



**Cooperative Education Report:**

**Online sales, corporate sales and marketing at BALTRA home appliances &**

**Kitchenware**

**Written by**

**Mr. Mayank Bhushan**

**Student ID: 6208004013**

**This Report Submitted in Partial Fulfillment of the Requirement for  
Cooperative Education, Faculty of Business Administration  
Academic Semester 2022**

**Title:** Online sales, corporate sales and marketing at BALTRA home appliances & Kitchenware

**Written by:** Mayank Bhushan (Student Id: 6208040013)

**Department:** Bachelors in Business Administration (Marketing)

**Academic Supervisor:** Mr. Maruj Limpatawana

We have approved this cooperative report as partial fulfillment of the cooperative semester

Oral Presentation Committees



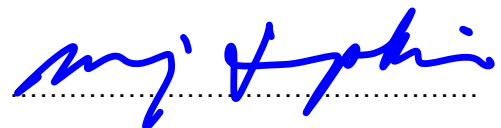
Asst. Prof. Maruj Limpatawana, Ph.D  
(Academic Advisor)



Ms. Kajal Sharma  
(Job Supervisor)



Mrs. Amornrat Dejoonchuay  
(Cooperative Education Committee)



Asst. Prof. Maruj Limpawattana, Ph.D

(Assistant President and Director of Cooperative Education)

**Project Title:** Online sales, corporate sales and marketing at BALTRA home appliances & Kitchenware

**Credit:** 6

**By:** Mr. Mayank Bhushan, 6208040013

**Degree:** Bachelors in Business Administration

**Major:** Marketing

**Faculty:** Business Administration

**Academic Year:** 2/2022

### **Abstract**

This report is a brief description of my sixteen weeks internship carried out as a compulsory component of the 4th year of BBA. The internship was taken under the organization BALTRA located at Sitapaila, Kathmandu. As a student of Business Management with Marketing as my major, I opted under the department of online sales, corporate sales and marketing as an intern. This report incorporates all the insights that I have gained in the period of sixteen weeks. Working and cooperating with the brand managers and executives, I learnt to approach and address everybody keeping the important things in mind. I learnt how organization does the marketing work i.e. promoting the brand in the market, how the brand competes with its competitors and how marketing strategy is beneficial for the company.

As an intern at BALTRA, I had the opportunity to contribute to various marketing initiatives and gain hands-on experience in building brand image and implementing effective marketing strategies. During my internship, I assisted in managing various online marketplaces, helped to identify potential corporate clients and to develop business relationship with them and also made marketing plans and campaigns for new product launches. Through my internship, I gained valuable skills in marketing and sales department as how can we improve the ongoing marketing strategies for the company. Overall, my experience at BALTRA was invaluable in preparing me for a career in marketing in the corporate world.

*Keywords: marketing strategies, digital marketing channels, campaigns*

## **Acknowledgement**

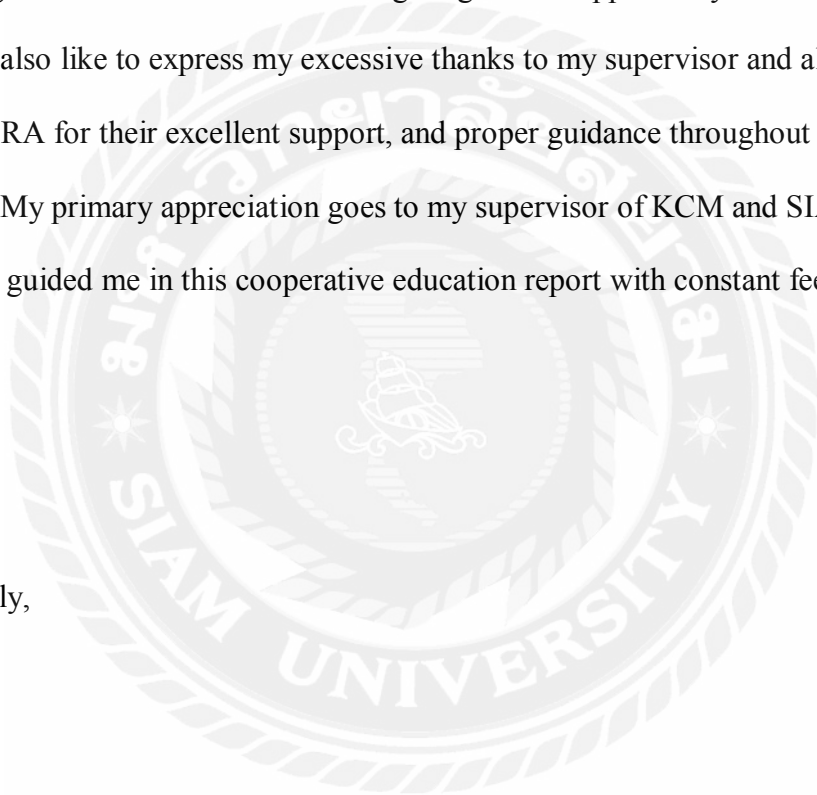
I would like to express my gratitude to Kathmandu College of management (KCM) for providing a cooperative education period as the cooperative education journey I had at BALTRA was a great chance for learning a new skill set and developing myself.

I would like to acknowledge those all who either directly or indirectly contributed to this project.

I express my deep gratitude to Mr.Sushil Jain for giving me the opportunity to work with BALTRA. I would also like to express my excessive thanks to my supervisor and all team members of BALTRA for their excellent support, and proper guidance throughout my cooperative report. My primary appreciation goes to my supervisor of KCM and SIAM University who has guided me in this cooperative education report with constant feedback.

Thank You Sincerely,

Mayank Bhushan



## **Table of Contents**

### **Abstract**

### **Acknowledgement**

## **Chapter 1 INTRODUCTION**

- 1.1 Background of the company
- 1.2 Mission of the Company
- 1.3 Vision of the Company
- 1.4 Goals of the company
- 1.5 Job position and placement details
- 1.6 Intention and motivation to join this company
- 1.7 Objectives of the study

### 1.8 SWOT Analysis

## **Chapter 2 CO-OP STUDY ACTIVITIES**

- 2.1 My responsibilities as an E-commerce intern
- 2.2 My responsibilities as a corporate sales intern
- 2.3 My responsibilities as a marketing intern

**Error! Bookmark not defined.**

- 2.4 Motive for choosing BALTRA for co-op studies

- 2.5 Contribution as Co-op student

### 2.6 Organizational Structure

## **Chapter 3 LEARNING PROCESS**

- 3.1 Problems Observed
- 3.2 Solving the problems
- 3.3 Lesson learnt during CO-OP studies
- 3.4 Application of theoretical knowledge to real working situation
- 3.5 Special skills and new knowledge learned from CO-OP studies

## **Chapter 4 CONCLUSION**

- 4.1 Summary the work experience
- 4.2 Evaluation
  - 4.3 Limitations of the Study
- 4.4 Recommendations for the company

