



## **Cooperative Education Report**

**Building Brand Equity through Cross-departmental Collaboration  
between the Sales and Marketing departments of Gorkha Brewery P.LTD**

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**This Report Submitted in Partial Fulfilment of the Requirements for  
Cooperative Education, Faculty of Business Administration Academic  
Semester 8/2023 Siam University**

**TITLE:** Building brand equity through Cross-departmental Collaboration between the Sales and marketing departments of Gorkha Brewery

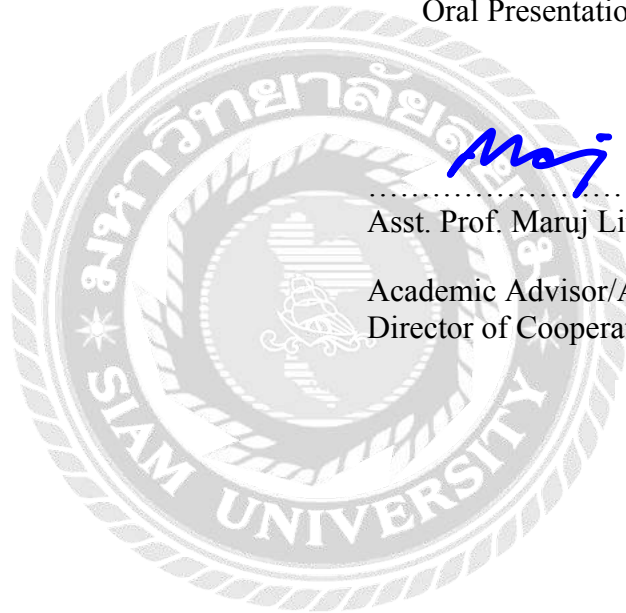
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We have approved this cooperative report as partial fulfilment of the cooperative education program semester 1/2020.

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**Project Title:** Building brand equity through Cross-departmental Collaboration  
between the Sales and marketing departments of Gorkha Brewery.

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**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

**Semester/Academic year:** 2/2022

### **Abstract**

This cooperative report entitled “Building brand equity through cross-departmental collaboration between Sales and Marketing Departments of Gorkha Brewery” report outlines the experience gained during cooperative education in the Sales and Marketing departments of

Gorkha Brewery, a market leader in the Nepalese beer beverage market. The objectives of this project are to (1) gain practical experience working in the sales and marketing departments of a large organization, (2) To gain an understanding of how sales and marketing departments coordinate to execute brand and business objectives, (3) Learn to manage and coordinate large scale branding projects of the company. (4)To study how cross-departmental collaboration between the sales and marketing departments works in developing brand equity.

I was assigned to work in the sales and marketing departments of the company as part of the co-op study. My primary duty was to assist and complete tasks given to me by the assigned supervisor or mentor. This project has provided valuable insight into the sales and marketing department of Gorkha Brewery and the Nepalese Beer market. The experience has helped me develop my skills in sales and marketing.

**Keywords:** Brewery, Sales, Marketing, Brand.

## **Acknowledgement**

I am writing to express my sincere gratitude to everyone who contributed to completing my internship and this report successfully.

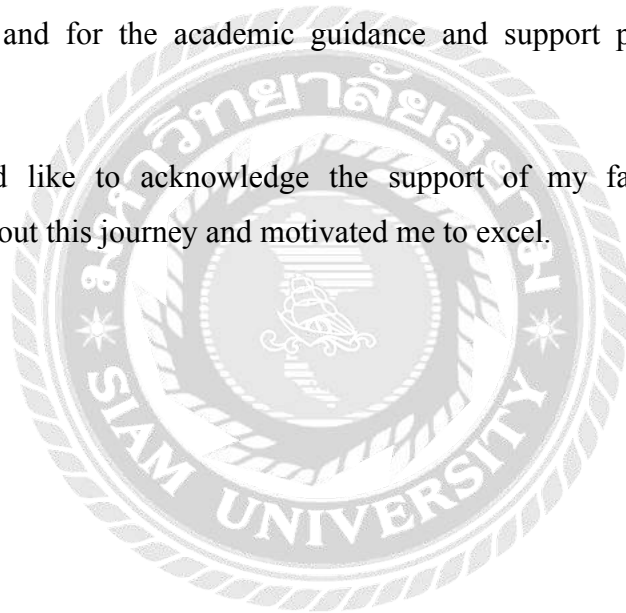
Firstly, I would like to thank the management of Gorkha Brewery for allowing me to work with the Sales and Marketing department. I am grateful for my supervisor and colleagues' support, guidance, and feedback during my internship.

I am also grateful to my university for providing me with the opportunity to complete this CO-OP study project and for the academic guidance and support provided throughout the process.

Lastly, I would like to acknowledge the support of my family and friends, who encouraged me throughout this journey and motivated me to excel.

**Ankur Acharya**

**6208040001**



## **List of Abbreviations**

GBPL: Gorkha Brewery P. Ltd

SKU: Stock Keeping Units

Alc: Alcohol

LSS: Liquor-selling stores

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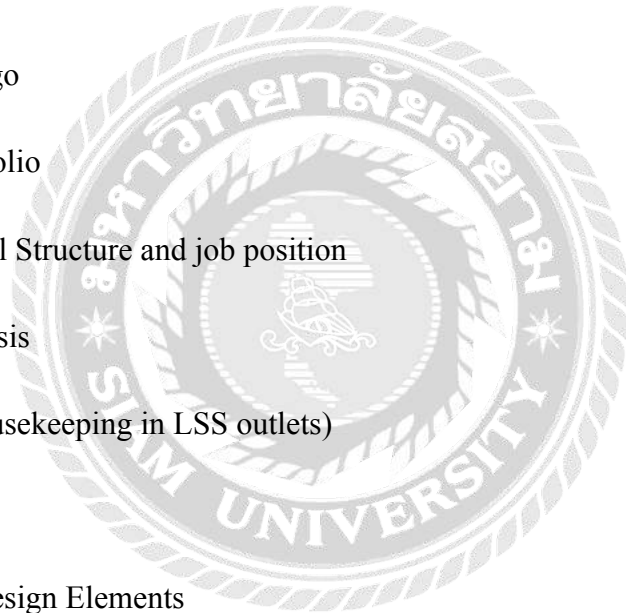


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## 1. Company Profile:



Figure 1: Company Logo

Gorkha Brewery, established in 1989, is one of Nepal's premier breweries and part of the Carlsberg Group. Situated in Kathmandu's city centre, they produce various beer products. Gorkha Brewery began, with the latter eventually taking full ownership in 2015. Since 1996, Gorkha Brewery has operated as a subsidiary of Carlsberg Group, one of the world's largest beer producers. They produce an array of beers such as Carlsberg, Tuborg, San Miguel, and Gorkha Beer that have gained widespread acclaim worldwide. Gorkha Brewery is significant in Nepal's beer culture and has been influential in expanding access to beer nationwide. The brewery has also significantly impacted Nepal's social and economic development through its various corporate social responsibility initiatives, focusing on education, healthcare, and the environment. Gorkha Brewery has quickly earned itself a place of honour within Nepal and the global beer industry as part of the Carlsberg Group. With their dedication to quality and innovation, they are well-positioned for continued expansion and success in the years ahead.

