Cooperative Education Report

"Exploring Sales Operations, Strategies, and Performance: A Comprehensive Analysis of Infocom Solutions Pvt. Ltd."

Written by:

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This Report Submitted in Partial Fulfillment of the Requirements for Cooperative Education, Faculty of Business Administration, Academic Semester 2/2023

Siam University

Title   : Exploring Sales Operations, Strategies, and Performance: A Comprehensive Analysis of Infocom Solutions Pvt. Ltd.

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We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2/2023.

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Title   : Exploring Sales Operations, Strategies, and Performance: A Comprehensive
                       Analysis of Infocom Solutions Pvt. Ltd.

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Degree   : Bachelor of Business Administration

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Abstract

This report entitled 'Exploring Sales Operations, Strategies, and Performance: A Comprehensive Analysis of Infocom Solutions Pvt. Ltd' is a report of the Cooperative education conducted at Infocom Solutions Private Limited. The main objective of this cooperative education is to make the student familiarize with the real life working experience. This cooperative education report portrays the working experience of various tasks performed as an officer – business promotion; Sales Associate. Furthermore, it plays a critical role for the student to implement their theoretical knowledge in the practical world. This report covers Infocom Solutions Private Limited's whole operations, with an emphasis on its four verticals: call center solution, bulk SMS service, digital media marketing, and exclusive selling of the e-learning platform Skillsoft Percipio in Nepal. However, it is oriented to the sales and marketing perspective, representing the majority of my activities within the firm.

As a Sales Associate at Infocom Solutions, the major responsibilities were generating sales growth through prospecting, delivering targeted sales pitches, and closing agreements. In addition, emphasis was placed on developing strong client connections and maintaining customer satisfaction.

Keywords: Cold calls, Visits, Pitch, Lead, Conversions, Negotiation

Acknowledgement

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I would like to express my sincere and warm gratitude to Infocom Solutions Private Limited for providing me with an amazing opportunity to learn and augment my skills and experience in the professional world. A sincere gratitude to my supervisor Mr. Binam Ghimire for accepting me and guiding me to be competent at my work. Additionally, I would like to thank Mr. Anish Bajracharya, Mr. Diwas Tamang and Mr. Ayush Shrestha for their persistent supervision, assistance, and guidance throughout and allowing me to learn in the constructive and cooperative environment.

I would also like to take this moment to express my gratitude to Mr. Premendra Shrestha (CEO), Mr. Payash Lakhe (COO), and Mr. Roshendra Khadka (Executive Director) for granting me this opportunity with upmost openness. Finally, I would like to thank the entire team of Infocom Solutions Private Limited for warmly welcoming me to their work family and helping me feel as one of their own.

Thank You Sincerely,

Shreeshu Chimariya
Student ID: 6308040013

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List of Abbreviations:

ISPL Infocom Solutions Private Limited

SBU Strategic Business Unit

ICTC Inter-Continental Trading Concern

ATM Automated Teller Machine

KYC Know Your Customer

ICT Information Communication Technology

CEO Chief Executive Officer

COO Chief Operating Officer

DMM Digital Media Marketing

RBB Rastriya Badijya Bank

CRM Customer Relationship Management

A2P Application to Person

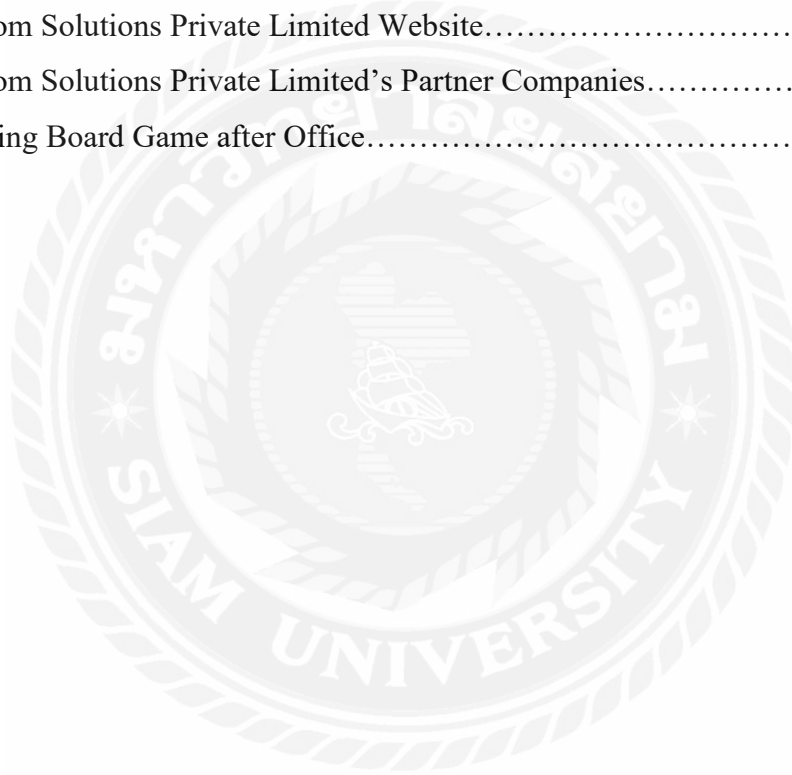SIP PBX Session Initiation Protocol Private Branch Exchange

API Application Programming Interface

KCM Kathmandu College of Management

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CHAPTER 1
INTRODUCTION

1.1 Company Profile

Infocom Solutions Private Limited (ISPL) is a versatile organization that meets the demands of a wide range of industries. It is not just an established player in the trading of IT and telecom equipment. ISPL was established in 2017 as a Strategic Business Unit (SBU) within ICTC Private Limited's Telecom & IT Department. It expanded its horizons through strategic mergers with InfoPlus Private Limited and ICTC Communication Private Limited, consolidating its position as a comprehensive ICT solutions provider. With more than 20 years of experience in the field, ISPL has played a key role in providing clients in the banking, telecom, and IT sectors with top-notch IT services (Infocom Solutions Private Limited. (n.d.). About)

Additionally, ISPL broadens the scope of its experience to include a variety of specialist services designed to satisfy changing market needs. ISPL as a pioneer ICT project organization has multitudes of international product/services representation. With cutting-edge learning tools, it enables individuals and companies to thrive. It proudly provides exclusive access to Skillsoft, the top e-learning platform in Nepal. Furthermore, ISPL provides call center and bulk SMS services to meet communication needs, guaranteeing contact and interaction with customers.