## **REFERENCE**

### **List of Abbreviations**

COOP – Cooperative Studies

SWOT- Strength Weakness Opportunities Threat

BBSM – Bhat Bhatteni Super Market

SEO – Search Engine Optimization

B2B – Business To Business

KCM – Kathmandu College of Management



## **List of Figures**

Fig. 1 Official logo of BALTRA

Fig. 2 Creation of product description

Fig. 3 Replying to customer quires

Fig. 4 Data analysis

Fig. 5 Management of inventory

Fig. 6 Creating a list of potential clients of pharmaceuticals industry

Fig.7 Creating a list of potential clients of food and beverages industry

Fig.8 Preparation of quotation for corporate client

Fig. 9 Former president of Nepal Mrs. Bidya Devi Bhandari attending our Expo

Fig. 10 Activation program at BBSM

Fig. 11 Interactive games being played

Fig. 12 Baltra Showroom in office

Fig. 13 My working space

## Chapter:1 Introduction



*Fig. 1 Official logo of Baltra*

### **1.1 Background of the company-**

BALTRA Home Products started its journey from a small home appliance maker to a brand name in the market by achieving several goals of success. BALTRA, set up in 1994, the company over the years has become a foremost name in Glassware, Kitchenware and Electrical Appliances, conforming to various National & International Standards. Our innate forethought to study &



identifies consumer needs by offering well-designed & engineered products, has made us one of the country's leading brands in the field of Appliances. BALTRA Home Products are suitable for Domestic as well as Industrial applications with varied usages for kitchen convenience. BALTRA Products are approved by various quality institutions including ISI, CE as well as ISO and enjoy an active patronage of numerous Government and eminent Industrial Houses in India as well as in the International Market. We, at BALTRA, have tried to go along with the necessity of the people, therefore, we are constantly performing and fulfilling our responsibilities towards our commitment to provide the utmost satisfaction of our consumers by offering them the best quality products. BALTRA's system of functioning and quality is certified by various quality institutions including ISO 9001:2008 by UL of the U.S.A. & C.E. etc.. We are having the well-equipped facilities of R&D, manufacturing, Sales and after Sales Services. We have a huge distributor network & service centers to cater to the demands of almost anyone in the country. BALTRA products are user friendly, easy to operate, make your life more enjoyable and truly make you live your home. We always welcome the most valuable suggestions from our consumers to continuously enhance our quality standards & working ethics in order to touch the dizzy heights of consumer satisfaction by giving a pleasant smile on their face. Talking about online sales, corporate sales and marketing in the company BALTRA it always had good name in the market and was always active in terms of both marketing, B2C and B2B as well in which I joined expressed and implemented new ideas consulting my supervisor and trying to use my knowledge for the good.

## **1.2 Mission of the company**

To achieve our vision through fair business practices, global reach, technological expertise, building long term relationships with all our associates, customers, partners, and employees.

### 1.3 Vision of the company

To identify consumer needs by offering well designed and engineered products as a solution & to maintain quality standards with no compromises at all.

### 1.4 Goal of the company

- Brand Loyalty

Not creating customers, Making loyal customers.

- Value for Money

Quality product at an affordable price.

- Innovation

Innovative thinking from everyone, everywhere.

- Commitments

A commitment to set standards in our business and transactions based on mutual trust.

- Pursuit of Excellence

A commitment to strive relentlessly, to constantly improve ourselves, our teams, our services and products so as to become the best in class.

## **1.5 Job position and placements details**

Organization-BALTRA home appliances and kitchenware

Location-Sitapaila,Kathmandu Nepal

Department: Online sales and marketing intern

Supervisor: Kajal Sharma

Duration: 4 Months (Joined 01/02/2023-01 to 01/06/2023) (Working hours 10 AM-7PM)

Employment type: Full time

## **1.6 Intention and motivation to join this company**

Students should choose a company that will give them a better opportunity to understand their area of interest and their dedication in light of the importance of the internship and its benefits. I wanted to gain industry experience and hone my talents, so I applied to be an intern at BALTRA. I was compelled to join the company by its strong reputation and as it is a product selling company, I personally wanted to improve my knowledge and experience in product selling company and its sales and marketing.

With no prior experience in sales, it made me interested to work in sales department as well as in the marketing section in the duration for 4 months it gave me a very brief idea of the online sales as well as overall sales model in Nepal

## **1.7 Objectives of the study**

- To provide a comprehensive overview of the organization and its operations, including its mission, vision, and goals.
- To analyze the practical application of theoretical concepts learned in the classroom in the context of the internship experience.
- To evaluate the effectiveness of the internship program in achieving its stated objectives, including the development of professional skills, knowledge, and competencies.
- To identify and assess the key challenges and opportunities faced by the organization, and to make recommendations for improvement.
- To reflect on personal learning and growth during the internship, and to identify areas for continued professional development.
- To demonstrate effective communication skills through clear and concise written and oral reports.
- To showcase the ability to work effectively in a team environment, and to demonstrate leadership and problem-solving skills.
- To provide evidence of professional conduct and ethical decision-making, including the ability to maintain confidentiality and respect the rights of others.
- To contribute to the ongoing development and improvement of the internship program by providing feedback and suggestions for future improvements.
- To develop a deeper understanding of the industry or field of study and the challenges and opportunities it presents.

## 1.8 Strategic analysis for the company

### SWOT analysis of BALTRA (Balajee NP)

Strengths-	Weakness-
<p>Wide range of products: We offer a broad range of products, including refrigerators, ovens, blenders, microwaves, cookware and many more such things and offer many models under each category having over 800+ categories of product.</p>	<p>High competition: The home appliances and kitchenware industry is highly competitive, with many established brands and new entrants constantly entering the market.</p>
<p>Established brand: A well-known brand name and reputation can help to build trust and increase customer loyalty.</p>	<p>High production costs: Our production cost of electrical items is slightly high as we use high quality materials and technology.</p>
<p>Market leader: We are the top and market leader company in the country in terms of home appliances and cookware.</p>	<p>Seasonality: Sales may be seasonal, for example fan sales will be very high during summer whereas the sales of fan will be quite low during winter.</p>
<p>Innovation and production: We invest in research and development to stay ahead of industry trends to differentiate themselves</p>	

from competitors and we also have our own manufacturing unit in Nepal.

**Opportunities-**

Expansion into new markets: There may be opportunities to expand into new geographical markets, either domestically or internationally.

Product diversification: Companies can explore new product categories or line extensions to appeal to a broader range of customers.

Sustainability: Consumers are increasingly interested in eco-friendly and sustainable products, creating opportunities for

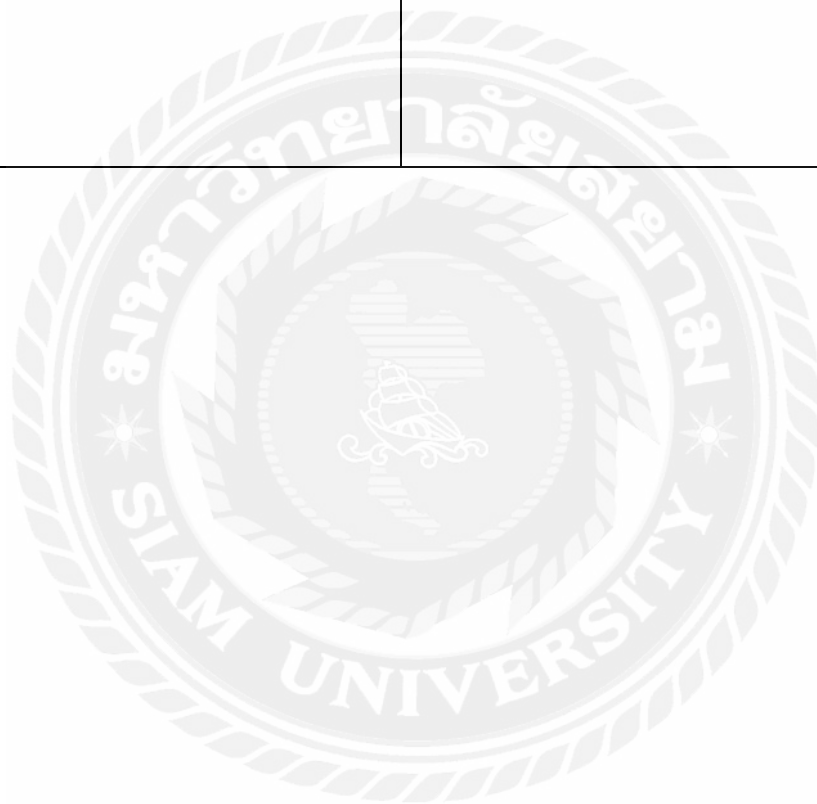
**Threats-**

Economic downturns: When circumstances are tough, people may decide to spend less on non-essential items like kitchenware and home appliances.