Gorkha Brewery has come a long way since its inception in 1989. The brewery has undergone several expansions and upgrades to meet consumer product demand. In 2013, Gorkha Brewery opened a state-of-the-art brewery in Chitwan Nepal with an annual production capacity of 480,000 hectolitres. Beyond its commercial success, this brewery has significantly contributed to Nepalese society. The brewery has actively engaged in several community development programs, such as safe drinking water, education, and healthcare. In 2007, Gorkha Brewery initiated the "Cheers Nepal" campaign to encourage responsible drinking and reduce alcohol abuse. As part of the Carlsberg Group, they have access to advanced technology and expertise in



the brewing industry. The Carlsberg Group operates in over 150 countries and produces 140 beer brands. With such a vast global reach and diverse product offerings, Gorkha Brewery has numerous opportunities for growth and expansion. Over the last several years, Gorkha Brewery has prioritized innovation and sustainability. They have introduced products like Somersby and Gorkha Craft to meet the changing tastes of Nepalese customers.

Additionally, Gorkha Brewery has been striving to reduce its carbon footprint through sustainable brewing practices and investing in renewable energy sources. Their dedication to quality and innovation has been recognized through numerous awards and accolades. In 2020, they won the "Best Brewer in Asia" award at the Asia Beer Championship, a testament to their outstanding brewing abilities.

### **1.1. Mission**

The mission of GBPL is to be the leading beer and beverage company in Nepal, delivering high-quality products and services to consumers and contributing to the social and economic development of Nepal.

### **1.2. Vision**

The vision of GBPL is to be the leading beer beverage company in Nepal, recognized for its commitment to excellence, innovation, and social responsibility.

### **1.3. Objective**

The objectives of Gorkha Brewery are as follows:

- (1) To maintain and strengthen its position as a leading beer and beverage company in Nepal.
- (2) To continuously improve the quality of its products and services and ensure customer satisfaction.
- (3) To invest in research and development to develop new and innovative products and technologies and continuously improve its manufacturing processes and practices.

(4) Build strong and enduring relationships with customers, suppliers, and other stakeholders based on mutual trust and respect, and increase brand equity.

#### 1.4. Strategies of the company

Gorkha Brewery Pvt. Ltd. has adopted several strategies to achieve its objectives, build brand equity, and realize its mission and vision.

- **Product Innovation:** Gorkha Brewery has consistently introduced novel and creative products in the Nepalese alcoholic beverage market to meet customer demands and preferences. Their portfolio includes premium beers, craft beers, and spirits; furthermore, they invest heavily in research and development to bring these new items to market.
- **Marketing and Branding:** GBPLs' effective marketing and branding strategy prioritises brand building, awareness, and promotion. To this end, they have implemented various campaigns, events, and sponsorships to boost their presence in Nepal while increasing brand equity through brand equity-building initiatives.
- **Distribution Network:** GBPL's extensive distribution network ensures its products are available throughout Nepal. To this end, they have collaborated with multiple distributors and retailers to ensure customers can easily access their goods.
- **Quality Assurance:** GBPL has implemented an extensive quality assurance process to guarantee the safety and quality of its products. To this end, they have adopted international standards for quality management and routinely conduct checks and tests to ensure consistency across their range of goods.
- **Sustainability:** GBPL has demonstrated its dedication to sustainability by adopting several sustainable business practices, such as waste management, energy conservation, and water management, that minimise their environmental impact and contribute to Nepal's sustainable development.
- **Corporate Social Responsibility:** Gorkha Brewery has undertaken various community development initiatives and education and training programs to contribute to Nepal's social and economic development. Furthermore, they have promoted responsible drinking practices while raising awareness about the harmful effects of alcohol abuse.

Overall, Gorkha Brewery has implemented multiple strategies to meet its objectives and fulfil its mission and vision, building a solid, sustainable business that provides long-term value to all stakeholders.

- **Sales Force Automation Device**

Gorkha Brewery uses a sales force automation device to optimise and streamline its sales operations. The mobile application allows sales reps to monitor customer interactions, track sales activities, and access real-time inventory, pricing, and promotion information.

This device lets sales representatives quickly capture and update customer information, such as contact details and preferences. They can also view pricing and product data, place orders, and monitor delivery status.

Sales managers and dealer supervisors have potent tools to monitor and analyse sales performance with the sales force automation device. They can view reports, monitor the progress of representatives, and sales executives, and identify improvement areas. They can view reports and make data-driven marketing decisions.

This device has many primary benefits. It allows sales reps to work more efficiently and produce better results. They can spend their time building relationships with customers and driving sales. The device reduces errors and improves accuracy because all sales data can be electronically captured and automatically updated within the system.

Gorkha Brewery found the sales force automation tool to be a valuable asset. It streamlines their sales process and improves the efficiency and productivity of their sales team.

## 1.5 Product Portfolio



Figure 2: Product Portfolio

- **Carlsberg Pilsner:**

Carlsberg Pilsner is a classic pale lager beer made with only the finest malted barley and hops. It has an attractive golden colour and crisp flavour that appeal to beer drinkers worldwide, all thanks to its unique yeast strain that contributes to its distinct taste and aroma. At 5% alcohol content, this beverage makes a perfect choice for social occasions or enjoying food.

- **Somersby (apple cider)**

Somersby is a highly sought-after cider brand created in Denmark in 2008. Now owned by Carlsberg, it is sold worldwide in over 50 countries. Made from fermented apple juice and other natural ingredients, Somersby comes in various flavours to promote social interaction and experiences. With its light taste and playful image, as well as a commitment to sustainability initiatives such as using renewable energy sources and reducing packaging waste, the brand has gained popularity with younger audiences.

- **Tuborg Gold and Strong**

Tuborg Gold is a premium lager beer produced by Gorkha Brewery with high-quality ingredients that give it its golden colour and crisp, refreshing taste with subtle sweetness and slight bitterness. It has an alcohol content of 5.5% for the weak variant and comes packaged in distinctive green bottles with blue or red labels, respectively; its brand element, a clock man, can be seen both on its logo and packaging. The Tuborg brand communicates music and entertainment through its branding, thus becoming one of Gorkha Brewery's best-performing brands.

- **San Miguel**

San Miguel is a rich, full-bodied beer that is pale and golden in hue. Since 1890, this perfectly balanced beer has been helping build friendships and celebrate life with its smooth flavour and delightful aroma.

- **Gorkha premium and strong**

The finest Nepali beer, brewed with only the finest hops, pure water, and barley malt. GBPL's product is one of the highest-selling brands in Nepal and is available in three variants: premium (5% ALC volume), strong (6.6% ALC volume), and extra strong (8.8% ALC volume). This brand symbolises the spirit of brave Gurkha warriors and unity among all Nepalese people.

