



## **COOPERATIVE EDUCATION REPORT**

Integrated Marketing Campaign at Passenger Vehicle Unit of Tata Motors Nepal.

**Written By**

Mr. Pranay Tayal

Student ID: 6308040064

**This report is submitted in partial fulfillment of the requirements for Cooperative**

**Education, Faculty of Business Administration, Academic semester 2/2023**

**Siam University**

**Title:** Integrated Marketing Campaign at Passenger Vehicle Unit of Tata Motors Nepal.

**Written By:** Pranay Tayal

**Department:** Bachelor of Business Administration (Marketing)

**Academic Advisor:** Mr. Ashutosh Mishra

Oral Presentation Committees

*Ashutosh Mishra*

(Mr. Ashutosh Mishra)

Academic Advisor

*Aman Magar*

(Mr. Aman Magar)

Asst. Marketing Manager

Sipradi Trading Pvt. Ltd. (Tata Motors PVU)

Job Supervisor

*Bikash Dahal*

(Bikash Dahal.)

Cooperative Education Committee

*Maruj Limpawattana*

(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education Department

**Project Title:** Integrated Marketing Campaign at Passenger Vehicle Unit of Tata Motors Nepal.

**Credits:** 5

**By:** Mr. Pranay Tayal

**Advisor:** Mr. Ashutosh Mishra

**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

## ABSTRACT

This cooperative report is about my internship experience at Siprodi Trading Pvt. Ltd., a division of Siprodi. It is a major player in automotive and allied business ('SIPRADI Companies,' n.d.). As a parent company, it has various wings, including Siprodi Trading, Siprodi Auto Parts, Siprodi Hire Purchase, and Siprodi Assured. STPL has been a sole distributor of Tata Motors Ltd., India, for Nepal since 1982. The company has been providing sales, services, and spare parts facilities for the full range of Tata Motors commercial as well as passenger vehicles. I joined STPL as a marketing intern in the Tata Passenger Vehicle Unit division, where I was assigned to handle the customer relationship management software made for the business, create a new database and send it to the concerned departments, handle the backend website of Tata Motors Nepal, generate new leads for potential sales of the product, and handle assigned duties during the events and sponsored fairs that were carried out by the company. The objective of the study includes (1) to know the integrated marketing campaign at Tata Passenger Vehicle Unit in Nepal, (2) to analyse how the automobile sector works and operates in Nepal with some sub objectives mentioned in detail later in this report. The EV market has boomed recently in the Nepalese market, and Tata produces both EVs and combustion engine vehicles. Due to the change in demand, Tata sells most of the cars that are EVs, and the remaining are traditional fuel-burning cars. So this report will focus on the integrated marketing campaign carried out by Tata Motors in Nepal. This cooperative education has helped me utilise my academic knowledge when conducting real-world projects. It has equipped me with the organisational, analytical, and technical skills required for me to thrive in the corporate world.

**Keywords:** *Integrated Marketing, Customer relationship management, BTL Events*

## ACKNOWLEDGMENT

The four-month co-op course would not have been possible without the assistance of several individuals and organizations that contributed to making this internship a success. This report has enhanced my understanding of digital marketing and corporate sector marketing strategies.

I want to thank Siam University for providing me with the opportunity to participate in co-op studies as part of my program. It aided my career advancement by allowing me to apply my theoretical knowledge in a practical setting. I'd also like to thank Mr. Ashutosh Mishra, my academic advisor at Siam University, for providing me with the feedback I needed to prepare my report.

I want to express my gratitude to Sipradi Trading Pvt. Ltd. for providing me with the opportunity to contribute to the business while also furthering my personal knowledge and abilities. I am deeply grateful to Mr. Aman Magar, my job supervisor, for his unwavering guidance and assistance throughout the term.

I'd also like to express my gratitude to all the faculty members at Kathmandu College of Management, as well as all my co-workers, for their assistance in making my internship experience as fruitful as possible.



Pranay Tayal

6308040064

## TABLE OF CONTENTS

ABSTRACT .....	3
ACKNOWLEDGMENT.....	4
LIST OF FIGURES .....	7
LIST OF TABLES .....	8
LIST OF ACRONYMS .....	8
CHAPTER 1: INTRODUCTION .....	9
1.1 Company’s Profile .....	9
1.1.1 Company Product .....	10
1.1.2 Company Mission .....	13
1.1.3 Company Vision .....	13
1.1.4 Strategies of the Company .....	13
1.2 Organizational Structure .....	14
1.2.1 Diagram of the Organizational Structure .....	14
1.2.2 Job Position .....	15
1.2.3 Job Position in the Company’s Organizational Structure .....	15
1.3 Intention and Motivation to Choose the Company .....	16
1.4 Strategic Analysis of the Company.....	17
1.5 Objectives of this Co-op Study: .....	19
CHAPTER 2: CO-OP STUDY ACTIVITIES .....	20
2.1 Job Description .....	20
2.2 Job Responsibilities and Work Duties .....	21

2.2.1 Using CRM Software.....	21
2.2.2 Handled and Managed the Website of Tata Motors Nepal.....	21
2.2.3 Collected Data and Maintain Different Database for Marketing and Sales Team.....	21
2.2.4 Handled the Events in Tata Motors Showroom.....	22
2.2.5 Meetings with the Ad Agencies.....	22
2.2.6 Handled the Video Shootings for Tata Motors.....	22
2.2.7 Assisting with Collateral Development.....	22
2.2.8 Ad Hoc Projects.....	23
2.2.9 Administrative Support .....	23
2.3 Activities in Coordinating with Co-workers .....	23
2.4 Job Process Diagram .....	24
2.4.1 CRM Management. ....	24
2.4.2 Website Handling and Management.....	25
2.4.3 Created Database for Marketing and Sales Team .....	26
2.4.4 Assisting with Collateral Development.....	26
2.5 Contribution as a Co-op Student in the Company .....	27
CHAPTER 3: LEARNING PROCESS .....	29
3.1 Problems and Issues of the Institution .....	29
3.2 Solving the Problem .....	30
3.3 Recommendations to the Company .....	32
3.4 Learnings During the Co-op Studies .....	33
3.5 Applying Knowledge from Coursework .....	34

3.6 Special Skills and New Knowledge Learned .....	36
CHAPTER 4: CONCLUSION .....	38
4.1 Summary of Highlights of Co-op Studies .....	38
4.2 Evaluation of the work experience .....	39
4.2.1 Self Assesment.....	39
4.2.2 Contribution to My Career Development .....	40
4.2.3 My Personal satisfaction with Co-Op Studies at STPL.....	40
4.3 Limitations of the Co-op studies .....	41
4.4 Recommendations for the Company and Co-op Studies .....	41
4.4.1 Recommendations for the Improvement of Cooperative Education Preparation Courses .....	42
4.4.2 Recommendation for the Improvement of Co-op Work .....	42
<i>References</i> .....	43
<i>Annex</i> .....	44

## LIST OF FIGURES

Figure 1: My workplace STPL Thapathali, Kathmandu Showroom

Figure 2: Tata Nexon EV

Figure 3: Tata Tiago EV

Figure 4: Tata H5

Figure 5: Tata Punch

Figure 6: Organization structure of Siprodi Trading Pvt. Ltd.

Figure 7: Me with my Job Supervisor (Mr. Aman Magar) Asst. Marketing Manager Tata Passenger Vehicle Unit

Figure 8: Flowchart of the work process of using CRM Software

Figure 9: Flowchart of the work process of handling the website

Figure 10: Flowchart of the work process of creating database for marketing and sales team

Figure 11: Flowchart of the work process of assisting with collateral development

Figure 12: Handling the website of Tata Motors Nepal

Figure 13: One of the collateral developments designed by me

Figure 14: Tata Motors Passenger Vehicle showroom Thapathali, Kathmandu and Marketing department

Figure 15: Handling CRM software of STPL Tata Motors Nepal

Figure 16: Tata Tiago video shoot for social media with Miss Nepal

### **LIST OF TABLES**

Table 1: Few Tata Passenger Cars Available in Nepal

Table 2: Subjects applicable in the internship along with the course code

### **LIST OF ACRONYMS**

STPL: Sipradi Trading Pvt. Ltd.