In addition, ISPL expands into the field of digital media marketing, utilizing its technological expertise to create memorable campaigns that connect with target consumers and spur company expansion. ISPL continues to redefine industry standards via an uncompromising dedication to excellence and innovation, creating holistic solutions that transcend traditional boundaries and pave the road for long-term success in the digital age.

Figure 1: Infocom Solution Pvt. Ltd (Ispl) Logo

1.1.1 Product and Services

a. Digital Media Marketing: Infocom Solution offers media marketing solutions to assist businesses in improving their online visibility connecting with their desired audience and

attaining their marketing objectives across different digital platforms, like social media, search engines and email campaigns.

b. Enterprise Email Platform: Infocom Solutions collaborates with Xgen India to offer an advanced Enterprise Email Platform, providing businesses with secure and efficient email communication solutions.

c. SMS Alert (Bulk SMS): Infocom Solutions provides bulk SMS services that allow businesses to send large scale text messages to their customers or subscribers promptly enabling communication, promotions, alerts and reminders.

d. Trading: Infocom Solutions offers traders the GX router, which ensures seamless and continuous trading activity in financial markets by providing dependable and fast connectivity.

e. Call Center Solution: Infocom Solutions provides call center solutions to companies, giving them the equipment and technology required to effectively handle incoming and outgoing calls, improve customer support, and streamline call center operations.

f. Management of eLearning Platforms - Skillsoft: Infocom Solutions oversees eLearning platforms and collaborates with Skillsoft to provide businesses with top-notch online training and instructional materials that upskill employees and boost productivity.

g. Content Filtering: Infocom Solutions works in partnership with EKAGA to provide content filtering solutions. By protecting users and networks from harmful or inappropriate content, Infocom Solutions ensures a safe and effective digital environment for enterprises.

h. Core Banking System with Flora Telecom as a partner: Infocom Solutions and Flora Telecom collaborate to deliver core banking systems, providing financial institutions with all-inclusive banking solutions that cover transaction processing, client administration, and regulatory compliance.

i. ATM Reconciliation & Monitoring: Infocom Solutions assists banks and other financial institutions in streamlining ATM operations, balancing transactions, and keeping an eye on ATM performance to guarantee peak performance.

j. Cybersecurity: Infocom Solutions is an expert in cyber security, providing a range of services and solutions, such as malware detection, vulnerability assessments, intrusion detection, and incident response, to safeguard companies from cyber-attacks.

k. Digital KYC – Infocom Solutions Partners with Thegana ID Nepal: Infocom Solutions offers digital KYC (Know Your Customer) solutions, enabling companies to digitally verify the identity of their clients, expedite the onboarding process, and adhere to legal requirements.

l. Software Development: Infocom Solutions provides services for bespoke software development, creating software that is designed and developed to satisfy the particular demands of companies in a range of industries.

m. Website Development: Infocom Solutions is an expert in developing user-friendly, responsive websites that help businesses build their online presence, highlight their goods and services, and successfully communicate with their target market.

n. Desktop Application Development: Infocom Solutions creates desktop programs that are suited to the particular requirements of companies. They offer dependable and effective ways to boost productivity, automate procedures, and improve corporate operations.

o. Mobile Application Development: Infocom Solutions provides services for the design and development of cutting-edge mobile applications that help businesses reach their target audience across multiple mobile platforms, improve user experience, and foster client loyalty.

Chief Executive Officer - Mr. Premendra Shrestha, the CEO of Infocom Solutions Private Limited, holds a Bachelor of Commerce in Management from Tribhuvan University. He also received his secondary education from Modern Indian School and BhanuBhakta Memorial Secondary School. With an extensive background of over 30 years in telecommunications and IT, he has held various positions ranging from Assistant Manager to Director before assuming his current role. Notably, he served as the Executive Director at InfoPlus Private Limited from 2005 to 2017, where he played a crucial role in advancing Nepal's telecom service industry. Since 2017, as the CEO of Infocom Solutions, Mr. Shrestha has demonstrated his strategic acumen, driving the company's growth and establishing its prominence in the competitive market.

1.1.2 Mission

ISPL puts emphasis on being a partner, for ICT projects. Right from the start it promises to assist B2B customers by providing consulting services until they reach their business objectives. By taking an approach it guides clients through challenges together providing knowledge and assistance at every stage. The goal is to establish enduring connections, through teamwork and enable businesses to succeed in the world.

1.1.3 Vision

"ISPL strives to support businesses, with ICT solutions and steadfast assistance aspiring to be the partner guiding them from the beginning to achieving success, in the digital world." The dedication, to achieving excellence drives ISPL to constantly grow and adjust securing a foothold in the industry. By embracing the technologies and approaches ISPL seeks to establish benchmarks for innovation and vitality in the ICT sector. A commitment to nurturing trust and credibility through behaviors and open communication with stakeholders lies at the core of ISPLs values. Maintaining top notch integrity, across all areas ISPL aims to cultivate lasting connections founded on esteem and trustworthiness.

1.1.4 Strategies of ISPL

Infocom Solutions Pvt. Ltd. strives to build a solid presence in the technological solutions market by leveraging the variety of goods and services in its portfolio. ISPL intends to meet the changing demands of organizations across industries by leveraging its expertise in digital media marketing, cyber security, software development, and other solutions. Optimizing its operations, improving service delivery, and maximizing customer happiness are the goals of ISPL's strategic planning and resource allocation. In addition, ISPL explores into collaboration and expansion opportunities to strengthen its position in the industry and promote long-term growth.