## 2. Organizational Structure and my job position

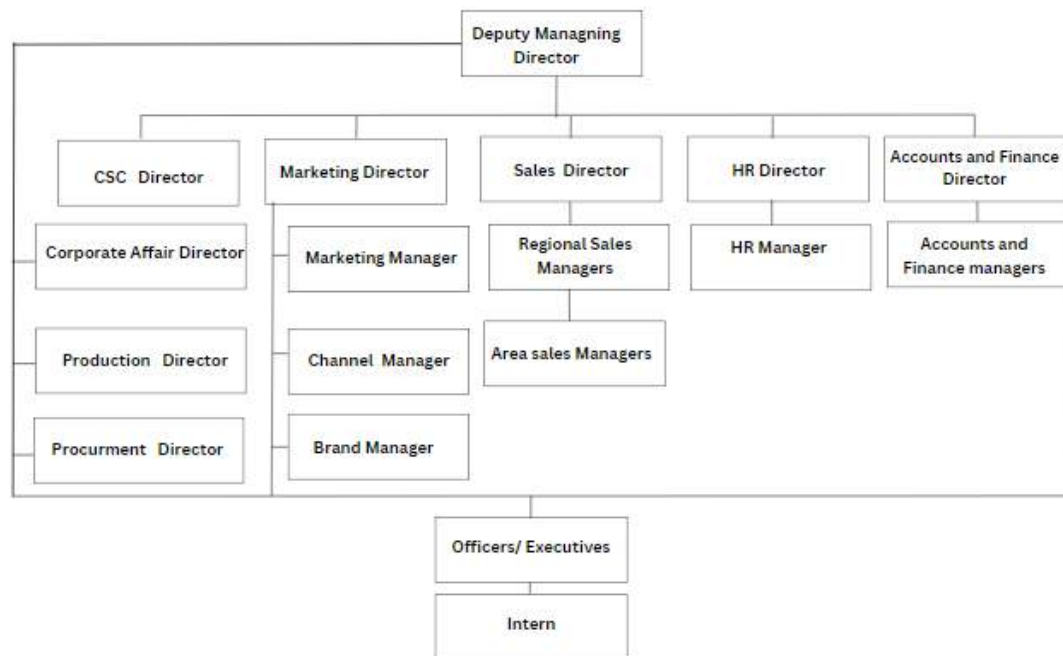


Figure 3: Organisational Structure and Job Position

## 3. Statement of Report

The study approach used for this report was through primary and secondary data collection methods. The study is primarily descriptive, presenting the facts and figures systematically.

Following are the details of the methods that have been used for data collection:

### Primary data

The primary data was mainly collected in the following ways:

- Market visits and surveys
- Personal observation of the work environment
- Duties performed during the internship

- Information acquired from supervisors

### Secondary Data

The secondary data was collected in the following ways:

- GBPLs website

## 4. Strategic Analysis of the Company

### 4.1 SWOT Analysis

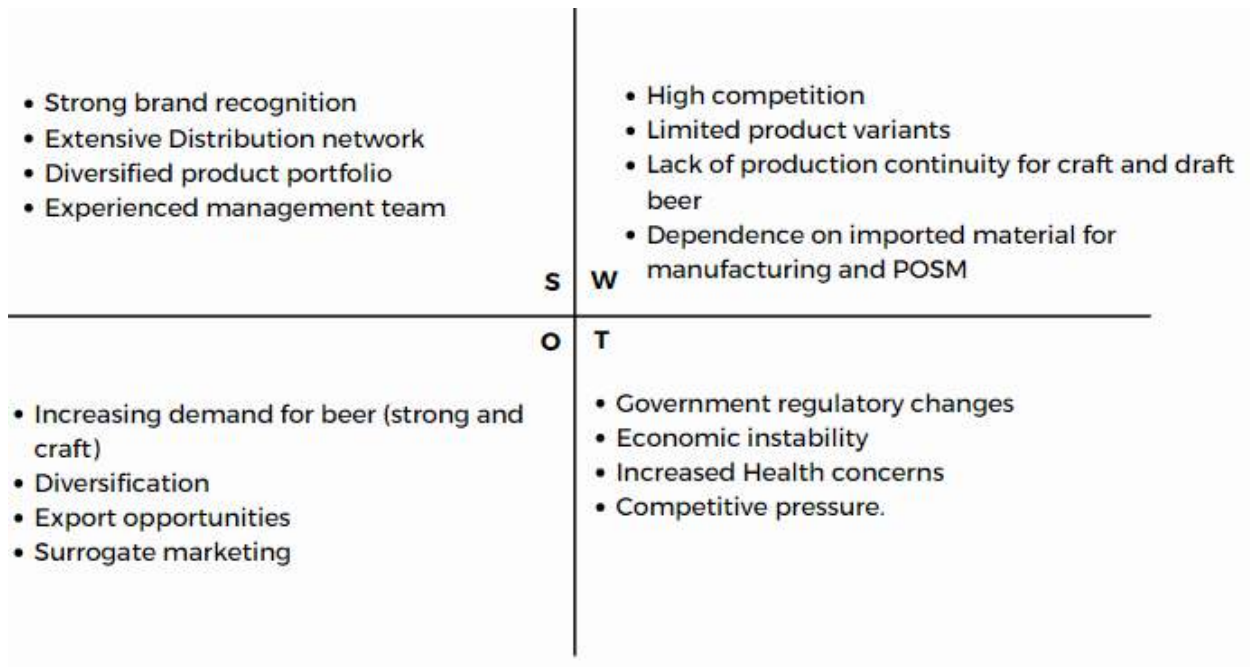


Figure 4: SWOT Analysis

## **Strengths**

- Due to its wide range of beer products, Gorkha Brewery has a strong brand image.
- Distribution Network: The company is well-established in Nepal and has a strong distribution network that helps to increase sales and reach.
- Experienced Management: Gorkha Brewery has a management team with extensive industry knowledge, which allows them to make informed business decisions.
- Technological Advancements: The brewery uses advanced technology to ensure consistent quality throughout the production process.
- High-Quality Products: This brewery produces high-quality beer products that are loved by customers.

## **Weaknesses:**

- Gorkha Brewery's dependence upon the domestic market and limited export options may limit its growth potential.
- High competition: There are a lot of competitors in Nepal's beer industry. This could adversely affect Gorkha Breweries market share.
- A limited product range: The brewery offers only a few products, which could limit its growth potential.
- Dependence on Imported Raw Materials: This company heavily relies on imported raw materials, which increases its operational costs.

## **Opportunities:**

- Rising Beer Demand: The growing youth population of Nepal and the rising disposable income has resulted in a greater demand for beer. Gorkha Brewery is now able to expand its market share.
- Diversification: Breweries can diversify their product line by offering new beer varieties or other alcoholic beverages.
- Export Opportunities: The company might explore opportunities to export to neighbouring countries or further afield to increase its revenue.
- Tourism Industry: Gorkha Brewery could benefit from Nepal's growing tourism industry by increasing its sales through tourism-related activities.



**Threats:**

- Regulatory Changes: Any modification to taxation or government regulations could have a negative impact on the brewery's profitability.
- Economic instability: The political and economic turmoil in Nepal could have a negative impact on consumer spending and thus negatively affect sales at the brewery.
- Health Concerns: Beer sales can be affected by increasing awareness of the harmful effects of alcohol consumption.
- Competition: Breweries may be subject to increased competition from new and established players. This could reduce their market share and profitability.