Consumer trends and tastes are always changing, and this can make it difficult for businesses to remain relevant and appealing to their target market.

New entrants: The kitchenware and home appliance industries are continuously luring new players, raising competition and possibly decreasing market share.

<p>companies to differentiate themselves and appeal to this growing market.</p>	<p>Disruptions in the supply chain: Natural catastrophes or pandemics that affect supply chains can affect the supply of raw materials and components, which can delay production and cost money.</p>
---------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



## **Chapter:2 CO-OP STUDY ACTIVITIES**

### **2.1 My responsibilities as an E-commerce intern**

My role for the duration of the first 2 months was to handle online sales and handle all the online portals through which Baltra sells its product (Daraz, Sastodeal, Gyapu, thulo.com, etc.) All the product listing, discounts, offers, marketing, campaigns and promotional activities are being handled by me. Actively looking to maximize sales by regularly running campaigns, marketing and providing combo offers or discounts or any form of attraction to attract customers by regularly interacting with the team of the online portals. There were many key metrics to record the track of online portals and I also use to look and compare various data to look at our performance by comparing week by week data such as-

- Revenue week over week
- Visitors' week over week
- Conversion rate week over week
- Revenue per buyer
- Page views week over week

Content creation: You may be tasked with creating product descriptions, writing blog posts, or creating social media content to promote the e-commerce site.



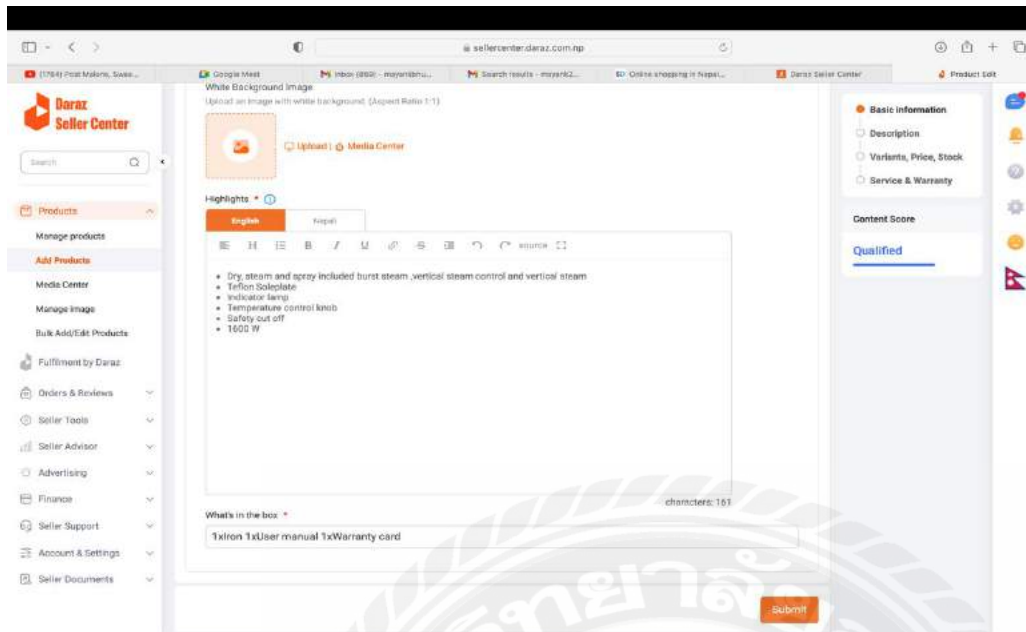
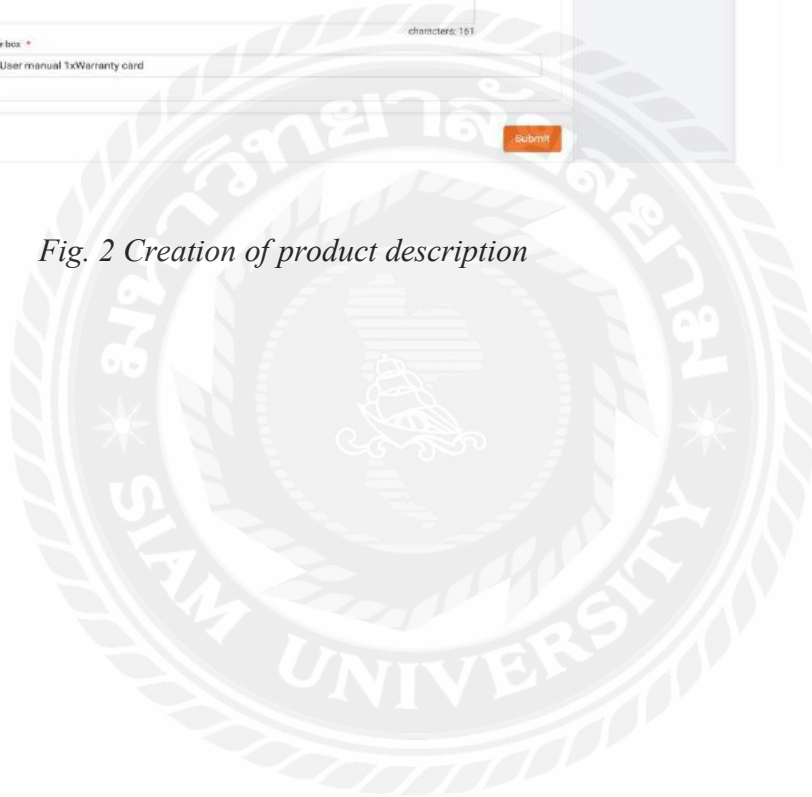
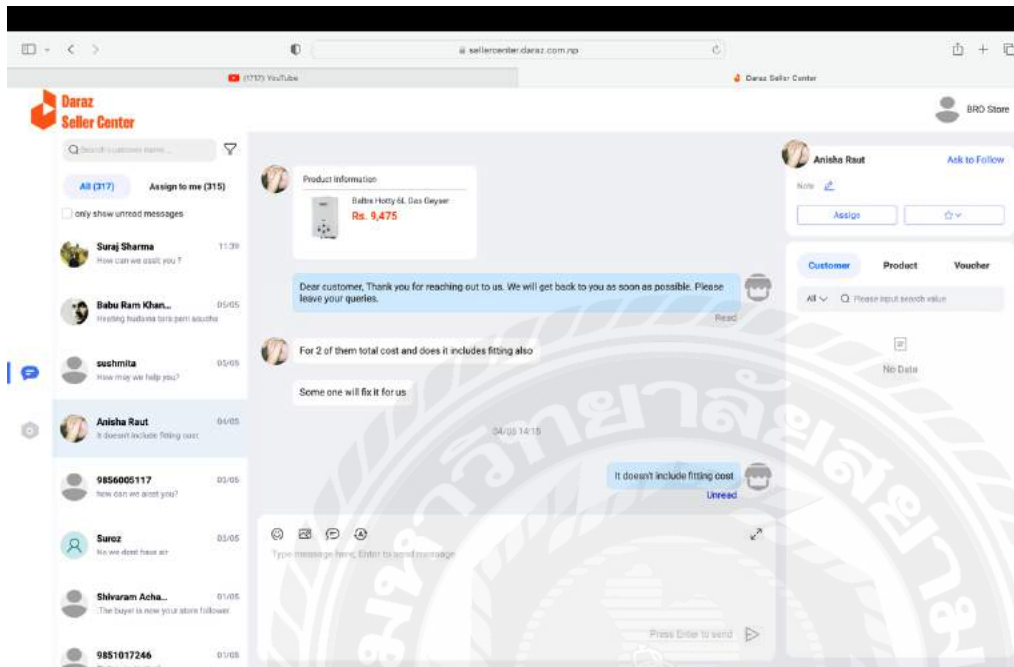


