told to take the feedback from the customer about our product and if the feedback was positive we need to record in our register and if we came with the negative feedback we need to talk to the supervisor and try to provide extra service so that the customer don't have negative inside them. I also need to prepare the document for the bank process while import the goods and deposits the cheque and cash as need which was told by the supervisor.

The co-op studies has taught me to be more articulate and realize how important it is to be a good listener and quick thinker. It has helped me to get deeper and ample amount of educational experience along with work experience related to the real- world scenario, and know the actual value of connections in the work and career. But the most importantly, it gave me a lots of ideas about new things and why it is necessary to learn to have different perspective to see things differently in the various working environment and thus act accordingly. Though this course, I realize how valuable managing emotion in times of uncertainty and stress of the employees or workers during the current situation, what the cost of works stress and how can we reduce it so that we can create a correct working environment. Likewise this co-op studies have given us some insightful ideas on how people can be motivated, build trust, develop talent while building dynamic as well as thriving business in any industries. I also learned to identify the correct product for the customer after listening to their problem. Similarly, talking things to my work, the knowledge from this coursework has also been extremely useful during my working period in the company. Everything's that I had studied in the past which were mostly just theoretical became appropriate to use in those real and practical situations that I had to encounter over this period of few month. I was able to come up with some ideas, give my inputs in the discussion and make the relevant planning according to the requirement. I was able to understood how we must present ourselves in the market, how we can contribute on the company, adopt to the work culture there, and believing in ourselves in order to grow and learn from the workplace while being able to manage yourself, your work and the stress that comes with the work overtime.

## **Your evaluation of the work experience**

“In this self-assessment, I will evaluate my performance during the internship at R.S enterprises. This is my first time in this organization, and I am happy to report that my performance has improved significantly over the time period.

First, I would like to comment on how I have grown as a sales executive. This year "I contributed to the sales team's unprecedented success this year by planning and working in a new campaign that utilized an untraditional social media platform. The plan had its risks in the beginning, but due to my expertise and the efforts of the team, it became the most profitable project we completed this year."

Next, I want to mention an area where I fell short of my goals. "After moving to a new office this spring, I struggled to remain organized in the new environment. I was overwhelmed and my work style was chaotic for several weeks before I finally found solutions that suited my work style. In the future, I will use the lessons I learned from this experience to help me adapt to changes in the workplace more skillfully and to minimize negative side effects."

"I appreciate the personal attention my manager endeavored to give me this year. I know it was difficult for them to find time in their schedule to meet with me, but their advice and encouragement was incredibly valuable to me as a new employee. My performance this last quarter was significantly affected by their willingness to offer feedback on my ideas and goals."

### **Limitation**

- Need for approval

Need for approval becomes a weakness when a salesperson cares more about being liked than they care about closing business. Taking criticism or bad attitudes personally is never a good thing, but it's especially dangerous in sales, where reps regularly deal with rejection.

- Lack of time management

Lack of time management as could not reply the emails and message on time when the customer were online which leads delay on cracking the deal.

- Covid pandemic

Due to pandemic we need to do some meeting virtually and as we know that when people purchase the mattress they need to check it physically is it comfortable, is it suiting the body.

## **Recommendation to the company**

### **1. Allow for Employee Autonomy**

Giving employees the freedom to execute their jobs shows them that you trust and appreciate them. When your workers come to work, they are there to accomplish a job. Allow them to do it. You do not need to micromanage others. As per a recent study, the higher the degree of autonomy a person had, the better their sense of job satisfaction and well-being. The more freedom you give them, the more productive they will become. Employees who are frequently obliged to obtain authorization to accomplish tasks or complete occupations will not learn to make significant decisions on their own.

Giving employee' autonomy occasionally leads to mistakes or decisions you wouldn't have authorized, but it isn't the end of the world. We can all learn from our mistakes, but if we're never allowed to make them, we can't grow as individuals. As long as work is being done, deadlines are met, and the company's profits are increasing, there's no need for constantly looking over the shoulder of your employees.