PVT. LTD.: Private Limited

EV: Electric Vehicle

CSR: Consumer Social Responsibility

CRM: Customer Relationship Management

BTL: Bellow The Line



## CHAPTER 1: INTRODUCTION

### 1.1 Company's Profile

Sipradi is a major player in the automotive and allied industries. Sipradi has exceeded USD 350 million in annual revenue and is growing rapidly in various business sectors. ('SIPRADI Companies,' n.d.) The company has more than 1500 employees and staff working towards a common goal.

STPL has been a sole distributor of Tata Motors Ltd., India, for Nepal since 1982 and is certified to ISO 9001:2015. The company has been providing sales, services, and spare parts facilities for the full range of Tata Motors commercial as well as passenger vehicles. The company has extensive networks throughout Nepal, having 16 showrooms and 25 service centres dedicated to Tata passenger vehicles. Moreover, there are 22 sales network offices and 25 service centres dedicated to Tata Commercial Vehicles and allocated with 300 spare parts outlets across the country. Likewise, it is an exclusive and sole distributor of Mak lubricants, Michelin tyres, Exide Industrial batteries, and Luminous Inverters.



*Figure 1: My workplace STPL Thapathali, Kathmandu Showroom*

Sipradi as a parent company has various wings including

- Sipradi Trading Pvt. Ltd.
- Sipradi Auto Parts Pvt. Ltd. is the distributor of Tata genuine parts, garage equipment from Manatec, air tools from Kuken Co. Ltd., and Michelin tires in Nepal.
- Sipradi Hire Purchase Pvt. Ltd. : It deals with vehicular finance in Nepal.
- Sipradi Assured Pvt. Ltd. : It deals with the exchange of cars with brand new Tata cars with expert valuation on the exchange.

### 1.1.1 Company Products

Under the Tata Passenger Vehicle unit in Sipradi Trading Pvt. Ltd. these are some of the products that are offered currently in Nepal.

<p><u>Tiago EV</u></p> <p>45-49 KW Battery</p>	<p>Variants</p> <ul style="list-style-type: none"> <li>• XE</li> <li>• XT</li> <li>• XT+</li> </ul>
<p><u>H5</u></p> <p>Diesel BS6 1956 CC</p>	<p>Variants</p> <ul style="list-style-type: none"> <li>• XZA</li> <li>• XZA+</li> </ul>

<p><u>Nexon EV</u></p> <p>100 KW Battery</p>	<p>Variants</p> <ul style="list-style-type: none"> <li>• XM</li> <li>• XZ</li> <li>• XZ+</li> </ul>
<p><u>Tigor EV</u></p> <p>48.6 KW Battery</p>	<p>Variants</p> <ul style="list-style-type: none"> <li>• XM</li> <li>• XE</li> <li>• XZ+</li> </ul>
<p><u>Nexon</u></p> <p>Petrol BS6 Diesel BS6 1199 CC 1497 CC</p>	<p>Variants</p> <ul style="list-style-type: none"> <li>• XE</li> <li>• XM</li> <li>• XZ</li> <li>• XZ+</li> <li>• XZ+ (S)</li> </ul>
<p><u>Punch</u></p> <p>Petrol BS6 1199 CC</p>	<p>Variants</p> <ul style="list-style-type: none"> <li>• Pure</li> <li>• Adventure</li> <li>• Creative</li> </ul>

*Table 1: Few Tata Passenger Cars Available in Nepal.*



*Figure 2: Tata Nexon EV*



*Figure 3: Tata Tiago EV*



*Figure 4: Tata H5*



*Figure 5: Tata Punch*

### **1.1.2 Company Mission**

- Customer's first choice across all segments
- Employee's first choice
- Excellence in supply chain management, safety, operating efficiencies, stake holder management and CSR activities
- Growth oriented strategies and investments.

### **1.1.3 Company Vision**

To enhance and protect our market leader position of being the biggest and most trusted automotive distributor along with its allied ventures here in Nepal.

### **1.1.4 Strategies of the Company**

- Integrity

Maintain high ethical standards and compliance in conducting business.

- Teamwork

Maintain and improve open communication platform, encourage teamwork, respect all and recognize excellence in performance.

- Learning

Strongly emphasize the need to remain ahead of competition and be current with global standards and benchmarks in training employees.

- System

Be a system and process driven company that constantly invests in its physical infrastructure, people, technology and all procedural systems that drive efficiency and excellence.

## 1.2 Organizational Structure

Sipradi Trading Pvt. Ltd. consists of a unique and diverse set of professionals. The organizational structure is as follows:

### 1.2.1 Diagram of the Organizational Structure

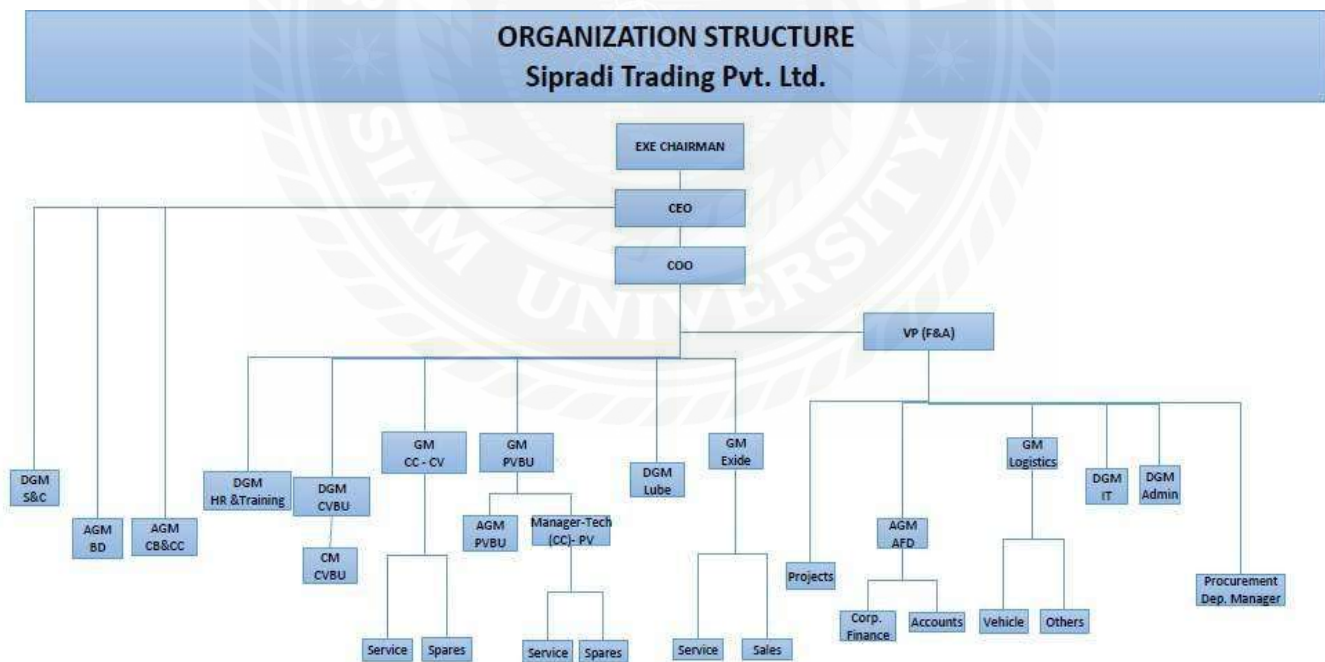


Figure 6: Organization structure of Sipradi Trading Pvt. Ltd.

### 1.2.2 Job Position

I joined STPL as a marketing intern of Tata Passenger Vehicle Unit division where I was assigned to handle the Customer Relationship Management software made for the business, create new Database and send to the concerned departments, handle the backend website of Tata Motors Nepal, generate new leads for potential sale of the product and handled assigned duties during the events and sponsored fairs that was carried out by the company.

### 1.2.3 Job Position in the Company's Organizational Structure



*Figure 7: Me with my Job Supervisor (Mr. Aman Magar) Asst. Marketing Manager Tata Passenger Vehicle Unit*

There are several key departments of Siprodi Trading Pvt. Ltd. There are different departments handling different brands, such as Tata Commercial Vehicle Unit, Tata Passenger Vehicle Unit, Exide Battery, Mak Lubricants, and Michelin Tires. My position is a marketing intern in the Tata Passenger Vehicle Business Unit under the marketing manager of that unit.