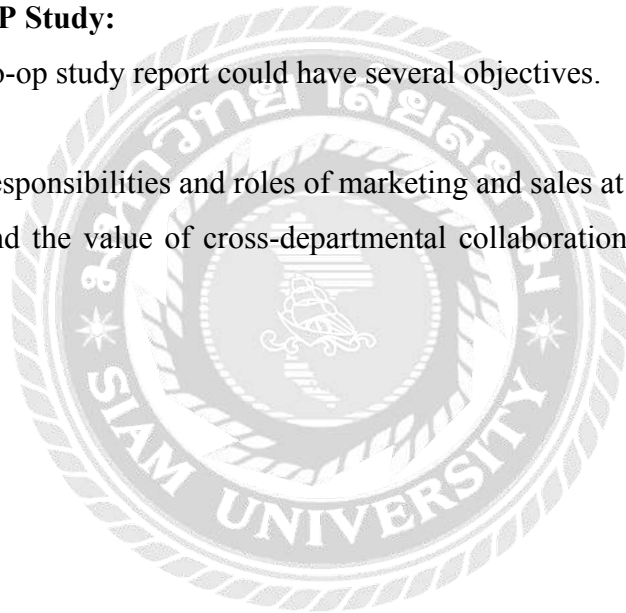
**5. Objectives of CO-OP Study:**

The Gorkha Brewery co-op study report could have several objectives.

Objectives:

Learn more about the responsibilities and roles of marketing and sales at Gorkha Brewery.

To study and understand the value of cross-departmental collaboration at Gorkha Brewery for building brand equity.



## CHAPTER 2

### CO-OP Study Activities

#### 2.1 Job Description

- Job position: Sales and Marketing Intern
- Worksite: Kathmandu Valley
- Internship duration: 16 weeks
- Internship dates: 18th January-10th May 2023

#### Internship Description

The 16 weeks of my cooperative education project at Gorkha Brewery were very short. It was split between the sales (off-trade and on-trade, key accounts) and marketing (brand and trade) departments. Throughout my time, I was assigned to different sub-departments in both the sales and marketing departments.

My internship role was assisting a mentor or supervisor in daily operations. The itinerary required me to learn about each department's activities, functions and how they work. I also performed various assignments assigned to me by the supervisors.

#### 2.2 Job Responsibilities

- A. Sales Department
- B. Brand Department
- C. Trade (Channel) Department

##### **A. Sales Department:**

The company's sales department drives growth and revenue. They are responsible for creating and executing strategies that meet sales targets, grow customer bases, and ensure customer satisfaction.

The sales department has two sub-departments:

- OFF-Trade
- On-Trade and Key Accounts

## Off-trade Responsibility

- My primary responsibility as a Gorkha Brewery sales intern was supporting the off-trade sales supervisor during market visits with various tasks.
- I visited liquor-selling stores, marts, cold stores, local food outlets (local food fell under the off-trade department), and clubs to establish customer relationships and understand their needs and preferences.
- Following the six key drivers or steps of a sales call was a core part of the duty during market visits:
  - Greeting
  - The right assortment of SKUs
  - Share of space
  - Housekeeping
  - Brand visibility
  - Sales order
- I assisted in the off-trade section to promote our products and build customer relationships. Regular market visits were made to cold and liquor stores. I monitored stock levels and placed shelves to ensure maximum sales. Additionally, I collected data about competitor beer products and our product sales performance. Then, I analysed trends to help inform future marketing decisions.
- As a sales intern, I assisted with marketing and promotional tasks such as setting up point-of-sale displays and securing shared shelf space in stores to display our products. These experiences allowed me to improve my communication skills and marketability and contributed to the success of our sales team.

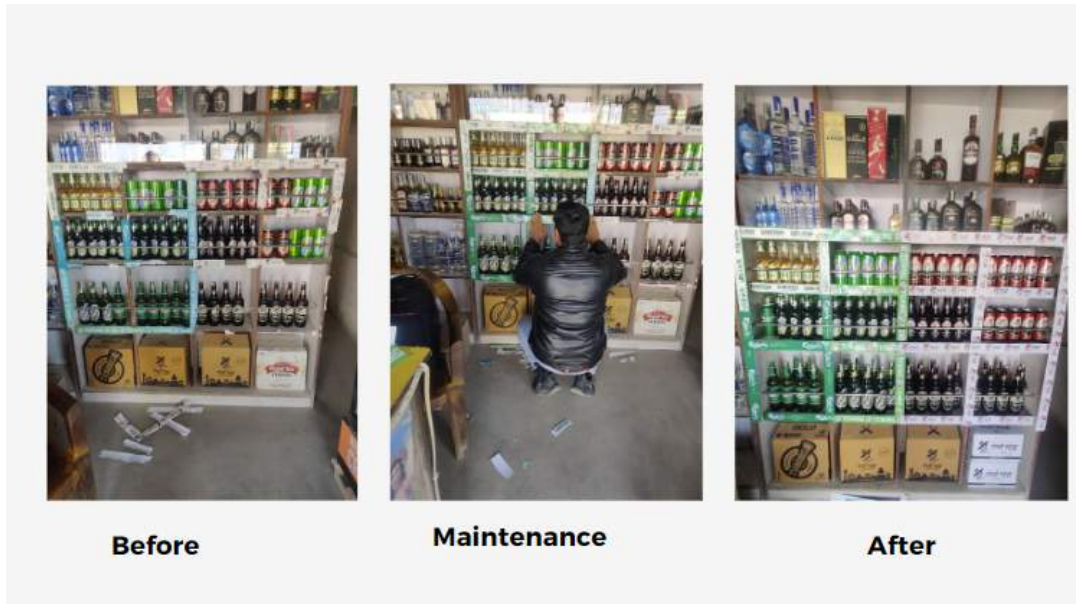
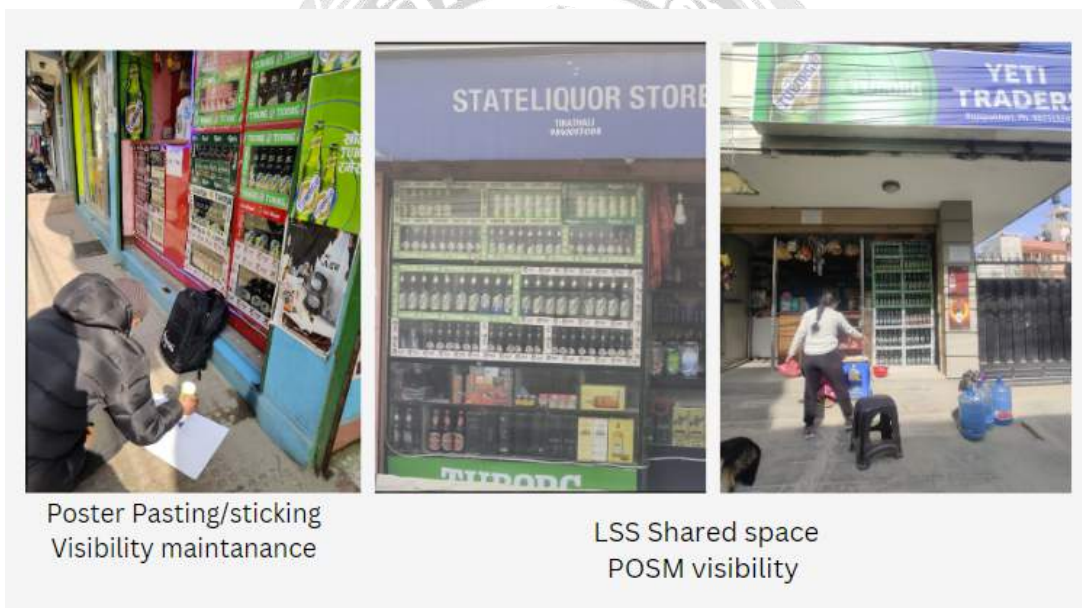


Figure 5: Working (Housekeeping in an LSS outlet)



Poster Pasting/sticking  
Visibility maintenance

LSS Shared space  
POSM visibility

Figure 6: Market Visit

### **On-Trade and Key Accounts department**

The On-Trade and Key Accounts team is responsible for maintaining and developing the company's sales and relationships with the on-trade outlet's key accounts. Key accounts are those on-trade outlets that contribute large sales volumes of GBP products.