1.2 Organizational Structure of ISPL
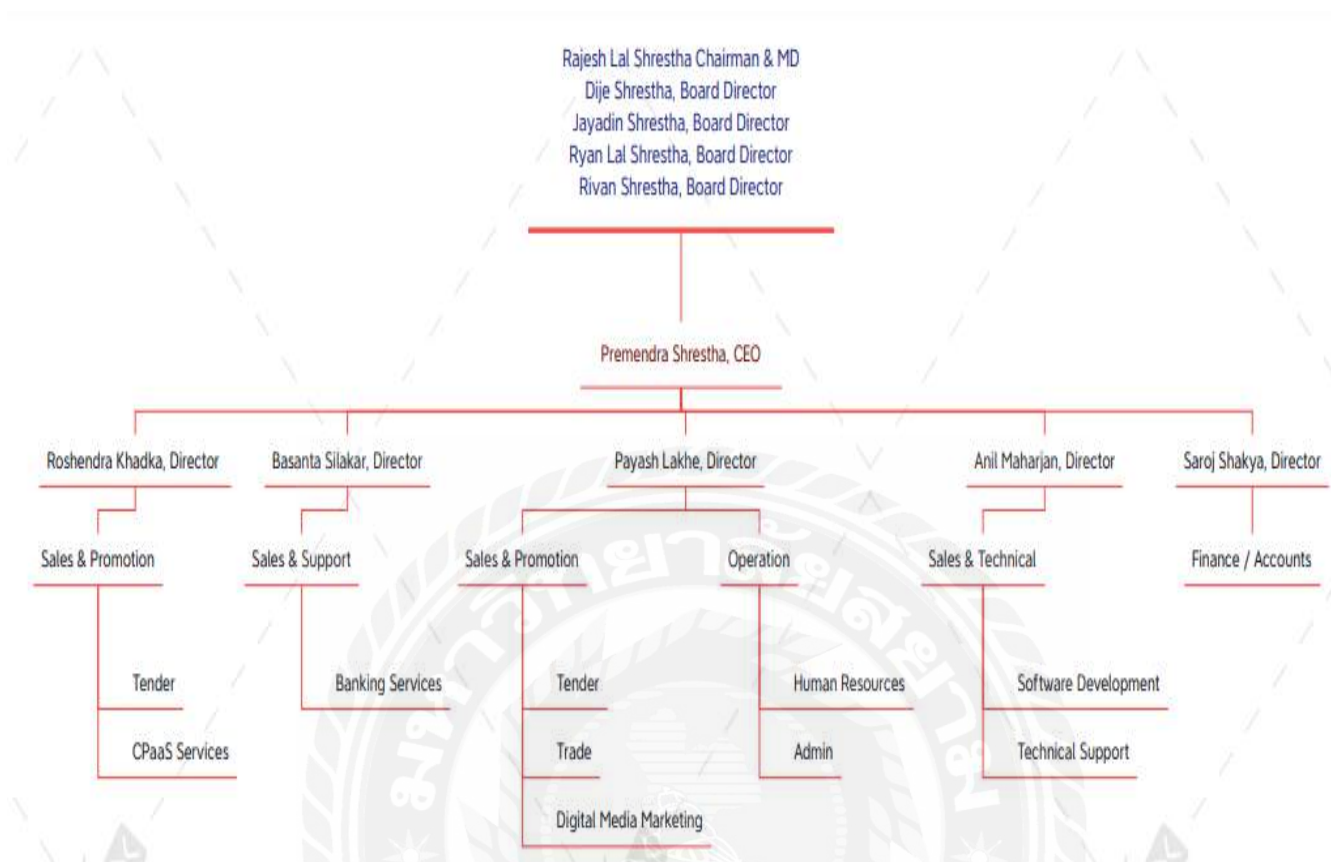
Figure 2: The Organizational Structure of ISPL

1.3 Job Position Assigned

My designation is Officer – Business Promotion. As an Officer Business Promotion in the Sales and Marketing division, my main duties cover a range of customer acquisition and retention activities. This means finding and reaching out to potential customers using a variety of methods, such as cold calling and networking, as well as fostering relationships with current customers to guarantee their retention and ongoing participation. One of the most important things I do for my job is provide product demonstrations and presentations. This helps me show case what we have to offer and explain its worth to potential customers. In addition, I work directly with the sales team to develop and implement sales strategies that are targeted at hitting revenue goals. In order to expedite deal closes and meet our company goals, we negotiate terms and conditions of contracts, pricing, and sales agreements. Through these important tasks, I contribute significantly to the growth and success of businesses in the Sales and Marketing arena.

1.4 My role in the Organizational Structure

I play a key role in promoting growth and development in four key verticals under Mr. Payash Lakhe's purview as the COO and Director of ISPL: Bulk SMS, Call Center Solution, Digital Media Marketing, and E-Learning Platform Skillsoft. My responsibilities include strategic outreach, impactful presentations, and skilled negotiating to secure deals that line with ISPL's overarching goals. I make sure our sales strategies are well-tuned to resonate with customers by working directly with cross-functional teams. This builds long-lasting partnerships and accelerates ISPL's success in the marketplace.

1.5 My Intentions for Joining ISPL

As per the curriculum requirement of the Bachelor's in Business Administration program at Siam University, the 16-week Co-op serves as a pivotal course component aimed at providing students with practical experience in a professional setting. My main goal in joining this organization was to close the knowledge gap between theory and practice by using my foundational knowledge to obtain insightful information about the operations and procedures of Nepal's business sector. In addition, I've always had a strong interest in sales since I see it as a path for personal development. I found that ISPL was the best option for this cooperative experience because of its solid reputation in the sector, wide array of goods and services, and dedication to innovation and excellence. By immersing myself in sales-related activities at ISPL, I hope to not only make a meaningful contribution to the organization, but also to enhance my skill set and horizons in the dynamic sector of business administration. My goal is to advance my career goals and obtain priceless real-world experience from this.

1.6 SWOT Analysis of ISPL

Strengths:

ISPL offers a wide range of services and products, such as E-Learning Platform Skillsoft, Call Center Solutions, Bulk SMS, and Digital Media Marketing, many more. This breadth enables the business to meet the demands and desires of a broad spectrum of customers. Furthermore, ISPL gives excellent leadership by offering strategic direction and counsel. The organization also has a competent staff that can provide customers with solutions of the highest caliber. Moreover, ISPL's skills and market reach are improved by its strategic alliances with other industry companies.

Weaknesses:

ISPL's dependence on outside partners for specific services or technologies could be a

weakness. Risks related to quality control, price changes, or project delivery delays could arise from this reliance. Furthermore, despite having a broad portfolio, ISPL can have trouble allocating and managing resources across several business verticals. Furthermore, the growth potential of ISPL may be hampered by low market exposure or brand recognition in some categories.

Opportunities:

ISPL has the potential to grow and expand in both local and foreign markets. ISPL may profit from new trends like digital transformation, cyber security, and e-learning because of the growing demand for digital solutions across a range of industries. In order to expand into new areas and improve its capabilities, the corporation may also look into strategic partnerships or acquisitions. Additionally, ISPL can use its experience to break into specialized industries or create cutting-edge solutions to meet changing client demands.

Threats:

ISPL works in a competitive market where rivals may provide comparable goods or services with greater features or at a cheaper cost. In addition, ISPL's products run the risk of becoming outdated due to the swift progress of technology and shifting inclinations of consumers. The business operations and market opportunities of ISPL may be affected by geopolitical concerns, legislative changes, or economic difficulties. Furthermore, ISPL and its clients are at risk from cyber security threats and data privacy issues, necessitating the implementation of strong security measures to guard against any weaknesses.