### **1.3 Intention and Motivation to Choose the Company**

My primary intention in working at Sipradi Trading Pvt. Ltd. In Tata Passenger Vehicle Business Unit was to gain a better understanding of the automobile industry. For my cooperative study placement at Sipradi Trading's Tata Motors Passenger Vehicle Unit while serving as a marketing intern Provides an ample of opportunities.

- Industry Exposure

Tata Motors Passenger Vehicle Unit at Sipradi Trading Pvt. Ltd. exposes me to the automotive industry's dynamics which allows me to understand marketing strategies tailored to this sector.

- Professional Growth

As a marketing intern, I Expect gaining practical experience in executing marketing campaigns, analyzing market trends, and understanding consumer behavior within the automotive market in Nepal.

- Brand Prestige

Tata Motors is a reputable brand in South Asia and being associated with its Passenger Vehicle Unit at STPL in Nepal adds a significant value to my professional profile.

- Networking Opportunities

Engaging with professionals within Tata Motors and Sipradi Trading Pvt. Ltd. facilitates valuable networking, strengthening connections that may prove beneficial for future career endeavors.



- Learn Digital Marketing

I look forward in learning about digital marketing strategies that are required in this sector because of the aggressiveness of automotive industry to use digital platforms. These includes social media marketing, content creation and other advertising platforms digitally.

- CRM Management

Managing Customer Relationship Management (CRM) systems is vital in understanding customer needs and preferences which is essential thing of my role as a marketing intern.

#### **1.4 Strategic Analysis of the Company**

Sipradi Trading is well-established in the car industry in Nepal. It began offering sales, services, and spare parts for the whole line of Tata Motor's commercial and passenger cars after obtaining exclusive distribution of Tata Motors India in Nepal .The first step in assessing and analysing a company's situation and future plans is strategic planning.

The SWOT analysis aids in more precisely identifying the goals of the firm. Finding out every internal and external aspect influencing a company's operations and brand value is also beneficial. I did a SWOT analysis of the car industry at Sipradi Trading. The outcomes are as follows:

##### **Strengths**

- In Nepal, Tata Motors enjoys a substantial market share. The majority of Nepalese people either know or associate Tata vehicles with big vehicles. It is ranked first among passenger vehicles in Nepal and has led every vehicle category even the new EV category.
- Tata Motors' extensive product variety is one of Sipradi Trading's key competitive advantages. Its product line includes a wide range of items, including vehicles, trucks, buses, heavy equipment, and vans. It makes it simpler for the business to target a large consumer segment and separate profits.

- Tata Motors has been adding prestigious premium car brands to its inventory. It has expanded its target market and bolstered its global presence. Given that Tata has bought Jaguar Land Rover, Sivradi Trading may benefit from the growing demand for premium vehicles in Nepal.
- Given that India is Nepal's neighbouring country and that Tata Motors is an Indian company, all the parts are readily available.
- Tata Motors is able to manufacture cars with all new age features and the highest safety records and certifications, so they can now give good competition to the international brands in the market.
- Sivradi Trading has a large employee base of 1500 and a productivity rate that is significantly higher than that of any other company in Nepal.
- Sivradi Trading has extensive networking and has service stations available in most places, making it easier for customers to acquire the required parts and components. They communicate across departments in an efficient manner.

#### Weaknesses

- Even though STPL deals in a variety of product categories, including batteries, lubricants, Tata Motors, it mostly relies on Tata Motors India as its source. Sivradi Trading and its staff are greatly impacted by any issues that may arise from Tata Motors.
- Sometimes there can be some miscommunication between the marketing department and the sales department in the STPL working environment that can create some issues for a while.

#### Opportunities

- The government of Nepal has been supporting EV's and promoting them by providing tax rebates and a lower tax base in comparison with the fuel powered cars in Nepal.

- Tata Motors has started to invest in new technologies and has expanded its EV into many segments and price points, which can cater to various income groups of people in Nepal too.
- Tata Motors manufactures the most affordable cars in India. Nepal, a developing nation, is sensitive to pricing. Siprodi therefore has the chance to use a variety of marketing strategies to draw in a large number of potential customers in that space.
- With Tata Motors' acquisition of Land Rover & Jaguar, Siprodi Trading now has the chance to market to high-end clients. The rising standard of living among Nepalese citizens has led to a demand for luxury products.

### Threats

- New brands in the EV category from China are able to attract customers in Nepal. Brands like BYD, CHANGAN, GWC, NETA with their features and value for money, make it difficult for Tata Motors to increase their sales in Nepal.
- Government policies regarding auto loans, customs duty, and excise duty on EV imports change every year in the budget speech, which can be a possible problem for Tata's sales as 90% of the sales right now come from EVs.
- In the Nepalese market, the number of new entrants in the automobile sector is very high. Many brands have shown their presence even before India, so the consumer has lots of options to choose from before making a purchase of a passenger car.

### 1.5 Objectives of this Co-op Study:

My ambition is to work in my own cement manufacturing business and other businesses in Nepal and I have an interest in entering the automobile sector in Nepal and introducing an exclusive automobile brand just like STPL in Nepal. So, this internship can help me learn how this industry works. Although I can only grasp knowledge from the marketing department and some parts of the sales department, this knowledge can be enough here in Nepal for the automobile. Understanding the context of the data, knowing about leads generation, CRM management and other marketing

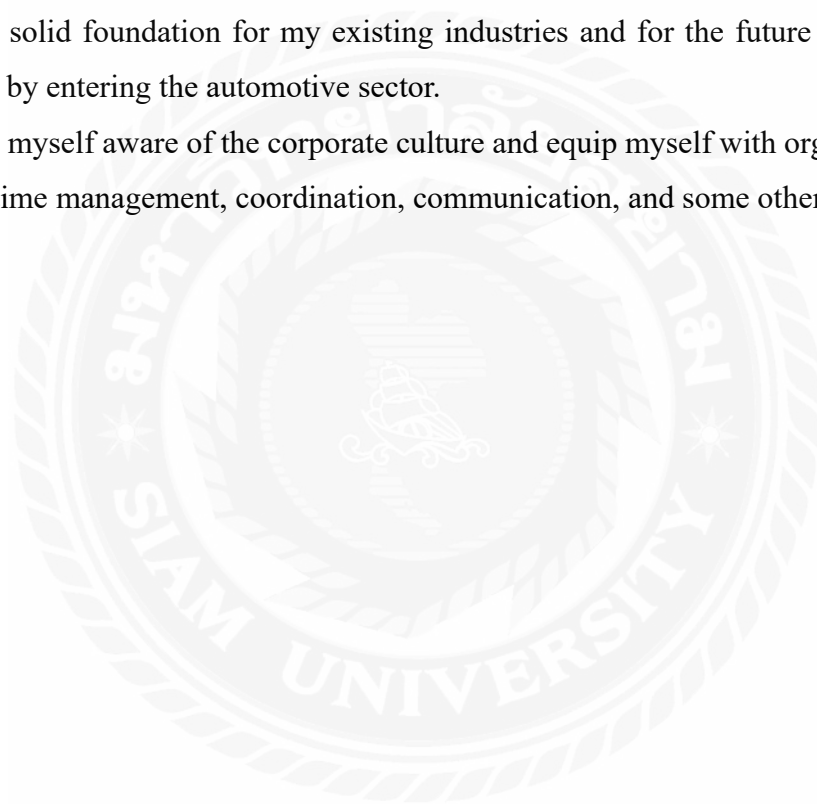
strategies used in this sector may all help to build a solid foundation for my future business and in my existing industries and businesses too.

The following are the objectives of my study:

- To know the integrated marketing campaign at Tata Passenger Vehicle Unit in Nepal.
- To analyze how the automobile sector works and operates in Nepal

The sub-objectives of the co-op studies are:

- To lay a solid foundation for my existing industries and for the future expansion of my business by entering the automotive sector.
- To make myself aware of the corporate culture and equip myself with organizational skills such as time management, coordination, communication, and some others.