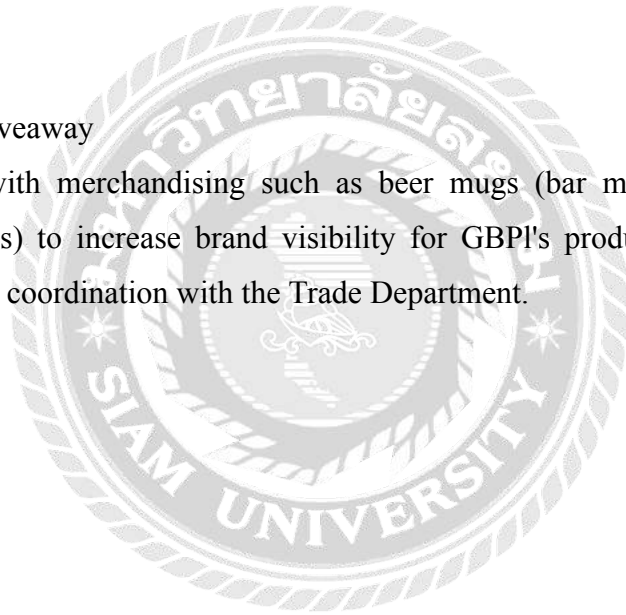
These were my responsibilities on the on-trade and key accounts team:

- Visit the On-Trade and Key Account Outlet:

As part of the key account team, I helped the sales supervisor conduct market visits. The visits were used to meet with owners and managers from various outlets to coordinate sales strategies and establish strong relationships with both (restaurants, bars, and pubs). Each day we visited twelve outlets to monitor sales progress and build lasting relationships with owners, managers, restaurants, and pubs.

- Merchandise Giveaway

We provided outlets with merchandising such as beer mugs (bar mats), umbrellas, and air signage (inflatable balls) to increase brand visibility for GBP's product lines. The giveaway activity is carried out in coordination with the Trade Department.



## **B. Branding Department:**

As an intern in the brand marketing department, I was assigned multiple responsibilities. The primary task I was assigned was to assist with event management. This included coordinating with design agencies, vendors, and other departments to execute events sponsored by the company.

For sponsored events, the sales team sends proposals to the brand team for approval. The brand marketing department approves and provides branding content and visibility elements (backdrops, photo booths, gates, stages, etc.). Executing the events included liaising and working with design agencies and vendors (companies that manufacture and install the branding elements in the events) and ensuring that event branding activity ran smoothly.

I reviewed the proposals by the sales team, got approvals for events from my supervisor, and liaised with vendors and design agency partners while keeping the sales team in the loop to work on the event. Vendors manufacture and install branding elements at events and retail outlets. At the same time, the design agency coordinates with the brand and sales teams to create designs for the events.

My primary role in the brand marketing team was assisting the Tuborg brand executive in managing and coordinating the Holi festival events. I assisted in managing 165 Holi events across Nepal and five major large-scale events in the Kathmandu Valley. I was the key contact for these events to coordinate the sales team, design agency, and vendors.

The five big Holi events in Kathmandu were significant as they were large-scale, with more than a thousand people attending each event. This allowed the brand to communicate the Tuborg brand to a large audience and boosted sales for the company. Tuborg was the title sponsor of all these events, and ensuring that our brand created a positive association with these events was crucial. To make that possible, I visited the five significant event locations and assisted the vendors and event organisers with branding activities, ensuring our brand visibility was creative and prominent across all events and, most importantly, ensuring the work was completed in time.

In addition to these tasks, I also provided general support for my supervisor, helping with daily activities like preparing reports, conducting research, and communicating with external and internal stakeholders. My role as an intern with Tuborg was a mixture of creative input and coordination work.





Figure 7:Holi Event Design Elements

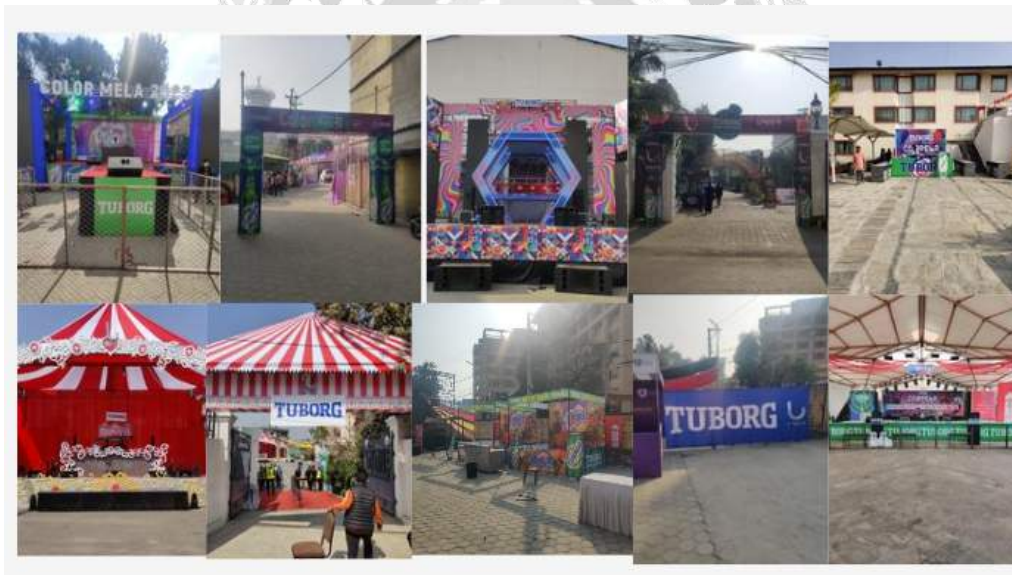


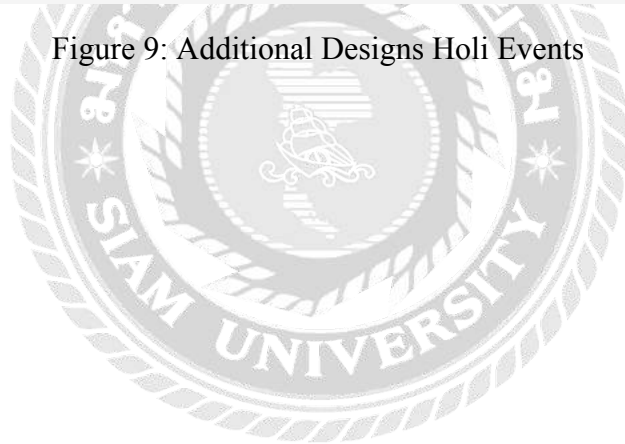
Figure 8: On-site Event Coordination

### Holi and other Events

- Back Drop
- Standee
- Checkered Board
- Gate
- Beerstall

**165 HOLI Events**

Figure 9: Additional Designs Holi Events





### **C. Channel/Trade Marketing Department:**

The channel and trade department bridges the sales and brand teams. GBPL's channel and trade marketing departments are responsible for creating and implementing marketing plans targeting particular channels. They collaborate closely with the sales and brand teams to create strategies to boost sales and brand recognition. The department's main focus is to provide the tools for the sales team to drive sales. They do this by providing brand visibility elements. An abundance of knowledge and experience is brought to the table by the team's seasoned marketers. They are skilled at creating efficient marketing plans that increase sales and foster brand loyalty. They are also adept at spotting new trends and possibilities.