1.7 Objective of the Cooperative Study

Cooperative education plays a vital role in bridging the gap between academic learning and practical experience, offering students like myself the chance to apply theoretical knowledge in real-world settings. My position as a business promotion officer at ISPL during my co-op gave me great practical experience in sales and marketing, which helped me to hone critical abilities like problem-solving, negotiation, and client involvement. I gained knowledge about company culture from this experience, which also improved my communication skills and ability to overcome obstacles. The co-op program at ISPL has been crucial in helping me become career ready and set me up for success in the fast-paced sales and marketing industry.

CHAPTER TWO
CO-OP STUDY ACTIVITIES

2.1 Job Description:

Job - Officer for Business Promotion; Sales Representative

My general job description at Infocom Solutions Pvt. Ltd. as an Officer - Business Promotion; Sales Associate was as follows:

☐ Engaging in in-depth desktop research and client interactions to comprehend consumer demands and market dynamics.

☐ Taking an active role in the sales process, which includes finding leads, setting up meetings to discuss business possibilities, and showing products to prospective customers.

☐ Participating in events, workshops, and meetings in order to represent the organization and network successfully.

☐ Keeping track of sales data, updating paperwork, and presenting findings to the team in order to foster a culture of ongoing learning.

2.2 Job Responsibilities and Work Duties

☐ Carrying out extensive market research to determine potential sales opportunities and assess client demands.

☐ Actively seeking out new sales opportunities through cold calling, networking, and social media.

☐ Arranging meetings with potential clients and offering solutions that meet their needs.

☐ Regularly preparing reports and assessments that include financial and sales data.

☐ Looking for potential target markets in new industries and market divisions.

☐ Helping to develop execution plans and sales targets.

☐ Preparing agreements and proposals.

☐ Negotiating and closing deals.

☐ Assisting in sales projections for the succeeding year.

☐ Soliciting for Call Centre Solutions in addition to the existing solutions.

☐ Overseeing and keeping track of current clients' technical and business needs.

As an Officer – Business Promotion at Infocom Solutions Pvt. Ltd., my role encompasses a range of responsibilities critical to driving sales and maintaining client

relationships. Working closely with managers, I conduct thorough desktop research and engage in client interactions to understand market dynamics and customer needs. Actively involved in sales processes, I demonstrate products to potential clients, identify leads, and schedule meetings to explore business opportunities. Attending meetings, workshops, and events allows me to network and represent the company effectively. Internally, I maintain sales records, update documents, and share insights through presentations, fostering a culture of continuous learning within the team.

2.3 Activities in Coordinating with Coworkers

For the first two weeks of my employment, I was deeply involved in getting to know Infocom Solutions' range of goods and services. Initially, I concentrated on the sales of Bulk SMS (A2P) and DMM (Digital Media Marketing). However, after a month and a half, I was tasked with overseeing the sales of our Call Center Solution. This product was extremely technical, needing a thorough grasp to effectively pitch. To address this, I identified potential clients, scheduled meetings, and cooperated with Mr. Diwas Tamang, who provided technical skills for the solution. During the first month, I spent the majority of my sales trips with my senior colleagues; Mr. Binam Ghimire (my supervisor) and Mr. Ayush Shrestha, allowing me to watch and learn as much as possible. I was encouraged by my supervisor to participate more actively in meetings as the month went on. I eventually led a meeting, and to my satisfaction, it was well-received. My supervisor thought I was ready to undertake field visits on my own following this fruitful experience. At present, I am actively involved in promoting diverse solutions, including Call Center Solution, A2P, Email Platform, and so on. I am consistently refining my comprehension and sales abilities in these domains.

In addition to my sales experience, I attended board meetings where I discussed our strategies to improve sales and attract new clients. These meetings enabled me to participate in significant conversations and gave me insight into the company's decision-making process. In addition, I requested assistance from my colleagues in making agreements and proposals. This helped me grasp how to create key documentation for finalizing transactions. Working with them helped me strengthen my interpersonal communication and negotiation skills. As my experience grew, I assisted our new intern, Ms. Shristi Dhungel, in settling in with the team. I explained to her how things operate here and what to do. Sharing my knowledge with someone new improved my understanding of sales and helped me become a better leader.

2.4. My Job Process Diagram

☐ Identifying prospects and delivering pitch

Figure 3: Identifying Prospects and Delivering Pitch

This process begins with extensive market research to identify potential leads. Once potential leads are identified, I carefully select the most promising ones based on factors like company size, industry relevance, and potential for collaboration. Subsequently, I schedule visits to their premises to establish a personal connection and better understand their specific needs and challenge, mostly I do cold visits. During these visits, I deliver tailored sales presentations, highlighting the value proposition of our products or services and engaging in discussions with the potential clients. The aim is to convert prospects into clients through compelling pitches and effective communication strategies.

☐ Follow ups and Meeting Arrangement to Technical Aspect Understanding
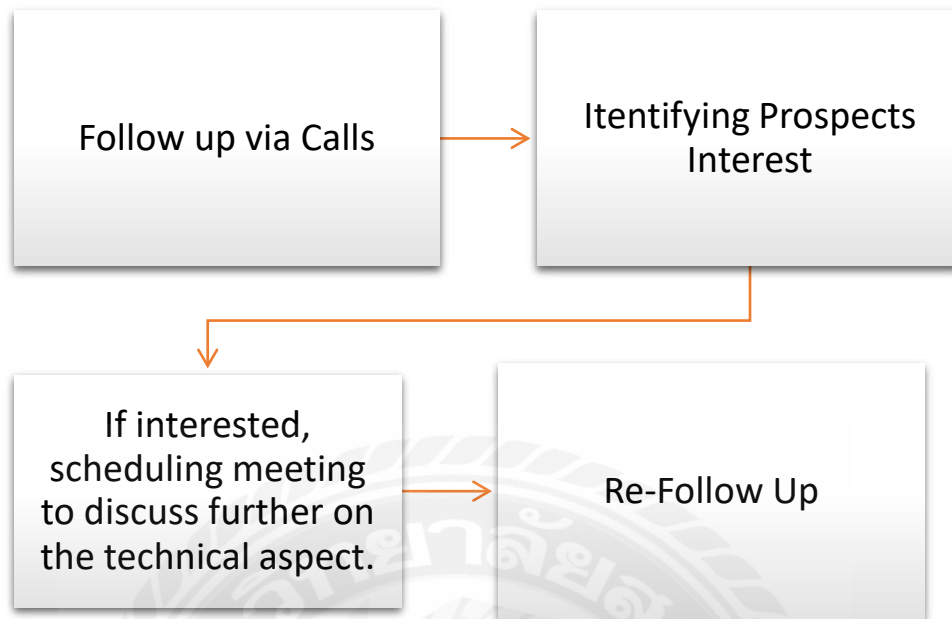
Figure 4: Follow ups and Meeting Arrangement to Technical Aspect Understanding