## CHAPTER 2: CO-OP STUDY ACTIVITIES

### 2.1 Job Description

I joined STPL as a marketing intern in the Tata Passenger Vehicle Unit division, where I was assigned to handle some parts of the customer relationship management software made for the business, create a new database and send it to the concerned departments, generate new leads for potential sales of the product, and handle assigned duties during the events and sponsored fairs that were carried out by the company. I have been a part of many events organised by STPL in their showroom to let customers visit and enjoy food and entertainment in order to increase new bookings for cars. One such event was held from February 9th to 11th, 2024, and was named “Exchange with Love” in various Tata passenger vehicle showrooms across Nepal. I handled the Thapathali Showroom with this event where potential customers visited the showroom and either wanted to book a new Tata car or upgrade their old car with a new Tata car. The event mainly focused on exchange, food, entertainment, games, and a bumper prize of an iPhone 15. In this event, the main task I was assigned was to collect the booking leads, enter them into Siprodi’s CRM software, and create a database of customers who are either booking the cars with or without the exchange.

### 2.2 Job Responsibilities and Work Duties

My job responsibilities and work duties were mostly the same, but some additional work used to get assigned to me especially during the events and sponsored events done by Siprodi Trading Pvt. Ltd. The jobs I completed, however, were all interconnected. My job responsibilities were as follows:

#### 2.2.1 Using CRM Software

I was assigned at STPL to handle the CRM software named "DiyoChat," where I handled the inquiries of customers that used to come from digital platforms like Facebook, Instagram, etc. I used to handle the inquiries and divide them into categories such as Inquiry of any product, booking inquiries, after sales inquiries, etc. After that, I filtered them and then transformed those data into an Excel sheet, which I then used to forward that sheet with regular day-to-day updates

to the sales team in the Tata Motors Passenger Vehicle Unit. I had collected and filtered more than 2000 leads that used to come from those digital platforms.

### **2.2.2 Handled the Website of Tata Motors Nepal.**

Tata Motors Nepal website (<https://tatacars.sipradi.com.np>) is developed by STPL and I was assigned to handle some part of the website. I used to handle the inquiries, booking, deliveries, Exchange forms that customers used to enter the website. In 16 weeks, I had collected and handled more than 1500 such inquiries and booking information and filtered them further. Additionally, the sales team also used to enter some data into it which I gathered and collected and filtered them and then regularly update it in an excel sheet.

### **2.2.3 Collected Data and Maintain Different Database for Marketing and Sales Team**

I used to collect various data relating to the target group Tata Motors was trying to increase sales. Some of the prospecting areas of that time were: College Professors, Doctors, Pilots, Federation of Nepalese Chambers of Commerce and Industry, Hotel Association Nepal, etc. I used to collect the names, contact numbers and other details which I then gathered and created a database in excel format and then I used to send it to my supervisors and then which reached to the sales team to makes sales to those prospect buyers. For each prospect I had collected and maintain database with at least 400 data entries.

### **2.2.4 Handled the Events in Tata Motors Showroom**

I have been a part of many events organised by STPL in their showroom to let customers visit and enjoy food and entertainment in order to increase new bookings for cars. One such event was held from February 9th to 11th, 2024, and was named “Exchange with Love” in various Tata passenger vehicle units across Nepal. I handeled the Thapathali Showroom with this event where potential customers visited the showroom and either wanted to book a new Tata car or upgrade their old car with a new Tata car. One of the second events in which I was involved was on Women’s Day, i.e., March 8, 2024. The campaign was named ‘Women on the Go,’ where women who owned Tata cars were invited, and a car drive was planned out with exciting participating gifts.

### **2.2.5 Meetings with the Ad agencies**

I was also involved in meetings with the ad agencies where my supervisor and I used to discuss about Tata Motors campaign and plans that need to be carried out. We used to discuss on creative and planned them. We also used to discuss about advertisement spendings on online platforms like news portals, automobile magazines and other areas too.

### **2.2.6 Handled the Video Shootings for Tata Motors**

Tata Motors spends every month about 5,000,000 Nepalese rupees as a marketing budget. So, Tata Motors also used to create videos, TVCs, and car shoots with the help of ad agencies. I used to handle the various tasks that the supervisor used to assign to me during such shoots. One of the tasks was to direct the ad agencies with the script and direct them as per the needs of Tata Motors. My supervisor also used to provide me with some other tasks related to such shoots so that the ad agencies could create the best possible car shoot, TVC's, etc.

### **2.2.7 Assisting with Collateral Development**

I used to support the development of marketing collateral like flyers for Tata cars, brochures of Tata Cars, presentations, etc. I used to coordinate with the agencies like printers and other stake holders to ensure timely delivery of such materials. I had prepared brochures for Tata Tiago EV and Tata Nexon EV Max.

### **2.2.8 Ad Hoc Projects**

Assist the marketing team and other divisions within the company with ad hoc projects and tasks. This could entail writing presentations, conducting research, or lending help to specific projects.

### **2.2.9 Administrative Support**

I used to do some general administrative support to the marketing team, such as organizing files, maintain other marketing databases and, I used to maintain monthly marketing expense

receipts and enter them into an excel sheet. Then that sheet with the total amount I used to send it to the supervisor.

### **2.3 Activities in Coordinating with Co-workers**

Since I was an intern and didn't know the ins and outs of the company, my supervisor would often introduce the task at the beginning of the internship to give me an overview of what was required of me. I was originally introduced to all my bosses and coworkers as an intern so that I could get to know them and feel more comfortable in the office. Although the work first appeared simple, my supervisor would walk me through each step so that I could do the tasks more quickly and accurately. As an intern, I was not familiar with the working style of my coworkers; therefore, they helped me finish my task on time. I had to internally communicate with my co-workers and supervisors before taking any decisions. Before making any decisions, I had to consult with my co-workers and supervisors internally.

Furthermore, we previously held a weekly meeting with the entire marketing department of Tata Motors Passenger Vehicle Unit to showcase the tasks we accomplished during the week. During the meeting, we will engage in brainstorming sessions to generate ideas on how to forward the tasks and projects. I felt comfortable interacting with the individuals. We successfully formed an exceptional team and accomplished the intended results.

### **2.4 Job Process Diagram**

Below are the flowcharts to the description of my detailed work stated above being as a marketing intern in STPL's Tata Motors Passenger Vehicle Unit.