Fig. 2 Creation of product description



Customer support: You may need to respond to customer inquiries and concerns via email, chat, or social media.



*Fig. 3 Replying to customer quires*

Sales analysis: You may be responsible for tracking and analyzing sales data, identifying trends, and providing insights to the e-commerce team.

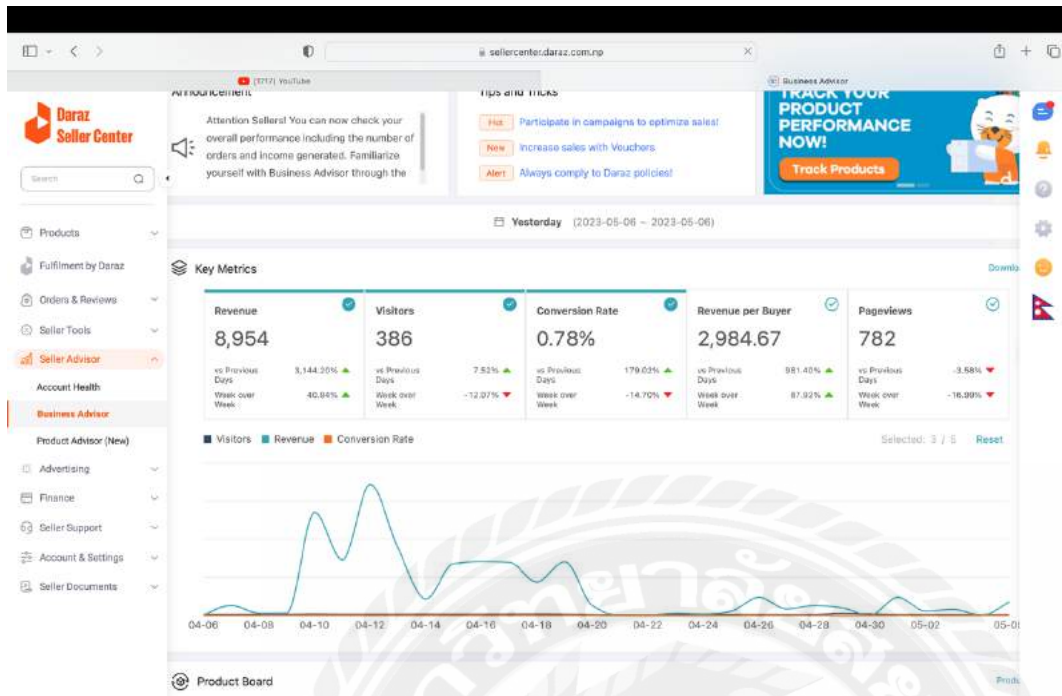


Fig. 4 Data Analytics

Inventory management: You may need to work with suppliers to manage inventory levels, ensure timely delivery, and update product information as needed.

Product	Product/SKU	Variation	Price (NPR)	Stock	Created (Updated)	Actions
Baltra Tea Spoon BSC 119 Economy 1.1MM	127426180	-	276 NPR 260 NPR	10	2023-05-08 17:02:49 Updated: 2023-05-08 17:02:49	Edit Share More
Baltra Dessert Spoon Empress 1.5MM	127421637	-	406 NPR 410 NPR	10	2023-05-08 17:00:34 Updated: 2023-05-08 17:00:34	Edit Share More
Baltra Tea Spoon 3 Star	127421599	-	426 NPR 405 NPR	10	2023-05-08 16:57:23 Updated: 2023-05-08 16:57:23	Edit Share More
BALTRA Garnet Handi 5 Pcs Set	126144688	-	2,022 NPR 1,920 NPR	4	2023-04-05 16:43:29 Updated: 2023-04-27 11:00:37	Edit Share More
BALTRA Race Ceiling Fan 48"	123854322	-	2,675 NPR 2,540 NPR	5	2023-03-28 12:37:21 Updated: 2023-04-02 16:40:45	Edit Share More
BALTRA Shiny 2 Bumer Gas Stove	125611556	-	4,431 NPR 2,825 NPR	5	2023-03-21 16:49:11 Updated: 2023-05-02 17:47:59	Edit Share More
BALTRA Crown 5Ltr Steel Pressure Cooker	125595318	-	6,438 NPR 5,155 NPR	2	2023-02-21 12:38:01 Updated: 2023-04-27 10:03:03	Edit Share More
BALTRA Mellow Dry	123371226	-	1,725 NPR	4	2023-03-20 15:46:57	Edit

*Fig.5 Management of inventory*

SEO optimization: You may need to work with the marketing team to optimize the website for search engines, including identifying and implementing keywords, creating meta descriptions, and optimizing product pages.

Performance tracking: You may need to track website traffic and other key performance indicators to identify areas for improvement and make data-driven recommendations. The overall economy of Nepal at the time was very slow and in great crisis but still during such hard times for a business we were able to perform very well comparing to the market's situation.