Once I have made initial contact with the client, I proceed with follow-up calls to assess their interest and address any inquiries they may have. If the client shows interest, I arrange a meeting with our technical expert to further explore the technical aspects and provide comprehensive information about our solutions. After the technical meeting, I continue with additional follow-ups to ensure that all queries are resolved and to keep the sales process moving forward. This proactive approach guarantees that potential clients receive the required information and support, ultimately enhancing the chances of conversion.

☐ Conversion of lead

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┌─────────────┐              ┌─────────────┐
│  Agreement  │  ──────────▶ │ Signing and │
│  Drafting   │              │   Sealing   │
└─────────────┘              └─────────────┘
                                    │
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│   Service   │◀────────────────────┘
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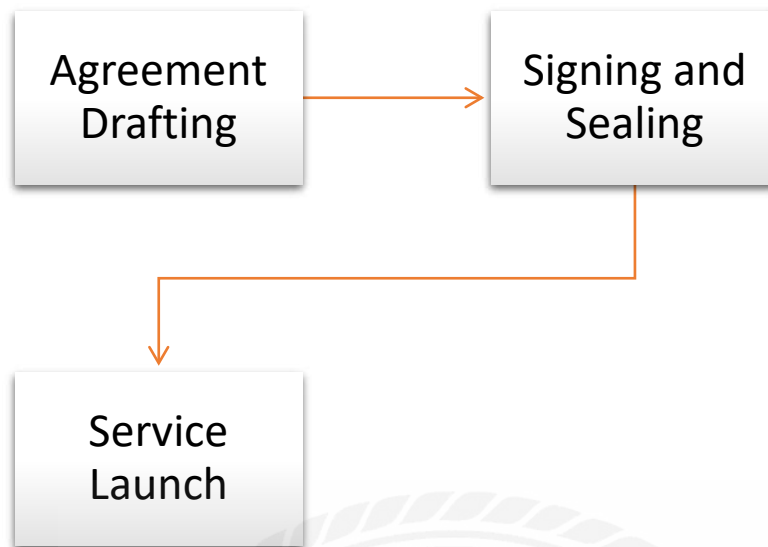
Figure 5: Conversion

Upon a client's expression of interest, we proceed with the creation of a contract that outlines the terms and conditions of the proposed collaboration. Following the drafting of the agreement, it is then sent for signatures and seals, marking the formalization of the partnership. Throughout this phase, we ensure that all necessary signatures and stamps are obtained to validate the agreement. Once the document is signed and sealed, we move forward with the launch of the service, implementing the agreed-upon solutions and providing necessary support to ensure a smooth transition. This final step marks the culmination of the sales process and the beginning of the client-provider relationship.

☐ Lost case

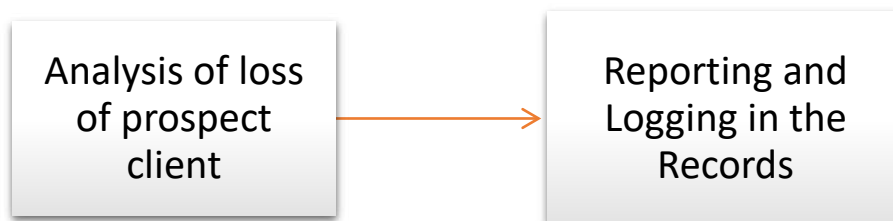| Analysis of loss of prospect client | → | Reporting and Logging in the Records |

Figure 6: Lost Case

If a client chooses not to proceed with the agreement or partnership, I take the necessary steps to determine the causes of the loss. This includes examining the interactions and circumstances that influenced the decision. Once I have identified the reasons, I proceed to document and record them for future analysis and reference. Throughout this process, I maintain a comprehensive record of the factors that contributed to the loss, including client feedback, market conditions, and internal challenges. This information is crucial in order to comprehend the reasons behind the failure and understand why the client opted not to convert.

2.5 Contribution as a Co-op Student

During my cooperative education program, I undertook the duty of increasing sales by making daily cold calls, cold visits to prospective customers. This entailed visiting at least three different organizations per day to market our services. I was able to successfully onboard two new clients with my efforts, and I also helped an intern, Ms. Shristi Dhungel onboard another client. However, my responsibilities went beyond simple communication; I methodically wrote appealing emails, personalized proposals, and entertaining brochures to highlight our capabilities. Furthermore, I ensured that our agreements were fair and satisfactory to both parties, with a strong emphasis on developing and keeping strong connections with our customers.

In the second month of my cooperative education, I was offered the opportunity to help with business development initiatives in the call center solutions department. One of the primary difficulties I discovered was our software's pricing, which was much more than that of

our competitors. Due to this pricing problem, we were only able to serve RBB and Vatsalya IVF as clients. To address this issue, I proposed a strategic drop in the price of our product. This change turned out to be crucial since it raised our level of market competitiveness. I then made an effort to actively interact with three to four prospective customers every week, outlining the advantages of our product and how it might be tailored to their particular requirements. Currently, one client is quite likely to join up due to our new, more competitive pricing structure. Another client has showed interest due to the perceived value of our entire call center solutions.

During my cooperative education program, I also made a substantial contribution to a new project that Mr. Diwas Tamang initiated: outbound voice broadcasting. My supervisor entrusted me with the responsibility of presenting the idea to the company's executive management. In preparation for this, I conducted extensive market research to determine the potential demand for such a service and worked with my colleagues to establish financial estimates for its success. In addition, I helped to determine the service's price approach. Through extensive presentations and talks, I was able to gain support from the board of directors and the management team, paving the way for the launch of this exciting new initiative.