### **2. Make Use of Employee Feedback**

Take your staff's recommendations and criticism into consideration. Create an online platform where users may contribute suggestions for improvement anonymously as well as with their identity attached. Make sure that you are encouraging your team members to not only set realistic, obtainable goals but also to be specific with those goals. You want to ensure that employees are setting realistic timelines for meeting their goals.

### **3. Encourage Relationships among Coworkers**

When you foster office camaraderie, you will have fewer people absent from work, and the setting will be more enjoyable for everyone. Allowing some workers to work in various departments or parts of the office is not a terrible idea if they don't get along. You want to make coming to work fun, and if individuals work alongside their pals, they will feel more inclined to show up every day. Even the employer or supervisor should maintain positive relationships with their staff. You don't want them to hear nothing as they enter into the room. Encourage them to ask workers about their personal life, ask them about their families, and deliver jokes or include humor. These are great ways to help people feel comfortable talking to their boss.

#### 4. Organize Team Building Exercises

You could hear a few moans if you inform your staff that you've scheduled some team building exercises. However, these are an excellent approach to inspire individuals to collaborate. There are several venues outside of work where you may have fun and foster team spirit among employees. Try booking time at an escape room or organizing a boot camp-style event in which workers must work together to discover a prize or reward of some type. People don't always get to know one other well when they spend so much time at a desk behind a computer screen. Team building exercises are an excellent technique to address this issue.

#### 5. Meetings

Meeting with your employees, for whatever reason, is important. Whether you have something to discuss with them or they need to vent about a workplace problem to you, always encourage them to be open with their communication. A good way to reduce stress during meetings with individuals or small groups is to get out of the office. Take a walk and discuss your business on the move. Even if you aren't able to go outdoors, just getting up and moving around will create a more relaxed environment. The exercise and fresh air will foster easy communication.

#### 6. Be Flexible

Many businesses are open seven days a week and work hours that exceed the standard 40-hour workweek. This implies that staff must work on weekends, late evenings, and even holidays. This might make it difficult for them to find time to rest and decompress. Be open to new possibilities. Employees have lives outside of work, and while they want to work and feel a sense of success at work, they also have lives outside of work. Make sure you recognize this and enable them to take time off when they truly need it. You must be flexible while striving to finish projects as long as you have engaged personnel that are working hard. You could even allow employees to work from home if the situation allowed for it. If a person knows what is expected of them, they will do their best to get it done.

#### 7. Personalize the Work Environment

White walls and gray cubicles are no longer acceptable. Personalizing the work environment is necessary if you want to establish a comfortable work atmosphere and enhance employee engagement. This may include anything from providing new workers with a limited money to decorate their own workstation to allowing them to bring in items from home to display around

the office, such as photographs, lamps, or cushions. Regardless of how you do it, the workplace must be a location that encourages the high levels of performance that you demand from your staff.

#### 8. Celebrate the Good

All too often we get caught up in negative thoughts and emotions. Long term, this can negatively affect a work environment. To help curb this problem, take a different approach. Try celebrating the good side of things that might otherwise be construed as bad. For example, when an employee takes a job with a new company, instead of feeling down about losing them, celebrate their success and new position. Have a congratulations party, not a going away party. Other ways to turn a potentially negative situation into something good are calling attention to an employee that made a mistake and thanking them for teaching everyone how not to do something. When a deadline gets missed, you could celebrate the parts of the project that were completed on time. Try to stay focused on the positive.

#### 9. Volunteer Together in the Community

Volunteering in your community provides you a sense of success and pride. Determine your workers' interests or hobbies and try to schedule community volunteer work around them. For example, if some of your employees prefer going outside, you might organize a community garbage cleaning day. Perhaps one of your team members has an elderly parent or grandmother in a nursing home. You may gather a group of individuals to build gift baskets or pay a visit to the elders in the institution.

#### 10. Create a Reward and Accountability Program

Some bosses are hesitant to recognize individuals who contribute significantly to the company's financial line, but they should not be. Developing a rewards program for your organization will motivate staff to strive for greatness. Send a personalized email to acknowledge when an employee or department achieves a certain target. If someone is performing especially well at work, have everyone applaud them for their efforts. It may not appear to be much, but showing employees that they are respected and appreciated by the entire team, not just the boss, goes a long way.

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