## 2.2 My responsibilities as a corporate sales intern

The first job assigned to be as soon as I joined the corporate sector was to create a list of all potential clients in different sectors to make it easier to approach and reach them the list creation is shown as follow:

S.No	Organization Name	Contact no	E-mail address	Adress
1	National Healthcare	14444878		Kamalpokhari(Marketing office) Bhotebahal,Kathmandu
2	Quest pharmaceuticals	4240304, 4239293	Contact@quest.com.np	
3				
4	Aadee remedies	01-5203973		Imadol Krishna Mandir Rd
5	HUKAM PHARMA	01-4430149	vdugar@mail.com.np	
6	DEURALI JANTA PHARMA	4018777, 4018503	info@deuralijanta.com	budhanlikantha,bansbari
7	QBD PHARMA	4008582/4008583	marketing@qbdpharmaceuticals.com	Mass Complex, 3rd Floor Dhumbari -04, Kathmandu, Nepal
8				
9	SR DRUG	14223764	amit@sdrug.net	Saket Complex, tripureshwor
10	LOMUS PHARMA	01-4990496		Lomus House Kailash Chour, Gairidhara
11	ASIAN PHARMA	4544183	info@marutipharma.com	Radhe Marg-33, Gyaneshwor, Kathmandu
12	ARYA PHARMA	4228833/4223561	INFO@ARYAPHARMA.COM.NP	Kamladi kathmandu
13	APPLE PHARMA	15242854		
14	OMNICA PHARMA	14536683, 4515108, 4540676	info@omnicallab.com	House No. 72, Jeetjung Marg,Thapathali height ktm nepal
15	LUMBINI AYURVED			
16	TAURUS PHARMA	4523464,4540816	info@tauruspharma.com	kamal pokhari kathmandu
17	CUREX PHARMA			
18	ASIAN PHARMA		makreting@asianpharmaceuticals.com	Kamal Pokhari, Kathmandu, Nepal
19	APEX PHARMA	529355/ 534173		
20	BHASKAR HERBA	51-591457/591047	info@bhaskarherba.com.np	Aadarshnagar, Birgunj
21	Qamed pharma	01-4155163		
22	Amtech Med	021-590247, 590251, 512153	amtechmed55@gmail.com	Mahabir Plaza, 6th Floor, Hospital Chow, Biratnagar
23	Maruti Pharma	+977-1-4544183	info@marutipharma.com	,Gyaneshwor, Kathmandu, Nepal
24	Panas pharma	14491153	marketing@panaspharma.com	Bhakti Thapa Sadak, Thapagaun
25	Siddhartha pharma	9802704930	mt@siddharthapharma.com	New baneshwor
26	Vega pharma		info@vega.com.np	:4th Floor,Ranabhat Complex, Anamnagar,
27	Abhicom pharmaceuticals	980-1107733		B.med Enterprises Pvt.ltd aloknagar-34 KTM
28	Alive pharmaceuticals	6916675		Daphe Marga, काठमाडौं
29	Alliance pharmaceuticals	984-5787669		Kuleshwor marg,Kathmandu

Fig. 6 Creating a list of potential clients of pharmaceuticals industry

S.No	Organization Name	Product	Contact no	E-mail address	Address
1	1 Annapurna Foods	Rice	9852833024	http://www.annapurnafoods.com.np	Lahara-3 Siraha Nepal, Lahara
2	2 Jyoti Equipments Pvt Ltd	Juice and bottled water	9968336144, 9968336244		C-4 Metro Equip Near Nanghi Metro Station Jim
3	3 BOCHIM Pvt. Ltd.	Water and bottled water	9808980115, 9850076401		Dhawa, Kathmandu, Nepal
4	4 Vaid foods	POTIS, MOTUPATU, CHEEZ BALLS	977-2047459007		Bharatnagar, Boudhanagar, Nepal, Boudhanagar
5	5 Beelieving shop	Honey	95517276	beelivingshop@gmail.com	Manbhawan, Lalpur
6	6 Chelid food	Cakes and cookies	94212463		Dadhara-3, Bhaktapur
7	7 Saravali group	Whipped cream/pastry	98020083565, 4270003	info@saravali.com.np	4857, Khadya Bazaar Marg, Balkhu - 14
8	8 Soncheli Tea	tea	71516882		Satyangal, Kathmandu, Nepal
9	9 Kamdhewa Agro Products	Paanite	9851812295		Satyangal, Kathmandu, Nepal
10	10 PURBIMA Agro Mills pvt ltd	Wheat flour and FANCO products	9845027941		Horada-3, Maharanaga, Narayani, NEPAL
11	11 Fikid food and beverages	Milkshakes, Chips, Fingers	9855032072	info@rijisnamoon.com	Sanothi Lalpur
12	12 Nebocorp Ltd	Biscuits and confectionery	4350527	nebecorp@nec.witnik.com.np	Balaju Industrial District, Balaju
13	13 Sudur biscuits	Biscuits	91-5-75374	contact@sudurbiscuits.com	Gete-5, Phungadi
14	14 Pashupati biscuit industries	Biscuits	540764, 522108		Dubaha, Kathmandu, Nepal
15	15 Kulkarni Nepal	Shakts, confectionery, biscuits, biscuits, laminates	91-4117201	info@kulkarni@gmail.com	Hawa, No. 100, Sansarwan Chowk, Tapaswaha, Kathmandu
16	16 Khajura	Puff, cookies, biscuits	918528	info@khajura.com.np	Bogdi Lalpur
17	17 Goodlife	Goodlife and rum-pum juice	977-980974300	contact@rumpum.com	Janki Park, Kathmandu
18	18 Kabra group	Quality foods, diet and food, quality business industry, ne	528871, 00977-21-528815	feedback@kabra.com.np	Sansarwan Marg, Tapaswaha
19	19 WCV snacks	Wavy popcorn, wafers, chips, cheese rings	4330635 4350112	info@wcvsnacks.com.np	Balaju Industrial District, Balaju
20	20 Century snacks and snacks	masala namkeen, snacks, dry fruits, etc tea, energy sup	977-972426	info@century.com.np	Pokhara, Maleoud, Biratnagar
21	21 Nepal buns food company	Cornflour chips and snacks	985118750	info@nbp.com.np	Tokha, Kathmandu
22	22 Yashoda foods	Biscuits, chips, cheese ball sticks	9777-3801342894	info@yashoda.com.np	Shanku Chowk, Birtol, Nepal
23	23 Aarun food	2pm Rumpum	9801974100		Bichrun Chowk, Lumbini-17, Dhaku
24	24 Omni agro pvt ltd	Soya chik, pasta, wheat	9855020701		Ringun
25	25 Kalyan ice cream	Ice cream	1-5597643		Bharatnagar, Kathmandu, Nepal
26	26 Suki dairy	Sufal, Lowfat, low cream	01443276, 01443285, 01447898		Bhagwati Bahal Marg, Nasal
27	27 Aarabio	Aarabio ice cream	4366431		
28	28 Shakti food	Milkshakes, cream	5528504	info@shakti.com.np	Patan Industrial Estate, Laxendra, Patan
29	29 orantol ice cream		9807617367		
30	30 Nepal dairy	Ice cream, cake	9291926, 9291982	info@nepalidairy.com.np	Haramba, Kathmandu, Lalpur
31	31 Suki food	cheekes, wafers, kishu, rumpum	9855288, 01432858	info@sukifood.com.np	Chowk 99, Birtol Marg, Nasal, Kathmandu
32	32 Himalaya Food & Beverages Pvt. Ltd	Juices and mineral water	5523678 + 977-9851022193	info@himalayafood.com.np	

**Fig. 7 Creating a list of potential clients of food and beverages industry**

After creating a potential list of clients, I was assigned to call and get the information of the concerned person from the organization like his name, number and email address and after getting the relevant information I had to call and approach them to take up our products for different schemes, gifting, campaigns which they were planning and try to push our product into their schemes for which I used to try to setup meeting with the concerned person create a quotation that would fit their requirement and give different offers and try to push our product to them.