These were my job responsibilities in the channel/trade marketing department:

- Prepare for the market visits: Before the market visits, I assisted the trade supervisor in preparing by researching the market trends and the competitor landscape and understanding consumer preferences. I researched and compiled relevant data and information and created a report to share with the trade manager.
- Accompanied the trade supervisor to the market: I accompanied the trade manager to observe and learn from their interactions with distributors, retailers, and consumers during market visits. I also assisted in recording important notes and observations to document the market visit.
- Conduct market research: During market visits, I assisted in collecting feedback and gathering insights on consumer preferences, competitor activities, and market trends. This helped analyse the collected data to provide valuable insights to the trade and channel teams.
- Support product demonstrations: I supported the trade team by conducting product demonstrations, setting up the displays, distributing samples, and providing information to consumers.
- Assisted in follow-up activities: After the market visit, I helped the trade supervisors follow up with the distributors, retailers, and consumers to collect feedback and answer any questions they may have.

As an intern, I assisted the trade manager in market visits by providing support in preparing for the visits, accompanying them to the market, conducting market research, supporting product demonstrations, and assisting in follow-up activities.

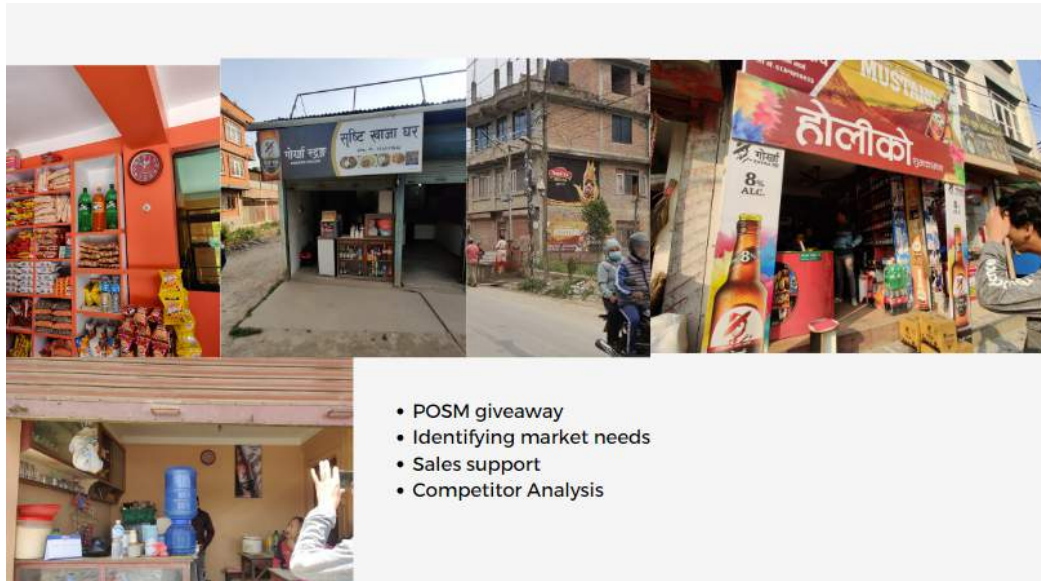


Figure 10: Market Visit Trade Department

- **Cooler Tracking:**

One of my primary responsibilities in sales and trade was cooler tracking. GBPL distributes coolers to different off-trade and on-trade outlets based on their sales potential and performance, with the sales team my responsibility was tracking the coolers regularly by the SFA device and sending photos of the coolers to the trade/channel admin via the SFA device

In the trade department, my responsibility was monitoring the coolers, the photos sent by the team via the SFA device monitored by the channel admin, and my responsibility was to monitor the conditions of the coolers. This cross-departmental activity is carried out with grave importance to ensure that all the coolers are well stocked, hygienic, and in working condition as the coolers are key company assets



Figure 11: Cooler Tracking and Monitoring

## 2.3 Job Diagram

I worked for 16 weeks in GBPL sales and marketing. From the above described, my job process diagram from week 1 to week 16 is shown as follows, The final 2 weeks from 24th April to 10th May, were assigned as independent projects, which were for the presentation and completion of the internship independent report I needed to submit to the university and the company.

Internship Area/Function	Mentor	Date
<b>Marketing &amp; Sales - General Induction</b>	Rojan Amatya /Sanjeev Bartaula	18-Jan
<b>Market Execution Alc Specialist Store / Mini Mart / Std Supermarket</b>	Ajay/Ashish/Pradip (Vijay Rawat)	19-26 Jan
<b>Market Execution On Trade</b>	Giriraj Neupane	27 Jan - 03 Feb
<b>Market Execution Key Accounts</b>	Miraj Adhikari	05-12 Feb
<b>Market Execution OFF Trade</b>	Prabhat Rajbanshi	13-20 Feb
<b>Intro Brand Marketing</b>	Rojan Amatya /Sanjeev Bartaula	21-24 Feb
<b>Agency Handling</b>	Ankita/Sammriddhi	26 Feb- 01 Mar
<b>Events/Sponsorship/Execution</b>	Richa Tandukar	02 - 06 Mar
<b>Digital Marketing</b>	Shilpa Modi	07-10 Mar
<b>Innovations</b>	Utkrista Nepal	12-16 Mar
<b>Research &amp; Survey</b>	Rojan Amatya	17-21 Mar
<b>Channel Marketing Overview/Channel Plan</b>	Sanjeev Bartaula	22-30 Mar
<b>POS Management</b>	Mahesh Baduwal	31 Mar-04 Apr
<b>Giveaway Management</b>	Sanjeet Tiwari	05-08 Apr
<b>Promotion Management</b>	Mahesh Baduwal	09-13 Apr
<b>Cooler Management</b>	Krishna Banka	16-19 Apr
<b>Procurement/Payment/Claims</b>	Sanjeet Tiwari/Tushar Sharma	20-24 Apr

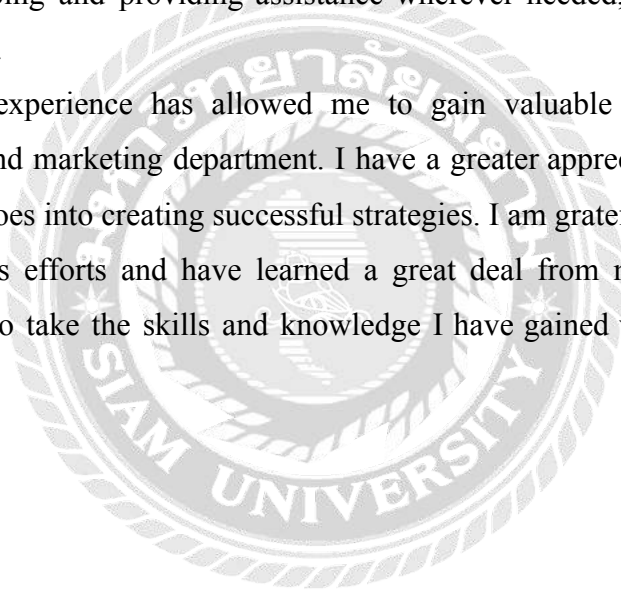
Figure 12: Job Diagram with assigned supervisors and dates

## **2.4 Contribution to the Company As an Intern**

At Gorkha Brewery in the sales and marketing department, I played a supportive role in contributing to the team's efforts. Although I did not have the authority to make major decisions or create strategies independently, I was able to assist the team in various ways. My tasks included assisting in creating marketing materials, conducting market research, and analysing sales data, all of which helped the team make informed decisions.