CHAPTER THREE
LEARNING PROCESS

3.1. Problem/ Issues of the Company

One majorly identified problem for Infocom Solutions is its reliance on partnerships with foreign countries to provide the products and services. The majority of these collaborations entail acquiring software from abroad rather than using indigenous products. Although this could appear advantageous for gaining access to cutting-edge technology or broadening the scope of services provided, it adds complications to business practices, revenue sharing, and profit allocation. Differences in legal frameworks, cultural nuances, and time zones are frequently the source of operational challenges. Even if Infocom Solutions is able to provide competitive pricing, addressing these operational complexities might impede smooth business operations and potentially compromise service quality. The organization becomes more susceptible to external forces and may experience difficulties in sustaining consistent service levels.

The absence of a dedicated sales representative for every vertical is another significant issue at Infocom Solutions. Instead, one salesperson is responsible for sales in numerous verticals, which can lead to inefficiencies and missed opportunities. A salesman may lack the specialized expertise or attention required to successfully handle the particular requirements of each vertical if they are in charge of too many verticals. This may lead to worse comprehension of the needs of the client, a slower rate of response, and trouble establishing trusting connections with the client. This could result in missed sales opportunities and lower income since prospective customers would feel ignored or undervalued. Without specialized salespeople for each sector, Infocom Solutions risks spreading its resources too thin and jeopardizing its ability to capitalize on market opportunities.

Infocom Solutions also has a problem with underutilizing its own services, especially when it comes to social media and email marketing. Even though the firm claims to be an expert in these services, it hasn't properly utilized them to its advantage. Although considerable attempt has been shown in using social media platforms for marketing, email marketing methods have not been implemented with enough vigor. This is a squandered chance to interact with prospective customers, market Infocom Solutions' products, and foster company expansion. By failing to practice what it proclaims, Infocom Solutions not only weakens its own credibility, but also misses out on significant opportunities to demonstrate the success of its services. To improve the company's online presence, social media campaigns and effective email marketing

techniques must be used together.

3.2 Solutions to the Problems

Infocom Solutions confronts the difficulty of relying heavily on international partnerships for its products and services, which leads to complications in business models and operational inefficiencies. To overcome this, the corporation could broaden its ties by looking into collaborations with domestic companies. By cultivating connections with regional technology startups or allocating resources towards internal research and development, Infocom Solutions can present competitive substitutes for overseas solutions, diminishing reliance and minimizing operational hazards. Working with overseas partners will also be less complicated if operational procedures are streamlined, for as by having standardized contracts and open lines of communication.

Lack of assigned salespeople for every vertical is a serious problem that leads to inefficiency and lost chances. Infocom Solutions can address this issue by designating specialized sales representatives to particular industry sectors. This enables sales teams to concentrate on comprehending and meeting the particular needs of each vertical by providing specialized attention and experience. Giving salespeople the chance to grow professionally will improve their knowledge and abilities, making it easier for them to interact with customers and close deals. Sales teams will be able to manage several verticals more effectively by streamlining procedures through the implementation of CRM systems and sales automation solutions.

Infocom Solutions also underuses its own services, especially when it comes to social media and email marketing. The business should start internal marketing initiatives to encourage the adoption of these services within the company in order to overcome this obstacle. Infocom Solutions can promote adoption within teams by stressing the advantages and presenting success stories. Setting an example for others to follow by using email and social media marketing techniques into its own marketing campaigns will show prospective customers how beneficial these services are and highlight the company's experience. Employees will be equipped with the skills essential to harness these services for maximum impact if internal teams receive training and guidance on how to use them effectively.

3.2.1. Literature Review

Adhikari (2023) found that one of the major barriers Nepali SMEs encounter in going digital is high-priced software. His discussion with Mr. Suresh Pandey discloses that they have

been successful in making low-cost software for small and medium enterprises to promote digitization among them.

Lack. (2013) said that you can succeed with your sales efforts if you have hard-working, competent professionals who are somewhat assertive, not afraid of rejection, and are driven financially.

Tarakci, M. and Rank, O. (2015) provided an analysis between resource constraints and organizational performance. Having limited resources can impact organizational performance, so it can be mitigated by effective resource allocation with strategic priorities and management strategies. Additionally, it can be mitigated by using flexible resources to respond to changes. It provided an analysis between resource constraints and organizational performance. Having limited resources can impact organizational performance, so it can be mitigated by effective resource allocation with strategic priorities and management strategies. Additionally, it can be mitigated by using flexible resources to respond to changes.

3.3 Recommendations to Infocom Solutions Private Limited.

To improve its operations, Infocom Solutions could consider sourcing items and services from Nepal's domestic market. Purchasing locally can help cut expenses and get around the difficulties of sourcing from abroad. For example, Infocom Solutions might look at local market participants that offer comparable software instead of getting its call center solution from India. This action not only boosts the home economy but also gets around difficulties with complicated corporate agreements, profit sharing, and revenue sharing. Infocom Solutions can improve its competitiveness in the market and expedite its procurement process by utilizing local resources.

In terms of sales management, I have personally encountered a difficulty in effectively monitoring leads and managing sales activities. As a solution, I suggest the implementation of a lead management software system to tackle this challenge. This system would enable sales associates and managers to efficiently track work schedules, access client histories, and closely monitor sales activities. By doing so, not only will individual performance be enhanced, but also collaboration and accountability within the sales team. By investing in a reliable lead management system, Infocom Solutions can streamline its sales processes, enhance customer relationship management, and ultimately boost revenue growth.

Furthermore, it is crucial for Infocom Solutions to address the issue of departmental groupism by actively promoting collaboration across departments through team-building activities. Often, employees tend to form close-knit circles within their own departments, which

can impede effective communication and hinder teamwork. By organizing a variety of team-building activities, Infocom can cultivate a culture of collaboration and camaraderie that transcends departmental boundaries. This approach will not only enhance communication and synergy, but also foster a sense of unity and shared purpose among employees.

In addition, Infocom should prioritize the improvement of departmental efficiency by streamlining workflows, optimizing processes, and implementing clear accountability measures. Regular monitoring of employee performance and maintaining a healthy work environment through consistent sanitation routines are also crucial steps towards achieving organizational excellence. By addressing these areas, Infocom Solutions can enhance its procurement strategies, optimize sales management processes, improve departmental efficiency, and create a conducive work environment for its employees.

3.4 Learnings during the Co-operative Education

To begin with, I came to recognize the significance of establishing connections and networking in the professional realm. By actively building and maintaining relationships with colleagues, clients, and peers in the industry, one can unlock fresh prospects for collaboration and advancement.

Furthermore, I have gained a deep understanding of the importance of adopting a customer-centric approach. Placing the needs and preferences of customers at the forefront guarantees their satisfaction and fosters enduring relationships.