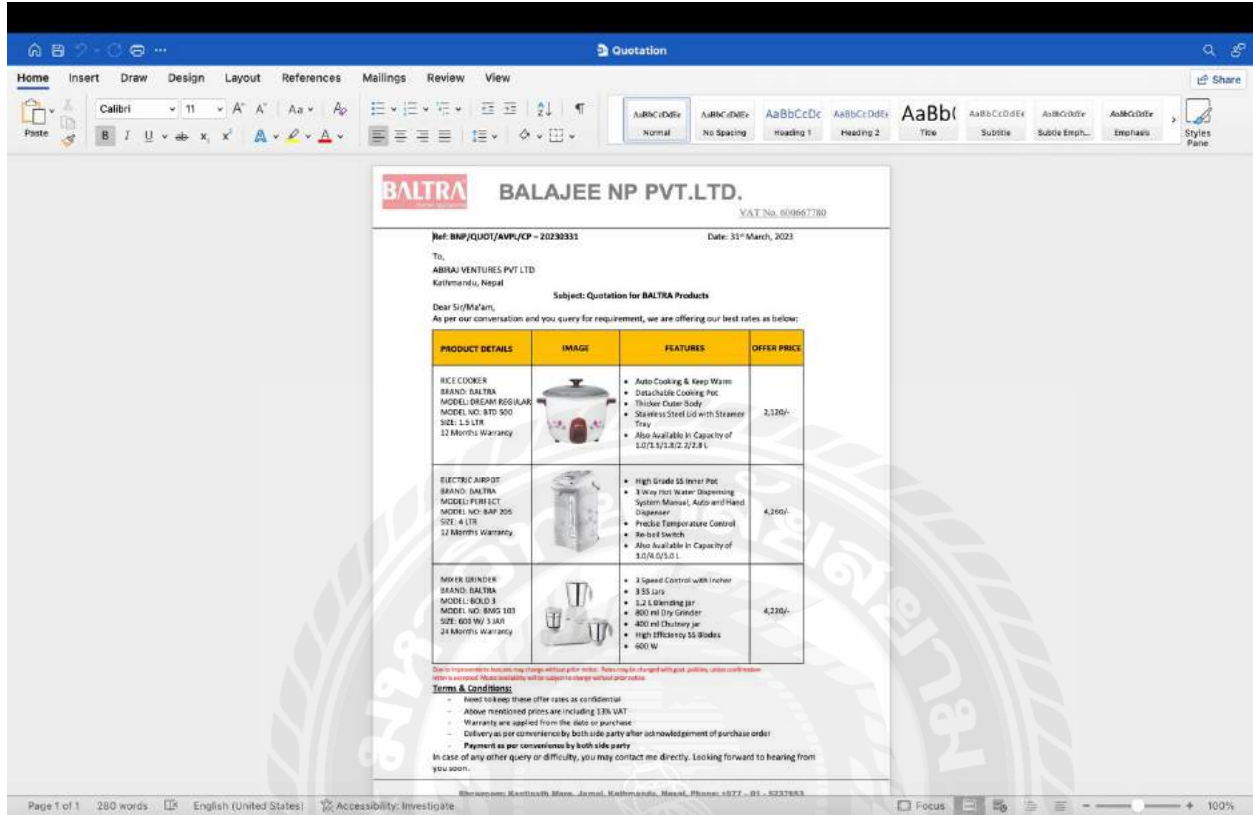


Fig. 8 Preparation of quotation for corporate client

## 2.3 My responsibilities as marketing intern

After exploring the sales department and learning many new skills for the last duration of 30 days of my cooperative education period I joined the marketing team having a strong background in marketing as it was my majors during my course at KCM and Siam university it was time for me to now apply the theoretical knowledge into the real life which I did in the following ways-

## 1.Expo at bhirkuti mandap

- Pre-event promotion:

To generate interest before the Expo, we used a variety of digital marketing channels such as social media, email campaigns, and targeted advertisements. We also sent out personalized invitations to local businesses and customers on our email list.

- Attractive booth design:

Our team designed an interactive booth that showcased the latest products in an engaging way. We created an open space that encouraged visitors to explore the product range, with prominent displays and interactive product demonstrations. We also added branded signage and lighting that helped draw attention to the booth.

- Engaging content:

To generate more interest, we created informative and interactive content for the booth, including product videos, customer testimonials, and infographics. We also used virtual reality technology to give visitors an immersive experience of the products.

- On-site promotions:

To encourage purchases, we offered exclusive discounts and promotions to Expo attendees. Our team also conducted a product demonstration every hour to showcase the key features of the product line and educate visitors about their benefits.



- Networking opportunities:

We arranged for our team members to interact with visitors and establish relationships with other businesses in the industry. Our team handed out business cards and collected contact information from potential customers.



*Fig. 9 Former president of Nepal Mrs. Bidya Devi Bhandari attending our Expo*

## 2.Modern Trade activation program

We also conducted a Modern trade activation program in Bhat-bhateni supermarket which is one of the main attractions here in Nepal targeting families.



*Fig. 10 Activation program at BBSM*



### *Fig. 11 Interactive games being played*

For this activation program we planned to become creative to increase engagement of the crowd

We decided to add games and make our consumers play interesting game and do giveaways which resulted in huge crowd gathering and we also provided free juice and sandwich to attract more people.

After gathering the crowd, we made sure that all our products were visible and placed correctly to attract attention of people and create enthusiasm and we also made sure enough people were there to reply to the questions of the public. This event was overall a huge success and had a footfall of over 10,000 people.

During my time beside such events we use to look after the printings and coordinating with vendors for placement of hoardings boards, negotiations with advertising agency for boosting, promoting on various social media platform.

### **2.3 My motive for choosing BALTRA for my coop studies**

I joined Baltra on 1st February 2023 and continue to work there as a part of my internship. My motivation to join the company was to

- Gain knowledge in sales
- A product selling company
- Market leader in home appliances in the country
- Good working environment and strong teams

## **2.4 Contribution as co-op student in the organization**

During the Two months I spent in online sales department the below listed things are the works I used to work on daily and try to bring out the best possible outcome

As more and more consumers shift towards online shopping, managing online sales has become an important aspect of business operations. This report outlines some of the key strategies and best practices I used during my time managing online sales

- **Platforms:**

One of the first decisions in managing online sales is determining which platforms to use. Popular platforms in Nepal include Daraz, sastodeal, thulo, etc. Each platform has its own strengths and weaknesses, and it is important to select the one(s) that align with the business's goals and target audience and much more things were looked into while selecting the right platforms as all of these platforms had different agreements, working pattern and methods. As for instance Daraz is the biggest market place available here in Nepal so it is basically a open ended platform in which all the uploading of product , managing stocks, prices and running campaigns where done by us but still they use to charge 17% of the product sales as their margin on the other hand online platforms like thulo did all the work regarding uploading running campaigns we just had to pass on the information to them but still they only use to charge 15% of the products as their margin by which we can clearly see how a company's success and goodwill can help them.

- Marketing:

Once the platform(s) have been selected, the next step is to develop a marketing plan. This includes identifying target audiences, creating engaging product descriptions, and using social media and email marketing to drive traffic to the online store for this we worked together with the marketing team to be on the same page and by their help we did really well with the number of sales. It is also important to optimize product listings for search engine rankings, as this can increase visibility and sales.

- Inventory Management:

Effective inventory management is critical to managing online sales. This includes regularly updating inventory levels, setting reorder points, and managing returns and exchanges. It is also important to monitor product performance and make adjustments to pricing, promotions, and product offerings based on sales data.

- Customer Service:

Providing exceptional customer service is a key differentiator in online sales. This includes offering prompt responses to inquiries and providing clear communication about shipping and delivery times. Resolving customer complaints in a timely and professional manner is also important to maintaining positive customer relationships.