One of my key strengths was my ability to approach tasks with a fresh perspective and think creatively. While my ideas were not always implemented as-is, they sparked valuable discussions and were often incorporated into the team's strategies. In addition, I played a supportive role by helping and providing assistance wherever needed, which helped the team operate more efficiently.

My internship experience has allowed me to gain valuable insights into the inner workings of the sales and marketing department. I have a greater appreciation for the hard work and collaboration that goes into creating successful strategies. I am grateful for the opportunity to contribute to the team's efforts and have learned a great deal from my supervisors. Moving forward, I am excited to take the skills and knowledge I have gained with me as I continue to grow in my career.



## **CHAPTER 3**

### **Learning Process**

#### **3.1 Problems and issues with the company**

- Changing supervisors: I had a schedule with different supervisors assigned to me, and the supervisor changed weekly in the same department. Initially, adjusting to the changes was difficult for the first few weeks. Still, once I learned my primary duties in a department, the changes in supervisor did not affect my working mentality.
- Wide-spread area of operations: GBPL is a large company that conducts operations all over Nepal. I was only assigned to Kathmandu Valley sometimes, and I had to travel long distances to do market visits, discouraging my attitude towards visiting the market. Still, in the back of my mind, I understood that covering all areas of the market is essential to driving sales and building brand equity.
- Busy supervisors: The workload in GBPL is heavy, and sometimes my supervisors were very busy to mentor me, and when the supervisor is not available, and you are on a schedule, it is essential not to waste time, so I went to other supervisors who were accessible or directly to the managers to request some work that I could perform.
- Initially, coordinating with the sales team during event coordination was particularly tough. There is a process that the company follows while conducting branding activities, and initially, it was a small challenge for me to coordinate events.

## 3.2 Problem-Solving Example

### 1. Planning and Executing Holi Event:

- Holi is one of the biggest festivals in Nepal and an important festival for GBPL to increase brand awareness and build strong brand equity through association with the festival. GBPL spends a huge budget executing sales and marketing activities for the Holi campaign.
- I was under the supervision of the brand executive for the Tuborg brand. I assisted in executing branding activities for 165 small and medium events throughout Nepal and five major large-scale events in the Kathmandu Valley.
- For the 165 events, I had to approve, design, and send the branding elements to all the event outlets. Branding elements included backdrops, generic boards, standees, LED content, banners, flex with the frame, and many more designs. All of these had different sizes and ranges for all the various events, and all of these activities had to be completed three days before the event. It was very stressful, and managing time was tough. To solve this problem, we devised solutions.
- First, I prioritised the event according to their branding needs. I created a list and assigned priority levels depending on the geographical regions. (In Nepal, the Terai region celebrates Holi one day after the Hill and Mountain region.)
- I asked the vendors (companies that manufacture and install branding elements in the events) to print extra generic and themed backdrops and standees as a backup in case the design agency could not finish the designs on time. We could send generic-themed items to the events as a last resort.
- As there were so many events to focus on and five significant events, it was a challenge to complete the branding designs. To increase efficiency, I went to the design agency and vendors personally. My supervisor and I worked late nights for multiple days to improve our work speed.
- The five significant events were important for GBPL as they allowed the company and brand to increase awareness and create a positive association with the Holi festival.

Executing the branding for these events was one of my most significant responsibilities as an intern. I faced many problems while coordinating these events.

- Coordinating with the event organisers was tough, and they had their ideas and vision for the execution of the events. My job was to align with their interests, negotiate with them to bring them on the same page, and then execute the branding activities for the events prominently and creatively. There were a lot of challenges regarding the designs for the circumstances, and I had to go through multiple design revisions with the organisers and design agency, so there was no conflict of interest.
- Managing the vendors was tough; they were responsible for manufacturing and installing brand elements at all the events. There were hundreds of designs and multiple locations to install, creating panic for the vendor. To manage this in a short time and solve the problem, I did the following:
  - Sent the designs for events in a particular area or region in a bundle; this reduced confusion regarding the locations of the events, and the plans were not getting mixed up.
  - There are multiple brand visibility elements for large-scale events, with hundreds of designs for each event. To make it easy for us and the vendor to keep track, we created a shared Excel sheet to track the progress of each design element. We requested that the vendor not mix up the manufacturing for events by doing it all simultaneously.

## **2. Cooler tracking problem**

- GBPL has distributed more than 8,000 beer coolers of different volume capacities all over Nepal. It is an asset the company uses to create awareness and build equity in the market. All the coolers are tracked every month by the salesmen and representatives. The SFA device is used to track the coolers, and the salesperson has to follow a process to track the coolers.

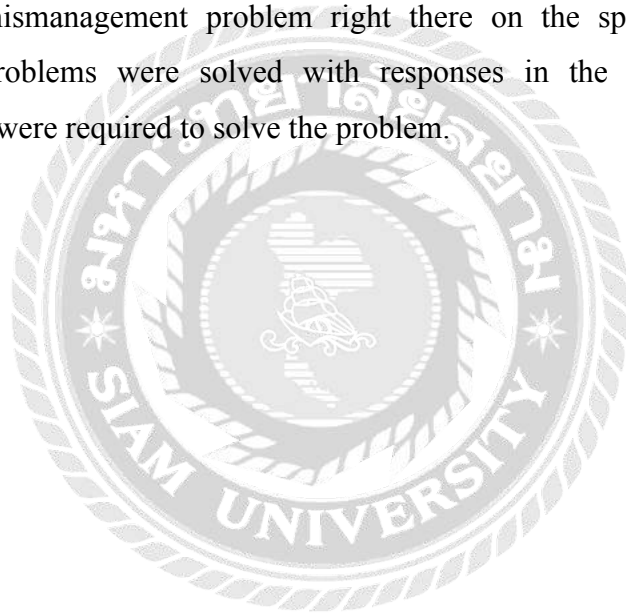
Many problems come with monitoring the sales teams' activities during cooler tracking.

- Sometimes, the QR code used to scan the cooler does not work due to problems with the system or the physical code. I solved this problem by assisting and guiding the



salesperson by providing a new working QR code or correcting the system errors that caused the problems.

- Though there is a formal, legally binding agreement with the outlet and company regarding the cooler, there are still problems regarding the hygiene and inventory of the cooler. As the cooler is company property, we have to keep it well stocked and in hygienic conditions, which is only sometimes possible due to the outlets' carelessness or lack of trying. While visiting the outlets and tracking the cooler, the salesperson has to send a picture of the cooler in a well-stocked and hygienic condition. I solved the problems of the unhygienic and understocked coolers by reviewing the photos and responding to the sales charges about the problems with their coolers.
- I solved the mismanagement problem right there on the spot with my supervisor. Fundamental problems were solved with responses in the system, but sometimes in-person visits were required to solve the problem.



