



COOPERATIVE EDUCATION REPORT

Understanding financial behavior and formulating tactics of

Siddhartha Bhumi Group

WRITTEN BY

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Project Title: Understanding financial behavior and formulating tactics of Siddhartha Bhumi Group

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ABSTRACT

This internship report summarizes a 16-week experiential journey at Siddhartha Bhumi Group. The key goals of the internship were to gain insight into the organization's operational dynamics, understand its market positioning, and contribute to strategic initiatives targeted at increasing growth and sustainability. The major activities performed in the organization during the internship period were, I engaged in various activities within the organization across different departments. In the Account department, my responsibilities included recording and inputting VAT return details into both physical record books and Excel spreadsheets, conducting stock counts, managing purchase and sales returns, as well as storing data in accounting software such as Swostik and Tally. In the HR department, I gained experience in digital marketing, handled daily employee attendance, participated in recruitment and selection processes, managed employee details, and assisted with employee payroll. Additionally, I had the opportunity to learn about sales operations in the showroom's sales department. After the successful completion of internship, the internee is able to learn about the general working environment of an organization. I gained valuable insights into the overall working environment of an organization. Throughout the internship period, I had the opportunity to observe and actively participate in various aspects of the company's operations, which greatly enhanced my understanding of how different departments collaborate to achieve common goals. Specifically, in the HR department, I learned about the intricacies of managing employee attendance, the recruitment and selection process, and the maintenance of comprehensive staff records. Additionally, in the Account department, I gained hands-on experience in handling VAT return details, stock management, purchase and sales return procedures, and utilizing accounting software like Swastik and Tally for data storage. This exposure to both HR and accounting functions provided me with a well-rounded perspective on the organizational dynamics and the importance of effective coordination between different departments.

Keywords: Operational dynamics, Market positioning, Sustainability Growth

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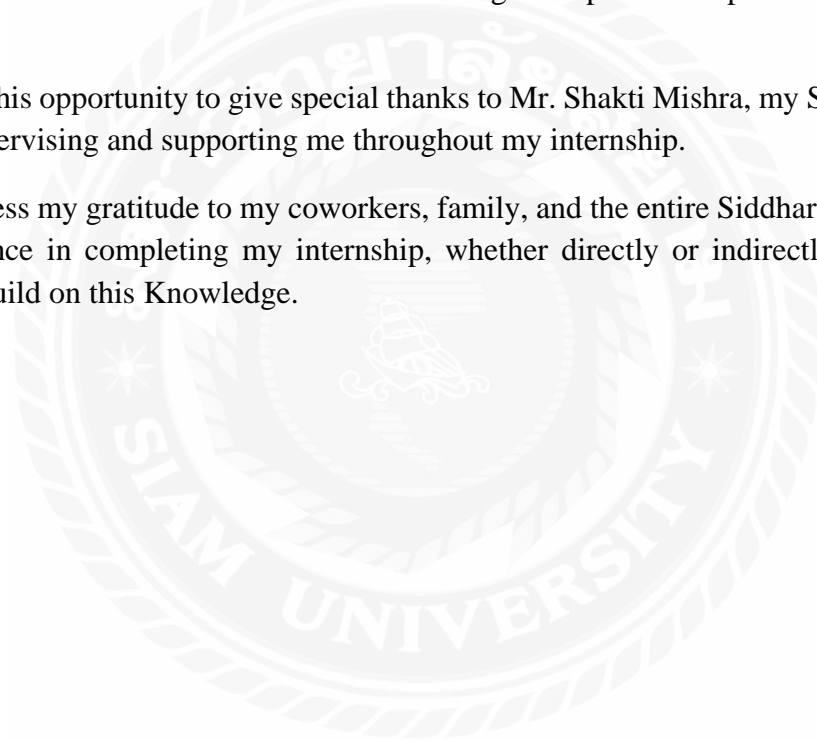


Table of Contents

ABSTRACT.....	3
ACKNOWLEDGEMENT	4
LIST OF FIGURE.....	6
LIST OF TABLE	6
CHAPTER I.....	7
Introduction.....	7
1. Company profile	7
1.1 Mission.....	7
1.3 Strategy of the company	8
2.1 Organizational Structure	13
2.2 My Job Position	13
2.3 My job position in organizational Structure (Yellow Colored).....	14
2. 4 Intention and Motivation.....	15
2.5 SWOT Analysis	16
2.6 Objective of Co-op Study	18
CHAPTER 2	19
CO-OP STUDY ACTIVITIES	19
1. 18	
2. Job Responsibility.....	19
3. Activities in cording with co-workers.....	20
4. Job Process Diagram.....	21
5. Contribution as a Co-op Student in the company	22
CHAPTER 3	23
LEARNING PROCESS.....	23
3.1 Problem Identify	23
3.2 How to solve	24
3.3 Literature Review.....	24
3.4 Recommendations for Company.....	25

3.5 Lessons Learnt	26
3.6 Theoretical VS Practical	26
Theoretical Learning	26
Practical Learning	27
3.7	27
CHAPTER 4	29
CONCLUSION.....	29
4.1 Summary of highlights of my Co-Op studies at Siddhartha Bhumi Group.....	29
4.2	29
4.3 Contributions to the Team/Organization	30
4.4 Limitations of the Study.....	31
4.5 Recommendations for Siddhartha Bhumi Group.....	31
References.....	32
APPENDIX.....	33

LIST OF FIGURE

Figure 1 Profile	11
Figure 2 : Philips Light and Switch	12
Figure 3 Greenlam	13
Figure 4 Organizational Structure	14
Figure 6 Job Position Organizational Structure	15
Figure 7 job process	23
Figure 8 Workstation	36
Figure 9 Meet up with Roca director and lumbini visit	37
Figure 10 Meet up session with Architect and interior designer organized by Roca	38
Figure 11 Company Director and green ply and spc flooring sales head	39
Figure 12 Women's Day Celebration with SBG	40