Lastly, I have personally witnessed the immense power of teamwork and collaboration. Throughout my cooperative education, I discovered that working collectively as a team yields superior outcomes. For instance, I observed how even high-level managers were willing to assist with even the most minor tasks. During tender processes, the entire team collaborated to meticulously prepare all essential documents and presentations for bidding, ensuring a comprehensive proposal. Moreover, team-building activities and post-work gatherings served as a means of rejuvenation, cultivating a positive work environment and fortifying team bonds. These experiences have instilled in me the significance of collaboration and teamwork in attaining organizational objectives.

3.5 Application of Theoretical Knowledge in Real Working Situation

During my cooperative education, despite specializing in finance, I chose to work in sales and marketing department. To my surprise, I was able to implement the theoretical knowledge acquired at Kathmandu College of Management and Siam University, Bangkok,

Thailand in my daily tasks. Here are some instances of how I put theoretical concepts into practice in a professional setting:

 One crucial concept I utilized was the elevator pitch. This is a brief and persuasive speech used to generate interest in a product or service. In my role, I employed this strategy when approaching potential clients, articulating our services clearly and convincingly in a short span of time. This enabled me to capture their attention swiftly and kick start meaningful discussions about our offerings.

 Another theoretical concept I applied was formulating and presenting a business plan. I participated in crafting a business plan for a new project in voice broadcasting. Leveraging my academic background, I structured the plan, incorporating market analysis, revenue model, and operational tactics. Subsequently, I presented this plan to the management team, highlighting the venture's potential and delineating the necessary steps for its successful execution.

 Moreover, I employed financial projection methodologies in various facets of my responsibilities. For example, I devised sales projections based on market trends and client information for the Outbound Voice Broadcasting initiative to allocate resources efficiently. I also applied concepts such as loss carry forward to evaluate the influence of prior losses on present financial performance. Additionally, I scrutinized revenue and profit sharing agreements with partners and clients to ensure equitable and sustainable arrangements for all parties involved.

Applying these theoretical concepts in a practical environment allowed me to make a valuable contribution to the company's sales and marketing endeavors. This showcased the practicality and significance of my academic education in real-life situations.

3.6 Special Skills and New Knowledge Learnt

During my cooperative education, I acquired a variety of specialized skills and fresh knowledge, many of which fell outside my typical area of expertise.

 Technical Skills: Despite my background in finance with limited technical expertise, I had to swiftly grasp technical concepts like APIs, SIP channels, SIP PBX, and server functionalities. This was essential for comprehending the products I was promoting, such as call center software and A2P solutions. Mastering these technical aspects allowed me to communicate more effectively with clients and comprehend their requirements, ultimately enhancing my sales performance.

☐ Market Research: I obtained hands-on experience in conducting primary and secondary market research. This entailed collecting and analyzing data to identify market trends, customer preferences, and competitor strategies. Through this research, I gained insights that informed our sales and marketing strategies, enabling us to target the appropriate customers with the right messages.

☐ Interpersonal Relationship Skills: Establishing strong interpersonal connections was crucial in my position. I learned to communicate effectively and handle confidential matters diplomatically with clients and colleagues, fostering trust and rapport.

☐ Negotiating Skills: Negotiating terms and agreements with clients constituted a significant aspect of my responsibilities. I cultivated negotiation skills to secure mutually beneficial outcomes for all parties involved.

☐ Document Drafting and Reviewing: I acquired experience in drafting and reviewing official documents such as proposals and agreements. This involved ensuring precision, clarity, and adherence to corporate standards.

☐ Sales Projections Methodologies: Grasping methodologies for sales projections was vital for planning and forecasting. I learned how to analyze historical data, market trends, and other factors to accurately project future sales.

☐ Time Management: Juggling multiple tasks and deadlines, I refined my time management skills to effectively prioritize tasks and consistently meet deadlines.

☐ Report Creation and Delivery: I acquired the ability to generate detailed reports that consolidate sales data, performance indicators, and market trends. These reports played a crucial role in assessing our tactics and facilitating well-informed choices.

☐ Corporate Standard Presentation: I developed skills in delivering presentations following corporate standards, ensuring professionalism and consistency in messaging.

☐ Multi-Tasking under Pressure: Lastly, I mastered the art of multitasking efficiently in high-pressure situations, managing multiple tasks and adjusting priorities to meet the demands of the business environment.

These competencies have significantly contributed to my professional growth, providing me with a versatile skill set applicable to diverse positions and sectors.

CHAPTER FOUR
CONCLUSION

4.1 Summary Highlights of Co-operative Education at ISPL

My co-op study at Infocom Solutions Pvt. Ltd. was a valuable experience that allowed me to bridge the gap between theoretical knowledge and practical application in a professional environment. This opportunity provided me with hands-on experience and a deeper understanding of real-world business operations.

Transitioning from a student to a full-time employee was a challenging process. Despite having completed two internships in the past, adjusting to the 10:00 am to 5:30 pm work schedule was difficult at first. Learning about sales and the products and services offered by ISPL added to the initial challenges. However, with perseverance, I gained confidence and started to make progress. Securing my first client by the end of the first month was a significant achievement that boosted my confidence and determination.

Choosing sales as a career path presented me with a deliberate challenge, one that ultimately proved to be an incredibly rewarding experience. Despite the demanding and challenging nature of sales, the sense of achievement that comes with successfully converting a lead is unmatched. During my tenure at Infocom, I acquired valuable insights into various facets of sales, such as business planning, pitching, forecasting, and software solutions comprehension. These experiences not only deepened my knowledge of sales processes but also honed crucial skills like communication, negotiation, and problem-solving.

Above all, this collaborative learning phase facilitated my personal and professional growth. I emerged from this period as a more self-assured individual with refined interpersonal abilities. The obstacles I encountered and conquered at Infocom have equipped me with the expertise, skills, and confidence needed to approach future professional challenges with zeal and resolve. In essence, my cooperative study at Infocom Solutions Pvt. Ltd. was a fulfilling journey that significantly contributed to my professional advancement.

4.2 Self Evaluation of the Work Experience

My tenure at the organization has been truly enlightening and enjoyable, exceeding my initial expectations. It has offered me invaluable insights into the inner workings of a hierarchical organization and the flow of information within it. Working in sales has not only deepened my understanding of business operations but has also allowed me to refine my skills through hands-on experience. Engaging in various projects has enhanced my ability to estimate

potential new business and strategically assess projects. These experiences have significantly improved my decision-making skills and laid a solid foundation for my future aspirations in sales.