#### **2.4.1 CRM Management**



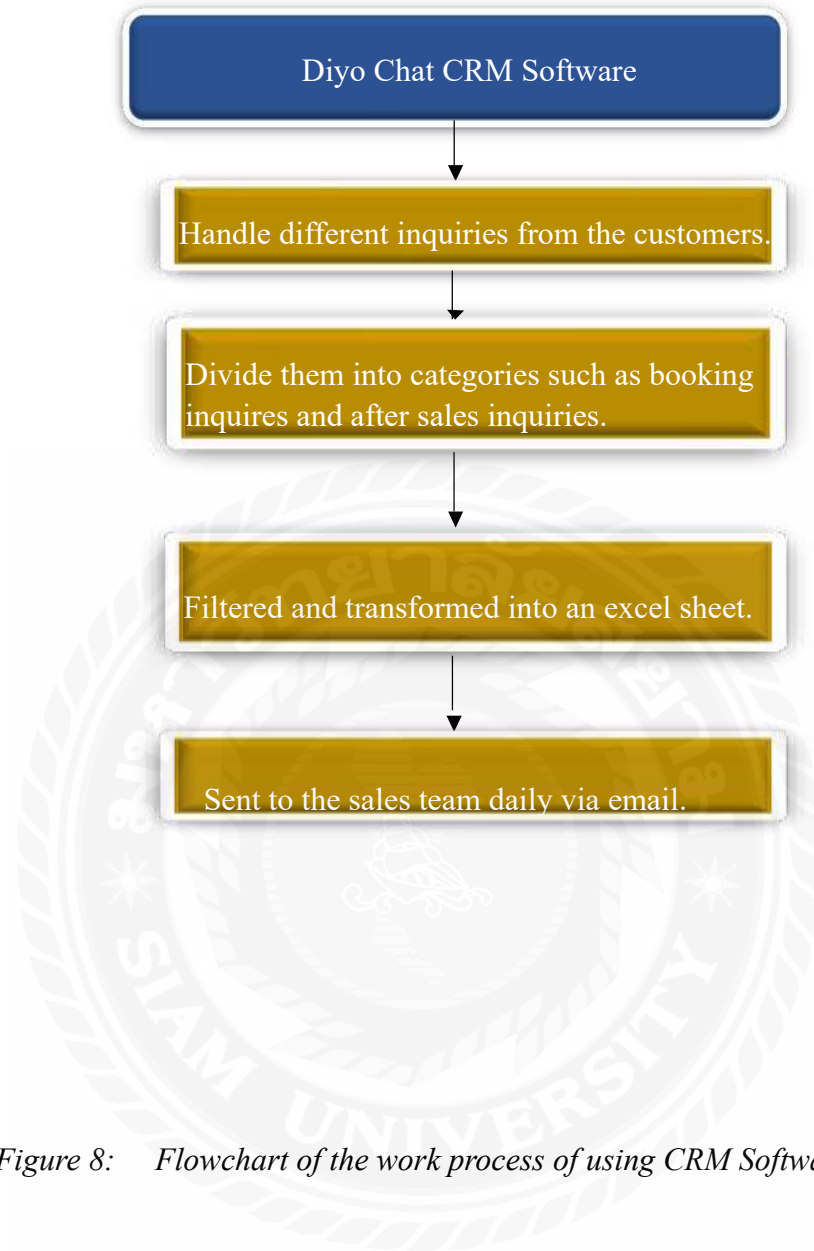
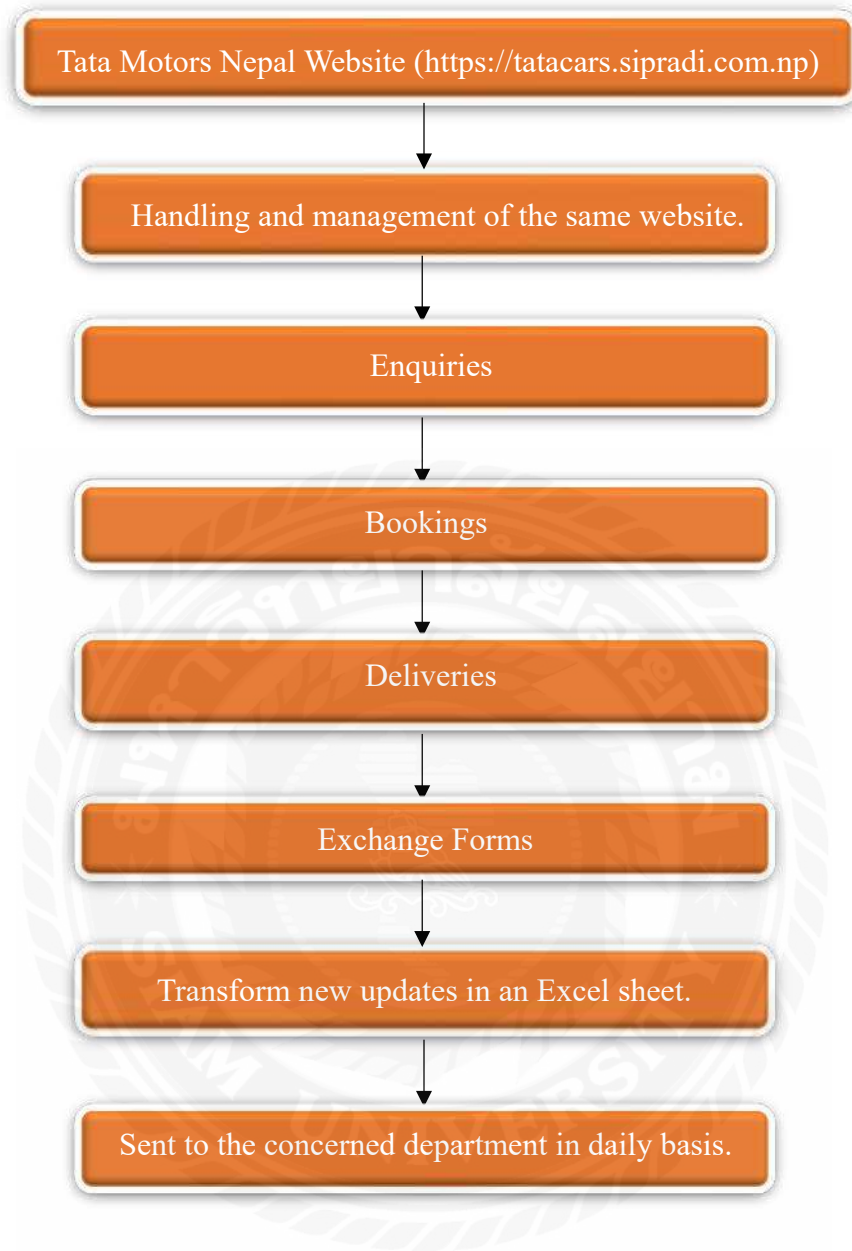


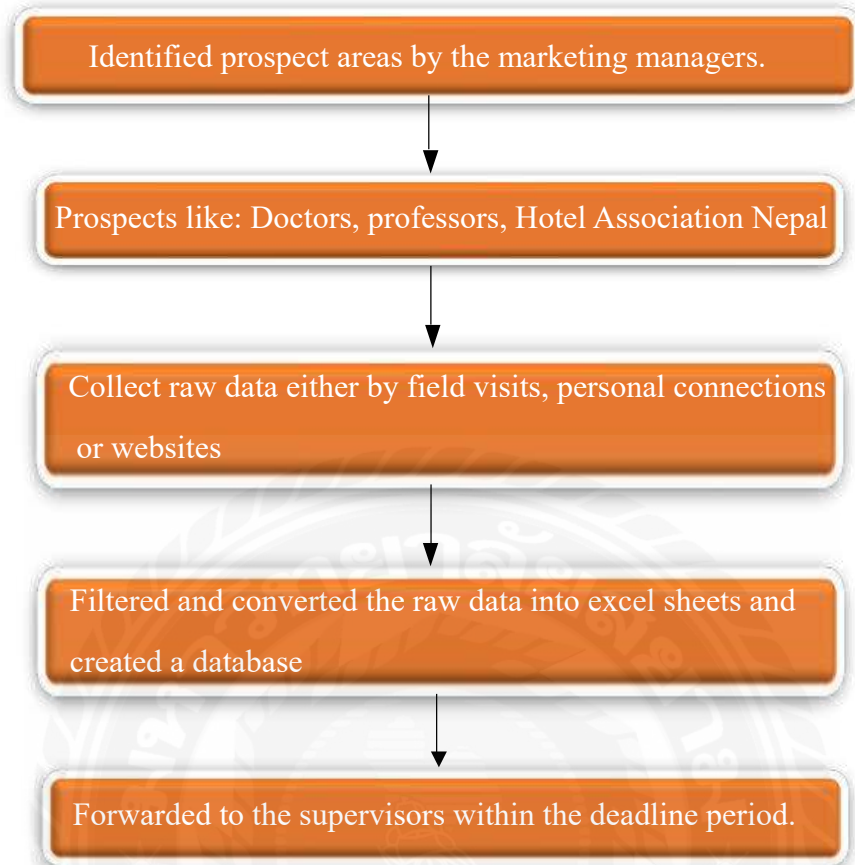
Figure 8: *Flowchart of the work process of using CRM Software*

#### 2.4.2 Website Handling and Management



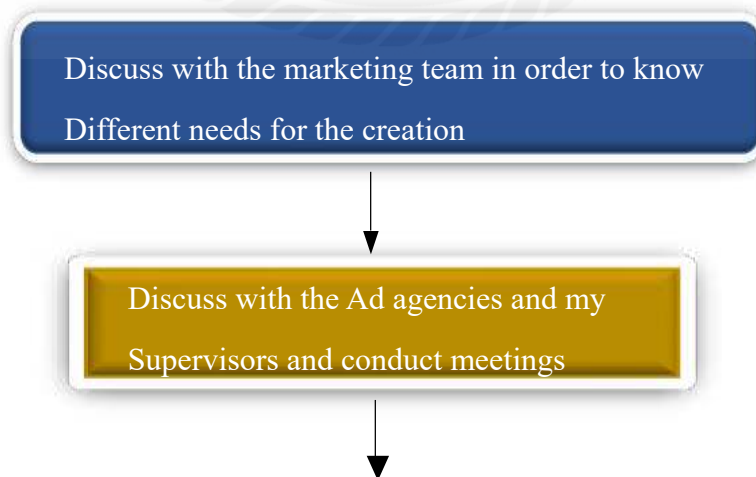
*Figure 9: Flowchart of the work process of handling the website*