- Data Analytics:

Data analytics can provide valuable insights into online sales performance. By tracking metrics such as conversion rates, customer acquisition costs, and average order value, businesses can make data-driven decisions to optimize sales performance.

Conclusion:

So during my tenure in online sales I participated in everything from selecting the right platform(s), developing a strong marketing plan, implementing effective inventory management practices, providing exceptional customer service, and leveraging data analytics to continually improve performance and by adopting these strategies and best practices, businesses can effectively manage online sales and drive growth in the e-commerce marketplace as per my understating during my cooperative education period.

So, during cooperative education period I worked 45 days in the online sales department of my total 120 days which I had and then joined the corporate sales department for the next 30 days as I wanted to get experience of the corporate sales(B2B) culture in Nepal and performed various duties about which I will mention as below-

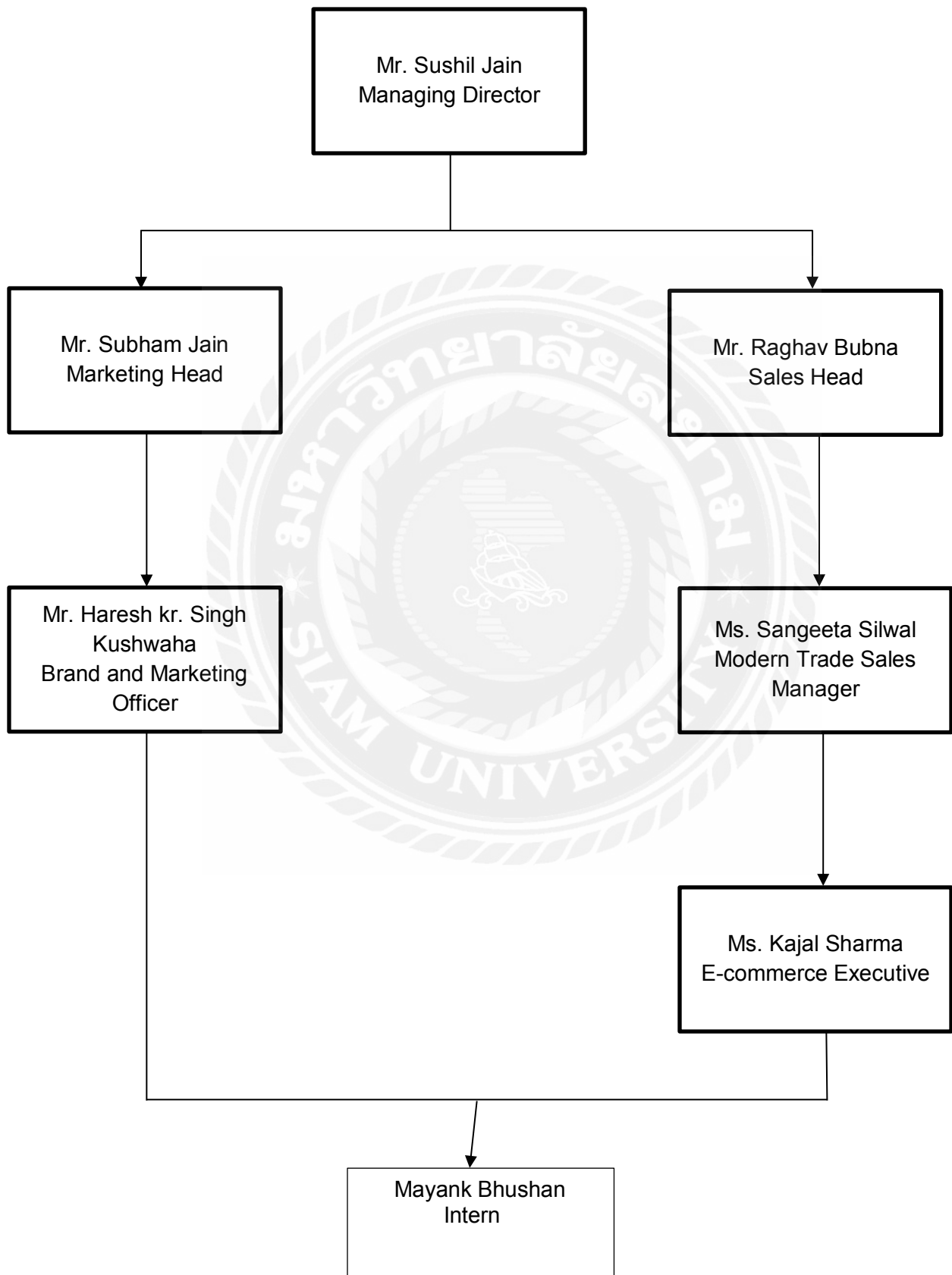
- Creating a list of potential clients
- Reaching to potential clients
- Understanding their needs
- Providing quotations and product according to their need
- Fixing meetings with them
- Maturing the deal

And during my time in marketing my basic day to day activities was to-

- Plan for activation programs
- Coordinate with vendors
- Be in touch with marketing agency
- Plan for future events
- Observe recent trends and use the advantage of first mover



## 2.4 Organizational structure





## Chapter-3

### 3.1 Problems/Issues in the company

The company I worked for faced several issues during my tenure. These issues were related to the absence of a website for purchasing products, difficulty in providing after-sales service, and communication gaps within the organization.

- **Problem 1: No Website for Purchasing Products**

One of the main problems the company faced was the lack of a website for customers to purchase products. This resulted in the company highly relying on other third-party E-commerce platform and having to give high percentage of sale margin. This resulted in a decrease in sales and revenue for the company.

- **Problem 2: Difficulty in Providing After-sales Service**

Another major problem the company faced was the difficulty in providing after-sales service. Customers who faced issues with their purchases found it challenging to get in touch with the company's customer service representatives as we sell and deliver products all over Nepal it is really challenging for the company to provide after sales service to some remote areas for instance and it is a major problem for the company on which the management is working really hard to fix. This resulted in a decrease in customer satisfaction and an increase in negative reviews.

- Problem 3: Communication Gaps within the Organization

The final problem the company faced was communication gaps within the organization. There were instances where departments within the company were not aware of the tasks assigned to them, resulting in delays and errors in completing projects. This also led to misunderstandings and conflicts among team members.

### **3.2 How to solve problems**

#### **Problem 1:**

To address this issue, the company needs to develop an e-commerce website where customers can purchase products easily and efficiently. This would not only increase sales but help the company to maximize profit rather than giving huge margins to other e-commerce platforms and also improve the company's reputation and customer satisfaction.

#### **Problem 2:**

To address this issue, the company needs to improve its after-sales service by providing multiple channels for customers to reach out to the company. This could include a customer service hotline, email support, or a chatbot on the website. Additionally, the company needs to ensure that their customer service representatives are well-trained and equipped to handle customer complaints and queries and are able to provide their service all over Nepal as BALTRA has to maintain their standard all over Nepal.

Problem:3

Solution:

To address this issue, the company needs to establish clear communication channels within the organization. This could include weekly team meetings, project management software, or an internal communication platform. Additionally, the company needs to ensure that team members are aware of their roles and responsibilities, and that tasks are clearly defined and assigned.

Conclusion:

In conclusion, the company I worked for faced several issues that impacted its sales, customer satisfaction, and overall productivity. By addressing the issues related to e-commerce, after-sales service, and communication gaps, the company can improve its operations and build a stronger reputation in the market.