The most important lesson I have learned during my time here is comprehending organizational dynamics. Witnessing how decisions are made and teams collaborate has been instrumental in shaping my sales approach. These insights will undoubtedly assist me in overcoming challenges and seizing opportunities effectively in the sales profession. Overall, my time at the organization has equipped me with a strong skill set and a deeper understanding of how to thrive in the competitive sales industry.

In summary, my experience at the organization has been highly rewarding, providing me with practical knowledge and skills that will be essential for my continued growth in my sales career. I am thankful for the opportunities and lessons I have received, and I am eager to apply them as I strive for success in the future.

4.3 Limitations of the Co-op Studies

While there are many benefits and learning opportunities for students like me to gain practical working experience in addition to sound theoretical knowledge, there are some limitations as well.

One drawback of the cooperative education structure, specifically the 16-week timeframe required by Siam University and KCM, is that it places a restriction on the learning and growth process. Although I have been fortunate enough to have work that extends beyond this period, it remains a challenge for many students. Within just four months, it is challenging to deeply engage in complex projects or gain extensive expertise in a specific field.

Furthermore, the availability of suitable placements can also pose a limitation. Not all companies may be willing or able to provide cooperative education opportunities, particularly in specialized fields. This narrows down the options for students and may lead them to settle for placements that do not align with their career goals or interests.

Nevertheless, the advantages of participating in a Co-Op program outweigh these limitations, as it offers valuable experiences, opportunities, and even the potential to secure a full-time job after graduation.

4.4 Recommendations

To optimize the co-op study period, it's advisable to consider a few enhancements. Firstly, extending the duration of the co-op program would offer students a more substantial

opportunity for skill development and hands-on experience, better preparing them for future endeavors. Secondly, enhancing collaboration within the company by granting co-op students increased authority and responsibility could foster a more enriching learning environment. Lastly, organizing a comprehensive briefing session involving all stakeholders—co-op and job supervisors along with students—to clarify the objectives and expectations would promote transparency and ensure mutual understanding, thereby maximizing the benefits for everyone involved. Also, having a person in charge of interns would aid in building an internship program that would ensure that the interns are getting the most out of the experience and also ensure that they are getting assistance in their career development. (Matt D'Angelo, 2023, para 6)

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Appendices

Appendix 1: Workplace at Infocom Solution Private Limited
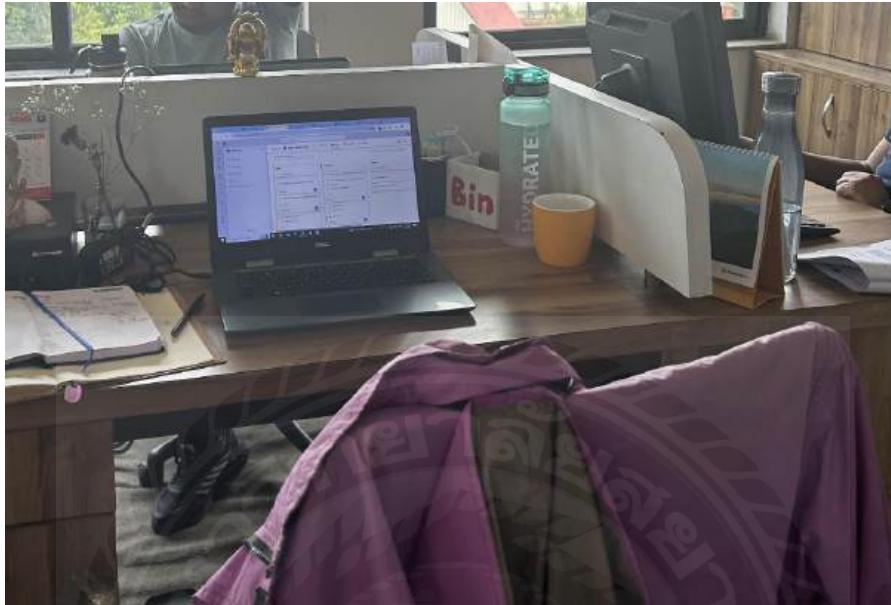

Figure 7: Workplace at Infocom Solutions Private Limited

Appendix 2: Infocom Solutions Private Limited's Website

Figure 8: Infocom Solutions Private Limited's Website

Appendix 3: Infocom Solutions Private Limited's Partner Companies
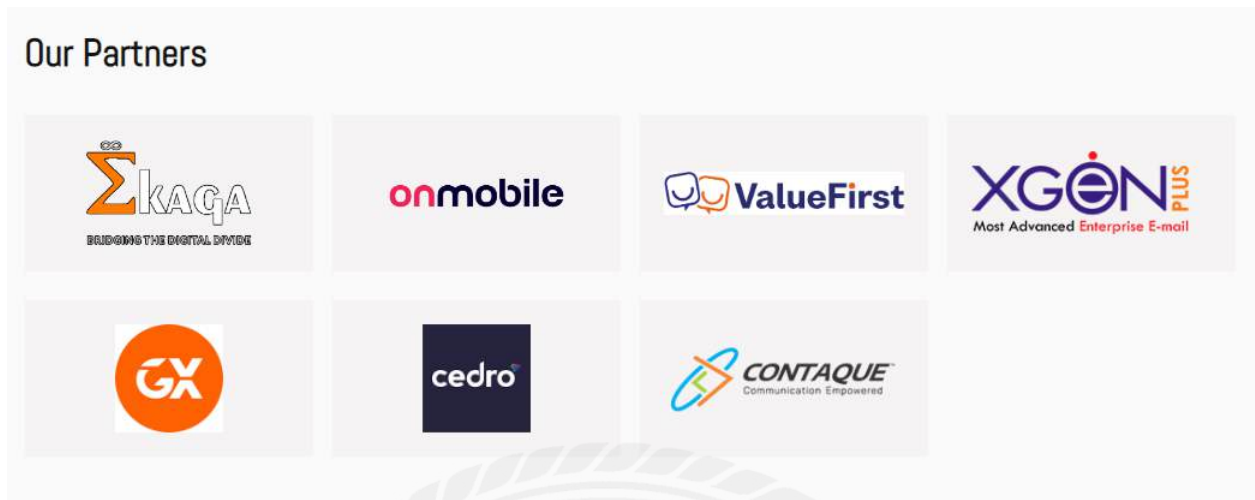

Figure 9: Infocom Solutions Private Limited's Partner Companies

Appendix 4: Playing Nepali Board Game Samrajya after Office

Figure 10: Playing Board Game after Office