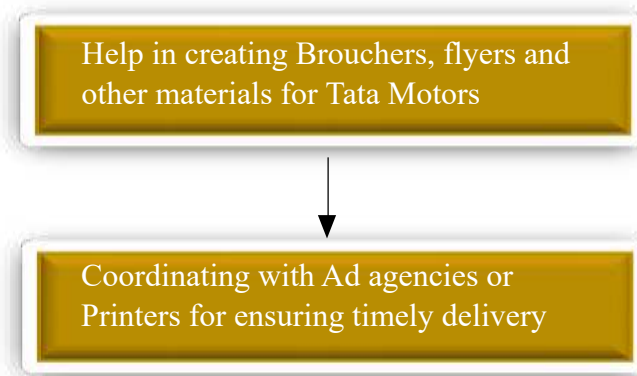
### **2.4.3 Created Database for Marketing and Sales Team**



*Figure 10: Flowchart of the work process of creating database for marketing and sales team*

#### **2.4.4 Assisting with Collateral Development**





*Figure 11: Flowchart of the work process of assisting with collateral development*

## **2.5 Contribution as a Co-op Student in the Company**

The experience of becoming an intern at Sipradi Trading Pvt. Ltd. was bittersweet. I learned a lot about the company's principles and how I might contribute to it as an intern, but there was a lot to learn, and it was a slow process. The contributions I made are as follows:

- Most of my support was dedicated to collecting data that the firm utilized to guide its future strategic planning and decision-making processes. The organization utilized the data it had collected for risk management and analysis to evaluate and enhance its most recent marketing tactics. I have developed a comprehensive database by collecting a large amount of data from different prospecting locations. This information will be used to inform future decision-making processes.
- I had provided support for the creation of marketing materials such as presentations, flyers, and brochures for Tata automobiles. To guarantee the prompt supply of such materials, I used to collaborate with organizations such as printers and other stakeholders.

- Managed meetings with several ad agencies where I used to talk about the Tata Motors campaign and the necessary preparations that needed to be executed with the advertising firms. We used to talk about and plan innovative projects. We used to talk about how much money was spent on advertisements on websites such as news portals, auto magazines, and other places.
- I handled the inquiries of customers that used to come from the digital platforms like Facebook, Instagram, etc. I used to handle the inquiries and divide them into categories such as Inquiry of any product, booking inquiries, after sales inquiries, etc. After that I filtered them and then transformed those data into an excel sheet and then used to forward that sheet with regular day to day updates to the sales team in the Tata Motors Passenger Vehicle Unit. I had collected and filtered out more than 2000 leads that used to come from those digital platforms.
- I also handled many events that were done during the tenure of my internship by Tata motors. I have explained some of the events that were carried out above. I was able to contribute a lot during those events and able to generate leads from the customers who visited and participated in the event.

## CHAPTER 3: LEARNING PROCESS

### 3.1 Problems and Issues of the Institution

There are several problems and issues of the institution that I noticed/encountered during my internship period:

#### i. Slow Communication Between the Departments

Poor communication between the marketing and sales departments of Tata Motors' passenger car division might lead to several detrimental consequences. Communication blunders of this nature can convey an incorrect message to potential clients, leading to confusion and frustration for them. Customers may encounter discrepancies or be misled regarding the characteristics, price, or accessibility of the goods, thus resulting in lost sales prospects.

#### ii. Conflict Between Department Heads and the Employees

The presence of many department heads in the passenger car unit of Tata Motors in Nepal poses a hurdle to making timely judgements. The involvement of multiple decision-makers might impede and convolute the process, impacting the prompt implementation of marketing plans and procedures. As a result, the organization may face challenges in taking advantage of new opportunities and maintaining its competitive advantage, which could lead to setbacks in terms of its market position and overall performance.

#### iii. The Varied Proportion of Work Task

Many of the work duties that were assigned to me were out of proportion to one another. Sometimes the work task would be relatively simple and less time-consuming, allowing us to have spare and unproductive time, while other times the task would be quite stressful and difficult, requiring us to commit all our time at once. Our daily routine was hampered by this imbalance.

#### iv. Time Consuming and Lengthy Approval Process

For Tata Motors Nepal to maintain its competitiveness and adapt to market demands, it is often important to swiftly implement specific marketing strategies and methodologies. However, the organization's approval procedure is typically intricate and protracted. Various factors, such as regulatory laws, meticulously scrutinised marketing plans, and hierarchical decision-making procedures, might contribute to this intricacy.

### 3.2 Solving the Problem

Tata Motors Nepal faces several organizational challenges, including slow communication between departments, conflicts among departments and employees, varying work duties for interns, and a time-consuming approval process. To address these issues effectively, it's crucial to draw insights from existing literature on organizational communication, conflict resolution, internship management, and streamlining approval processes.

According to the literature review, the possible solutions for the above-mentioned problems could be:

#### i. Improving Interdepartmental Communication

Improving departmental communication is essential to the effectiveness and efficiency of an organisation. Schermerhorn, Hunt, and Osborn's (2019) study found that digital collaboration tools like Slack or Microsoft Teams and cross-functional teams like Agile methodologies can promote smooth communication. Additionally, encouraging a culture of open communication and holding frequent meetings helps improve departmental coordination and cooperation (Robbins & Judge, 2019).

#### ii. Resolving Interdepartmental Conflicts

Departmental and staff conflicts can be detrimental to output and morale. De Dreu, Gross, and Gelfand (2020) assert that incorporating conflict management workshops and cultural diversity training helps foster understanding throughout departments and lessen conflicts within them.

Furthermore, cooperation can be increased, and disputes can be reduced by creating a collaborative work environment that values differences. Adopting constructive conflict management techniques can promote a culture of cooperation and lessen interdepartmental conflicts.

### iii. Streamlining Intern Work Duties

It is necessary to clarify job duties and responsibilities to interns to maximise their participation. Recent studies underscore the importance of structured internship programmes and mentorship initiatives. Official internship criteria and mentorship programmes can enhance intern satisfaction and performance. Furthermore, tailored development plans that take interns' interests and skill level into account can ensure a valuable learning opportunity (Gibson & Fuller, 2019). Providing interns with clear job descriptions and regular tasks is essential to maximising their learning experience and value to the organisation. Providing well-structured internship programmes with distinct roles and responsibilities can enhance intern productivity.

### iv. Create a Weekly Work Timeline.

The entire task to be completed in a week could be divided among the day's using a weekly work timeline. The responsibilities should be evenly distributed so that no one day has a particularly heavy workload.

### v. Optimizing Approval Processes

Optimizing approval procedures is essential to improving organizational flexibility. Research have highlighted the potential of digital process automation and reengineering techniques. Studies have demonstrated that using workflow automation technologies can significantly decrease administrative workloads and the time it takes to obtain approvals (Wang, Chau, & Lai, 2019). Moreover, it is feasible to expedite the approval processes and improve the speed of response by using agile decision-making frameworks and empowering staff with the autonomy to make informed judgements.



### **3.3 Recommendations to the Company**

- Sipradi has been in this business for many years, and the work environment is very traditional and amidst the changing environment and generational changes like the upcoming 'Gen Z' and 'Gen Alpha'. They think and work differently, so SPTL should incorporate some modern work format, make the working environment compatible and hire individuals who can target those people because in the future, a big chunk of prospects will belong to such a group of people.
- STPL should empower the employees with decision-making authority and decentralize approval procedures where feasible.
- Sipradi should also streamline the approval process to reduce delays and inefficiencies by introducing online portal systems.
- STPL should foster a culture of open communication where feedback is encouraged and valued, which Sipradi still lacks a little due to following a traditional working format and lack of new generational employees in higher departmental posts.
- Talking to the employees at STPL, they think growth at Sipradi is limited and personal growth at a point in time gets stagnant. Due to this, many employees switch and resign from the company mostly working in the mid-level departments of the company. So, the top-level department heads and the promoters of the company should find some solutions to tackle this particular issue.