### **3.3 Recommendations to the company**

- Enhance Employee Training and Development:

Employee training and development is an essential component of any successful organization. I recommend that the company invest in its employees' professional development by providing them with regular training opportunities, such as attending industry conferences, participating in online courses, or arranging for in-house training sessions. This will not only help to enhance their skills and knowledge but also improve their job satisfaction and retention rates.

- Create our own website through which they can increase product knowledge as well as sell the products
- The companies should organize refreshments programs and weekly activities to make the employees more interactive and a better working space.
- Spend and focus more on digital marketing as it is the new trend which is very effective and efficient.

### **3.4 Learnings during Co-op studies at BALTRA**

During my internship period in Baltra Home Appliances, I had the opportunity to work in the E-commerce sales, Corporate Sales, and Marketing departments. Baltra Home Appliances is a top market leader brand in the home appliance industry in Nepal. It was a great learning experience for me to work with a company that has been in business for such a long time.

#### **E-commerce Sales:**

During my time in the E-commerce Sales department, I learned how to manage online marketplaces such as Daraz, SastoDeal, thulo and many more online portals. I was responsible for monitoring product prices, product descriptions, and overall handling of the portal. I also learned how to use digital marketing tools such as Google AdWords and Facebook Ads to increase product visibility and generate leads. I gained valuable insights into how to optimize product listings for search engines and how to leverage social media platforms to increase online sales.

### Corporate Sales:

In the Corporate Sales department, I learned how to identify potential corporate clients and how to develop business relationships with them. I was responsible for conducting market research, analyzing data, and presenting findings to the sales team. I also learned how to create sales presentations and how to negotiate deals with clients. I gained a deeper understanding of how to position products to meet the needs of corporate clients and how to close deals to achieve revenue targets.

### Marketing:

In the Marketing department, I learned how to create marketing plans and campaigns for new product launches. I was responsible for conducting market research, identifying target audiences, and developing marketing messages that resonated with them. I also learned how to use various marketing channels such as social media, email marketing, and print media to promote products. I gained valuable insights into how to measure the effectiveness of marketing campaigns and how to optimize them for better results.

### Conclusion:

Overall, my internship at Baltra Home Appliances was a valuable learning experience. I gained practical skills and knowledge in E-commerce Sales, Corporate Sales, and Marketing. I learned how to use digital marketing tools, how to develop business relationships with corporate clients,

and how to create marketing plans and campaigns. I believe these skills will be valuable in my future career and I am grateful for the opportunity to learn from the experienced professionals at Baltra Home Appliances.

### **3.5 Special skills learned from co-op studies**

- Become user friendly with all online portals in Nepal

After working in e-commerce department, I am now able to handle all portals available in Nepal on my own.

- Created connections with different corporate house

During my working in corporate sales department, I met and talked to many big companies and their concerned person which helped me to create a good PR.

- Understanding how to work with different agency and vendors

While working in the marketing department I had to contact many marketing agency to work together on different projects and contact different vendors for stuff like printing and making hoarding boards which helped me understand how really marketing works.

## **Chapter-4**

### **Conclusion**

#### **4.1 Highlight of co-op studies as BALTRA**

First of all, I am really grateful to everyone here at BALTRA and especially the HR for giving me such a flexible role according to my field of interest and allowing me to change departments when I felt I was capable enough to handle the department and had learned everything and both of my supervisor to guide and teach me some things like e-commerce sales from the basic. The report focuses on my 16 weeks internship which I completed in BALTRA home appliances talks about my duties and my joyful experience in the company. My major role during handling e-commerce site was to upload, edit, manage products on day-to-day basis and many more things such as writing description and uploading's of product accordingly to optimize SEO. During my tenure in corporate sales, I use to create a list of potential clients and chase them, follow up on them fix meeting with them and try to mature corporate deals and during my time as marketing intern I used to look at the different things such as planning activation programs, coordination with vendors or marketing agency try to maximize reach to maximize efficiency and effectiveness of marketing programs.

The co-op program has helped me to make more connections in the corporate world and become more confident which will surely be very helpful more me in near future and I am sure to apply this knowledge in my future endeavors.

## 4.2 Self-assessment

Introduction: In this self-report assessment, I will reflect on my experiences during my internship and evaluate my performance based on the goals I set for myself at the beginning of the internship. I will provide examples of specific tasks I completed and the skills I developed, as well as areas where I could have improved.

Goals and Expectations: At the beginning of my internship, I set the following goals for myself:

As an intern, it is important to assess your own performance and reflect on your Gain experience working in a professional environment

- Improve my communication and teamwork skills
- Learn new technical skills related to my field of study and also about sales

Achievements: During my internship, I was able to achieve the following:

- Worked collaboratively with my team members to complete projects on time
- Communicated effectively with team members and supervisors to ensure that everyone was on the same page
- Developed new skills in sales department as it was quite new for me and apply theoretical knowledge while working in marketing department

Areas for Improvement: While I am proud of my achievements, there are areas where I could have improved. These include:

- Proactively seeking out feedback from my supervisor and team members
- Asking more questions to clarify tasks and expectations

Conclusion: Overall, I believe that my internship was a valuable learning experience. I was able to achieve my goals and gain new skills, but also identified areas where I can continue to grow



and develop. I appreciate the opportunity to work with my team and contribute to the organization's goals.

#### **4.3 Limitations of the co-op studies**

As I got to work in every department, I wanted but some of the limitations for my co-op studies was-

Limited time-As we were provided with a time frame of 16 weeks it was somewhat less to explore all the filed deeply.

Communication gap-As an intern I was not included in all the meeting which used to cause a communication gap which used to cause some problems.

#### **4.4 Recommendation to the company**

- Working hours should be more flexible as 9:30-7 is a very long period of time to work for employee and interns as well
- The company should conduct some refreshments for the employees regularly to keep the employees happy and productive
- Create our own platform to sell products directly rather than to rely on other e-commerce sites.
- Employees should get along better as even after spending 16 weeks in the organization I was unknow to many people in the organization.

## Reference

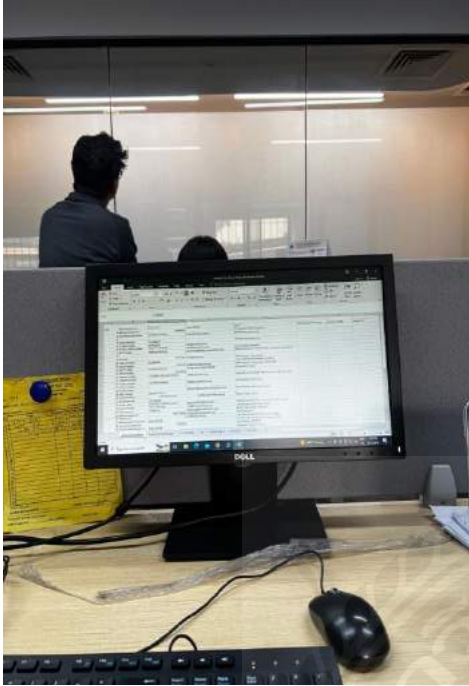
BALTRA Home Products. (2018). *About Us*. Retrieved from <https://www.baltra.in/IN/about>



Appendix



Fig. 12 Baltra Showroom in office



*Fig. 13 My working space*