## CHAPTER 4

### 4.1 Things learnt during the co-op study

- Understanding the market: One of the most important things I learned during my internship at the sales and marketing department of Gorkha Brewery was how to understand the market. This involved analysing consumer behaviour, studying the competition, and identifying trends.
- Developing marketing strategies: I learned how to develop marketing strategies that effectively target different customer segments. This involved using various marketing channels, such as social media, email marketing, and events.
- Building relationships with clients: I learned how to build and maintain client relationships during my internship. This included developing a good rapport, understanding their needs, and providing excellent customer service.
- Sales techniques: I learned various sales techniques used in the industry to generate leads and close deals. This involved understanding customer needs, offering value propositions, and negotiating effectively.
- Digital marketing: I learned how to leverage digital marketing techniques to reach a wider audience. This included social media marketing, content marketing, and search engine optimisation.
- Brand management: I learned how to manage and promote the Gorkha Brewery brand. This involved creating brand guidelines, developing advertising campaigns, and monitoring brand perception.

- Product development: I learned to research and develop new products that appeal to the target market. This involved understanding consumer preferences, testing prototypes, and launching new products.
- Data analysis: During my internship, I learned to analyse data to make informed decisions. This included analysing sales data, customer behaviour, and market trends to identify areas for improvement.
- Communication skills: I learned to communicate effectively with team members, clients, and customers. This included active listening, clear writing, and persuasive speaking.
- Agency and vendor management: I learned to coordinate with design agencies and vendors to execute events and channel activation activities.
- Time management: Finally, I learned how to manage my time effectively to complete tasks on time and meet deadlines. This involved prioritising tasks, setting goals, and creating schedules.

#### **4.1.1 The Importance of Cross-Departmental Collaboration to build brand equity:**

The primary objective and the report for the internship was to understand and analyse the value and benefit of cross-departmental collaboration of the sales and marketing department of Gorkha Brewery to build strong brand equity. For Gorkha Brewery to grow its market presence, cross-functional collaboration is crucial. These two departments can work together to achieve common goals, such as increasing sales, revenue and customer satisfaction. The importance of cross-departmental collaboration must be recognised to build strong brand equity. For the duration of the internship, I analysed the following benefits:

- Improved Customer Understanding: Sales teams have direct contact with customers, which gives them valuable insight into their preferences and needs. This data can be shared with the marketing department to help sales reps create more targeted campaigns that resonate with customers, ultimately leading to higher sales and revenue.

- **Better Communication:** Cross-functional collaboration fosters open communication between marketing and sales departments. This allows for better coordination and alignment. Marketing can inform sales about upcoming promotions and campaigns. This will enable them to sell more efficiently. Sales personnel can also provide feedback about campaign effectiveness to allow for adjustments.
- **More effective marketing strategies:** Cross-functional collaboration enables the marketing team to create more efficient strategies that align with sales targets. Marketing teams can get feedback from the sales team on campaign success to help them make adjustments as needed.
- **Increased efficiency:** Sales and marketing departments can work together to reduce duplication and increase efficiency. The marketing team could make promotional materials for the sales team during sales calls. This would save time and money.

#### **4.2 Applying the knowledge from the coursework to the real-life working situation**

The theoretical knowledge and skills that I acquired through coursework have proved invaluable in my co-op study project at Gorkha Brewery. I was able to apply my knowledge to real-world scenarios and gain a deeper understanding of how business works. During my internship, I had the opportunity to work closely with the sales and marketing team and provide assistance with various tasks. The knowledge I gained in classes such as brand management and channel marketing enabled me to execute marketing activations and events sponsored by the company more proficiently. The sales lecture helped me identify sales techniques used by the sales team, perform tasks with minimal assistance, and actively participate in discussions about company strategies and projects.

As I move forward in my career, I am eager to utilise the knowledge I gained in my coursework and co-op project to contribute to the success of future employers. For example, I can leverage my understanding of brand marketing to identify new growth opportunities or apply my knowledge of marketing strategies to develop effective campaigns. My internship experience has given me a solid foundation of knowledge and skills, which I will continue to build upon as I grow in my career. I am enthusiastic about applying this knowledge to real-world scenarios and making meaningful contributions to my future employers.

In conclusion, my internship at Gorkha Brewery has been an enriching experience that has provided me with valuable skills and knowledge that I can use in my future endeavours. I look forward to applying this knowledge and contributing to the success of future employers.

#### **4.3 Self-assessment and Conclusion**

Reflecting on my time at Gorkha Brewery, I am struck by the immense personal and professional growth I experienced during my internship. From the beginning, I was welcomed into the sales and marketing team with open arms, and I quickly became fully immersed in the department's day-to-day operations.

As someone passionate about building relationships, the opportunity to interact with customers and industry professionals daily was advantageous. I learned how to communicate effectively, identify the needs and wants of different stakeholders, and build trust and rapport with those around me. These skills are essential in any business context but are particularly important in sales and marketing, where success hinges on one's ability to connect with others.

Beyond my interpersonal skills, I was exposed to a wealth of marketing knowledge during my internship. I got to work on various projects, from event planning for brand marketing to supporting the trade team for channel activation. I was constantly challenged to think creatively and strategically about engaging and inspiring our target audience. Furthermore, I learned how to analyse market trends, craft compelling brand messaging, and measure our campaigns' success. These experiences were invaluable; they will serve me well in my future career.

Of course, none of this would have been possible without the incredible team at Gorkha Brewery. I was constantly amazed by their passion for their work, deep industry knowledge, and unwavering commitment to excellence. They inspired me to work harder, think more significantly, and push myself out of my comfort zone.

In conclusion, my co-op study project at Gorkha Brewery was indeed a life-changing experience. I am grateful for the opportunity to learn from such a talented and dedicated group of professionals. The skills and knowledge I gained there will serve me well in my future career endeavours. I cannot thank the sales and marketing department enough for their support and

guidance throughout my internship, and I am honoured to have been a part of such a dynamic and inspiring team.

### **4.3 Recommendations to the Company**

GBPL is one of Nepal's most successful corporate and manufacturing companies. It maintains international standards and guidelines for conducting business activities. To support my report topic, here are my recommendations to the company to build brand equity through cross-departmental collaboration.

- Develop a joint marketing and sales strategy. Gorkha Brewery should encourage collaboration between the marketing and sales teams to develop a joint strategy that aligns with the overall business goals. The strategy should include clear objectives, a target audience, messaging, and tactics.
- Share customer insights: Gorkha Brewery should encourage the marketing team to share customer insights with the sales team. This will help the sales team better understand customer needs and preferences and tailor their approach accordingly.
- Collaborate on content development: GBPL could encourage collaboration between the marketing and sales teams to develop content that resonates with the target audience. For instance, the sales team can provide insights into the types of questions and objections they encounter, which the marketing team can address in their content.
- Align on lead generation and nurturing: The company should encourage the sales and marketing teams to align on lead generation and nurturing. The marketing team can generate leads through various channels, and the sales team can follow up on those leads to convert them into customers. The two teams should collaborate on the messaging and approach to ensure consistency and effectiveness.
- Measure and optimise results: GBPL could encourage the sales and marketing teams to measure and optimise their results together. The two teams can identify improvement areas and adjust their strategy by analysing lead generation, customer acquisition, and retention data. This will help to ensure continuous improvement and growth for the brand.

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## Appendices



Figure 9: Head office



Figure 10: Workstation