### **3.4 Learnings During the Co-op Studies**

During my co-op courses, I aimed to prepare for my future involvement in my own businesses and future expansion of my automotive division by gaining the necessary information and experiences. I did pick up a lot of new knowledge and methods that are necessary to achieve that goal. The information and abilities I acquired throughout the internship are listed below:

i. Technical Skill Development

- I learned customer relationship management (CRM) software.
- Proven track record of maintaining and updating Tata Motors' backend website.
- Capabilities for managing databases and gathering data, especially for marketing purposes.
- Organizing BTL activities in the Tata Motors showroom to enhance management and planning abilities.

ii. Communication, Interaction and Collaboration

- During meetings, effective communication with internal teams and external stakeholders, such as advertising agencies, is essential which I learned.
- Working together with marketing departments to identify prospecting areas, maintain databases, and gather data.
- Coordinating with other departments to generate collateral and learning about cross-functional collaboration.

iii. Branding and Marketing Perspectives

- Gaining knowledge of marketing techniques through participation in BTL events and the creation of collateral.
- Meetings with advertising agencies provided exposure to learn about brand initiatives and strategies.
- I learned how market research and data collection work for identifying prospecting areas and target demographics.

iv. Problem Solving and Adaptability

- Proficient problem-solving skills were developed via experience with CRM software, backend website administration, and event coordination.

v. Professional Growth

- Contact with actual corporate settings, which helps in the development of both professional and personal development.
- The opportunity to apply theoretical knowledge acquired from academic courses to carry out practical, experiential tasks in a professional setting.

Overall, I certainly gained a lot of knowledge during your internship at STPL, including possibilities for both professional and personal growth as well as the development of technical skills, teamwork and communication, marketing insights, and problem-solving skills. These lessons will be very helpful for my future professional aspirations in the automobile business or for my current businesses and industries.

**3.5 Applying Knowledge from Coursework**

<b>Integrated Marketing Communication and social media</b>	<b>133-311</b>
<b>Marketing Strategy Management</b>	<b>133-415</b>
<b>Advertising and Sales Promotion</b>	<b>133-401</b>
<b>Business Intelligence</b>	<b>130-217</b>
<b>English Usage for Profession</b>	<b>114-303</b>

*Table 2: Subjects applicable in the internship along with the course code*

The most incredible aspect of the internship was being able to apply my theoretical research expertise to real-world research initiatives. I was constantly able to connect the dots between theoretical knowledge and practical experience.

- Integrated Marketing Communication and Social Media

Integrated marketing communication and social media are always focused on how consistent messages can be sent through all the channels of communication with consumers and produce a unified brand experience for them. My knowledge of integrated marketing communication (IMC) and social media played a crucial role in executing the assigned tasks. I applied IMC principles to ensure consistency and synergy across various marketing channels, such as BTL events, back-end website management and collateral development.

- Marketing Strategy Management

This course focuses on the process of putting a company's mission into action through precise and strategic management and includes the 7 Ps of marketing strategies. To strengthen Tata Motors' identity and set it apart from the competition, I used brand positioning principles to create branding materials. This might have required working with advertising firms to make sure that the messaging and images matched the brand's positioning approach and values.

- Advertising and Sales Promotion

This course focuses on advertising and promotion of products to create a brand image in the consumer's minds. I was able to apply the concept of the digital marketing during my internship as I was assigned to conduct meetings with ad agencies for digital marketing. This theory helped me a lot to apply in real-life practice. The concept of digital marketing helped me quite a lot while preparing collateral development for the digital marketing of Tata Motors products.

- Business Intelligence

A business intelligence project was assigned during the BBA program under the subject 'Business Intelligence.' Throughout this project, I learned a lot about how to choose acceptable data and how to extract insights from raw data. This theoretical understanding came in handy when it came to selecting and assessing data while creating a database for the prospecting areas within Tata Motors.

- English Usage for Profession

The English Usage of Profession taught us how to create CVs, cover letters, and business letters, as well as how to communicate, send emails, and show ourselves properly in the professional world. The course added value to my internship since I was able to communicate effectively within the organization, whether verbally or in writing via e-mail. It also assisted me in comprehending the company's work culture. This also assisted me in drafting a letter for the corporation.

### **3.6 Special Skills and New Knowledge Learned**

- Organizational Skills

Working at STPL gave me the opportunity to hone a variety of organizational skills that were critical to producing high-quality results. Deadlines must be met, teams must be managed, leadership must be demonstrated, goals must be created, and decisions must be made in any business context. I'm grateful to have learned these abilities at STPL throughout my internship.

- Communication and Leadership

Communication and leadership are two other soft talents that I have mastered. Some work required constant communication with the supervisor, the ad agencies, and my fellow interns. I learned how formal communications are made during those meetings. In addition, as a team leader, I was able to demonstrate my leadership talents and improve them.

- Time Management

It was difficult for me to manage my time throughout my internship to complete the tasks. During the first several months of the internship, I was demotivated to work because, as an intern, I was unfamiliar with the setting and lacked prior experience. As a result, I struggled to complete my tasks on time. I made a greater effort to complete my tasks by the deadline, but I was not successful. Over time, I was able to improve my performance by repeating the same duties and finishing them on time with fewer errors. However, I also received a lot of guidance from my supervisors and coworkers.

- Concentration Skill

During the initial weeks of the internship, I realized that I was prone to distraction due to my unfamiliarity with the task and the surroundings. Consequently, I had trouble focusing on my tasks and committed multiple errors. To develop the habit of concentrating on the tasks I was unable to finish as a professional. But as time went on, I came to appreciate its importance and started putting the unnecessary things aside so that I could focus better on my work. In addition, this internship has given me a plethora of learning possibilities as well as an eye-opening experience.

These were only the few soft and special skills that I learned, apart from the actual business and marketing skills. STPL has taught me a lot about business management. I've also learned how critical it is to understand clients and provide more in-depth business solutions. This internship helped me improve my management and communication abilities while working under the team's supervision and instruction.

## CHAPTER 4: CONCLUSION

### 4.1 Summary of Highlights of Co-op Studies

The automobile industry in Nepal is experiencing rapid expansion, making it one of the fastest-growing sectors in the country. The introduction of electric vehicles has also changed the automotive market in Nepal. I had the opportunity to collaborate with Tata Motors and do a practical analysis of it. The first thing I learned about was the company culture. At Tata, they instill professionalism, honesty, and integrity, along with high ethical standards. These moral principles are followed by STPL and are crucial for being a responsible professional and a decent entrepreneur, in addition to the automotive business. STPL divides work systematically, which helps to balance workloads. Tata has worked very hard to attract customers to boost sales, and a great deal of critical thinking goes into this process. The main components of Tata Motors Nepal are idea generation and implementation, which enhance problem-solving and critical thinking abilities in the workplace. I have learned a lot of marketing skills as a marketing student to succeed in my own existing and future ventures. STPL has contributed to this by using its marketing plan and advertising campaign to attract consumers and aid in the sale of automobiles. The tasks I was assigned were both quite different from one another. Technical tasks like CRM, backend website handling, and database creation were very different from tasks like handling BTL events, collateral development, ad agency meetings, etc., which helped me grasp knowledge that varied from basic to highly intellectual ones.

Being part of the co-op studies also made me understand where I stand as an individual. I had a clearer picture of my strengths and weaknesses. My strong side mainly involved critical thinking, technical ability, time management, punctuality, existing business knowledge, leadership, and top-level management expertise. My weaknesses or areas for improvement included multi-tasking, adaptability, a lack of seeking feedback, and a lack of seeking help. Hence, the co-op study gave me the opportunity to flaunt my strengths and improve on my weaknesses.

Moreover, getting a platform like STPL and Tata Motors to develop and enhance my soft skills was another big opportunity. People at STPL are known for having excellent organizational skills such as time management, networking, teamwork, critical thinking, and problem-solving. Spending four months at STPL brushed up my soft skills, which have made me more confident and ready to become a part of the corporate sector.

## **4.2 Evaluation of the Work Experience**

I will be evaluating my work experience at STPL in terms of self-assessment, contributions that the work experience made to my career development and my personal satisfaction with Co-Op Studies at STPL (Tata Motors Nepal).

### **4.2.1 Self-Assessment**

My experience as a marketing intern was remarkable. As mentioned earlier, my career goal is to handle and improve my existing businesses and cement industries that my family owns, and I want to introduce a new automotive sector in the same. Hence, the work experience I gained throughout my co-op studies has helped me in my career development.

I was able to link the theories and the practical with the help of this internship, and I learned how to use theoretical knowledge in a practical setting. I was able to gain knowledge of customer relationship management, backend website handling, organizing BTL events, creating prospect databases, collateral development, and many more. Because I am a marketing student, I was able to learn through and apply the theoretical knowledge that I gained in the last four years of study at the university. I was able to complete all my obligations and tasks with the ongoing advice and assistance of my seniors and supervisor. This internship gave me the opportunity to learn and enhance my abilities in preparation for the future. This internship gave me a clear picture of what the professional world is like, which will help us in the future because I learned about my skills and limitations, as well as where I need to grow to do better.

Moreover, me and my fellow interns were able to form a good team and make the most of the teamwork. The long, tedious activities felt easy, and monotonous tasks seemed interesting



because of the comfortable and enjoyable work environment created by our team. The comprehensive guidance of my supervisor made my internship journey a lot easier.

#### **4.2.2 Contribution to My Career Development**

Prior to joining the company, I had little knowledge of how an automobile company operates, as well as the organisation's work systems and culture, because in Nepal, automobile brands provide exclusive distributorships or sole dealerships to a company that is owned by a Nepalese shareholder. Usually, in Nepal, direct brands don't come in directly to the market; they usually seek a Nepalese partner with whom they work. So the organisations work system and culture is different as they have to follow both the parent company's system and the local countries culture and systems. Like in Nepal, Tata Motors India has appointed STPL as the exclusive distributor for all of Nepal, so they have to follow the culture and work system of Tata Motors India as well as Nepal's working culture and system. They both need to go hand in hand. However, after completing my internship, I gained a basic understanding of how the organization operates. I am handling my own businesses, which are related to construction, imports, and exports, but doing an internship at STPL, the sole distributor of Tata Motors India, was different. I was able to perform all of my responsibilities and tasks. I learned everything I didn't know before, which significantly increased my knowledge.

My family owns and operates cement industries, plastic industries, turpentine industries, and other manufacturing businesses; thus, this experience allowed me to learn, understand, and apply what I've learned to help the company achieve better success. Not only that, but this experience, learning, and talents will undoubtedly assist me in growing and expanding my business and introducing a new automotive division to it. Because Tata is a well-known brand in South Asia, I believe it has aided me in gaining a lot of new information while also enhancing my professional opportunities.

### **4.2.3 My Personal Satisfaction with Co-Op Studies at STPL**

It was a great experience to work at STPL and I am quite satisfied as I got the opportunity to be a part of the organization and was able to work under both the departments. And through this internship it was a good opportunity to be employed and be prepared for the future. Not only that but I was able to align the theoretical and the practical knowledge that I got from the internship as well.

During my internship, I was able to acquire and develop skills that would last a lifetime and would benefit my professional life. From not knowing much about how things work in the company to gaining an understanding of how things work in the company and how brands are built, I feel like I am now ready for a new beginning in my professional life. I have gained confidence and improved my communication, listening, and overall skills, all of which will undoubtedly benefit me in the future. This was also a form of practice for me in order for me to be successful in whatever I do in the future.

### **4.3 Limitations of the Co-op Studies**

As fruitful as it was, there are a few limitations of the co-op studies that I noticed. The limitations are as follows:

- The co-op studies began with no guidance on the type of job we should pursue based on our career objectives. Such sessions would have been an additional benefit for us in forming a clearer picture regarding the work type and making the most of the internship.
- Our ability to grow is supported by both the company's strengths and limitations. As an intern at the company, I only had 16 weeks to finish my internship, I was unable to learn about the operations of other departments because I was only assigned to two, due to which I could not grasp the knowledge of the other departments and their working structures.
- Due to confidentiality issues, I, as an intern, was restricted from accessing particular software or doing specific activities. Due to the company's request for secrecy, some work assignments and papers from my internship cannot be accurately depicted in my report.

#### **4.4 Recommendations for the Company and Co-op Studies**

Below are a few recommendations I would like to make to my workplace and to the organizers of the Co-op studies to make the internship better for the upcoming candidates.

##### **4.4.1 Recommendations for the Improvement of Cooperative Education Preparation Courses**

- A short consulting session may be arranged by Siam University or Kathmandu College of Management before co-op studies to provide guidance to each student regarding their appropriate internship/job type.
- The co-op studies sessions may be held at an appropriate time for all participants.
- The organizers of the co-op study may find ways to erase the communication gap by arranging some sessions solely for students to present their co-op experience as well as share their knowledge regarding how to function in the workplace.

##### **4.4.2 Recommendation for the Improvement of Co-op Work**

- Use digital approval workflows to automate the routing, notification, and tracking of approval requests.
- Set up a robust CRM system to streamline customer interactions, data collection, and marketing initiatives.
- Digital collaboration tools and cross-functional team implementation can promote smooth communication.
- Incorporating conflict management workshops and cultural diversity training helps foster understanding throughout departments and lessen conflicts within them.
- Empower employees with decision making authority within set parameters for faster decision making.
- Create well-organized internship programmes with clearly defined projects and learning goals based on the interests and talents of the intern.

## References

De Dreu, C. K., Gross, J., & Gelfand, M. J. (2020). The wisdom of indigenous collectives and the limits of authoritarianism and populism. *Nature Human Behaviour*, 4(7), 662-663.

Robbins, S. P., & Judge, T. A. (2019). *Organizational behavior*. Pearson Education.

Schermerhorn, J. R., Hunt, J. G., & Osborn, R. N. (2019). *Organizational behavior*. John Wiley & Sons.

<https://www.wiley.com/en-us/Organizational+Behavior%2C+14th+Edition-p-9781119492117>

*SIPRADI Companies*. (n.d.). <https://www.sipradi.com.np/>

*TATA motors contactless services*. (n.d.). <https://tatacars.sipradi.com.np/>



**Annex**



*Figure 12: Handling the website of Tata Motors Nepal*



*Figure 13: One of the collateral developments designed by me*



Figure 14: Tata Motors Passenger Vehicle showroom (Thapathali, Kathmandu) and Marketing department

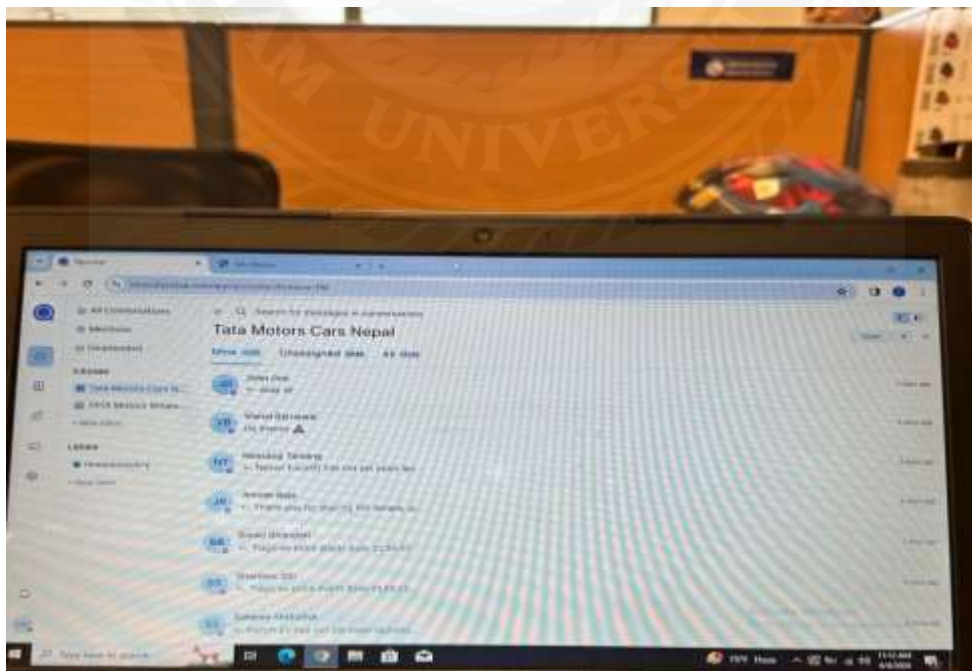


Figure 15: Handling CRM software of STPL Tata Motors Nepal





*Figure 16: Tata Tiago video shoot for social media with Miss Nepal*