LIST OF TABLE

Table 1 PRODUCT OF COMPANY	2
Table 2 SWOT	2

CHAPTER I

Introduction

1. Company profile

Siddhartha Bhumi Group is one of the largest Importers of multiple brands in Nepal. Siddhartha group was founded on one simple principle. All building material needs, under one roof. Which aim to provide a one-stop solution to all consumer construction requirements. Siddhartha Bhumi International is led by professionals in the field with more than 2 decades of experience. Having a corporate office in Manigram, Rupandehi (Economical capital of Lumbini province) & branches in Butwal & Kathmandu, Siddhartha Bhumi Group is a prominent business conglomerate in Nepal that operates in multiple industries. The group is known for being Nepal's largest Multi Brand Showroom, offering a diverse range of products from different brands. Additionally, the group is also recognized for being Nepal's high-quality UPVC profile manufacturer and UPVC fabricator, providing durable and reliable products to the construction industry. With a strong reputation for quality and innovation, Siddhartha Bhumi Group is a key player in the Nepalese market.

Currently SBG is dealing commercial, industrial & residential projects & providing dealerships to deserving business houses all over Nepal. Siddhartha Bhumi is committed to providing its customers with the highest quality building materials at competitive prices. The company also offers a wide range of services including Delivery, Installation, and Warranty.

Siddhartha Group are authorized Importer & Distributor for Greenlam Laminates & Veneers, Roca & Parryware, Simpolo, Emcer, Creanza & Geviss Tiles, Philips Lights & Switches, GreenPly, Pans & Becker Architectural Hardwares, Kalpataru Doors, Tonish uPVC window Profiles, uPVC Hardware's. SBG is a trusted partner for builders, contractors, and homeowners alike. The company is committed to providing its customers with the best possible service and products.

1.1 Mission

Empowering and sharing experience to turn individual's dream into reality.

1.2 Vision

Providing ease of access to every individual to our product and services all over Nepal.

1.3 Strategy of the company

1. Targeted Influencer Engagement: Focus on engaging influencers such as architects, engineers, consultants, interior designers, carpenters, plumbers, tile masons, and electricians.

2-Big Size Projects: Concentrate efforts on securing contracts for large-scale projects across Nepal.

3-Small & Medium Size Project Focus: Also, actively pursue opportunities in small and medium-sized projects to diversify the portfolio.

4-Network Maintenance and Expansion: Continuously sustain existing networks while also developing untapped areas for further growth.

5-Accounts Receivable Management: Minimize overdue payments exceeding 30 days through efficient market management and customer communication.

6-Stock Availability Management: Ensure consistent availability of stock across all verticals to meet demand effectively

7-Diverse Marketing Strategies: Implement various marketing activities aimed at increasing foot traffic and customer engagement at showrooms.

8-Expansion Initiatives: Open two new showrooms, one in Butwal and another in Kathmandu, to expand market reach.

9-Employee Training and Development: Provide comprehensive training and development programs to team members to enhance skills and performance.

10-Retention of Expert Team: Retain and sustain the existing expert team to maintain high-quality service delivery and industry expertise.

Table 1 Product of the company

1.4 Product of the company

Brands	Products
PHILIPS	Modular Switches & Lights
Greenlam Laminates	Laminates/Decowood premium veneers/ Sturdo
Green Ply	Ply woods
Roca/ Parryware	Sanitary ware accessories
PANS & BACKER	Architectural hardware fittings complete solutions
Simpolo/Johnson/Emcer/Nepovit	Tiles/Granite & Marbles
Rehau	Edge band/Edge band machine/Masking tape
Kalpatru/Enter/Mikasa	Wooden ,flush doors & plywood
KIN LONG/hn/Geviss	UPVC Machine , hardware & Silicon
Dimex/Neoplast/Tonish	UPVC Profiles
HESA	Shuttering Ply
PRIMA CABLE	Wiring cables
Panchkanya	PVC/CPVC/HDPC & Fittings,water tank
ALUK	Alumunium Construction System

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Laminates | Wooden Doors | Shuttering Ply | Architectural Hardwares |
Wiring Cable | uPVC Profiles & Hardwares | uPVC Machines | CPVC/PVC Pipes & Fittings

Figure 1 Profile



MODULAR SWITCHES AND LIGHTS

Philips (Signify) has been designing, developing and manufacturing lighting & switches MCB, RCCB, DB Boxes products resulting in a far reaching intellectual property portfolio and more than 20,000 time-tested installations.

- STATE OF THE ART TECHNOLOGY
- BEST PERFORMANCE & QUALITY
- CUSTOMIZED LIGHTING
- INTERNATIONAL STANDARD

We deal in with international standard PHILIPS brand switches and lights.



Figure 2 : Philips Light and Switch



LAMINATES, VENEER, COMPACT, CLADS, FLOORING

Greenlam is the place where passion meets excellence, creating what can be best described as hallmarks of quality and elegance. The top laminate company in India, Greenlam offers world-class laminate sheets in myriads of textures, colors and designs. An ideal solution for both residential and commercial spaces, our laminate sheets come with a number of distinct properties such as antibacterial, fire retardant, scratch and impact resistance and many more attributes that make them a cut above the rest.

Our compacts are used for restroom cubicles and lockers solutions.

Brand that suits your imagination.



Figure 3 Greenlam

2.1 Organizational Structure

The organizational structure of an importing and trading company can vary based on its size, nature of operations, and specific industry. However, here is a common framework for the organizational structure of such a company.

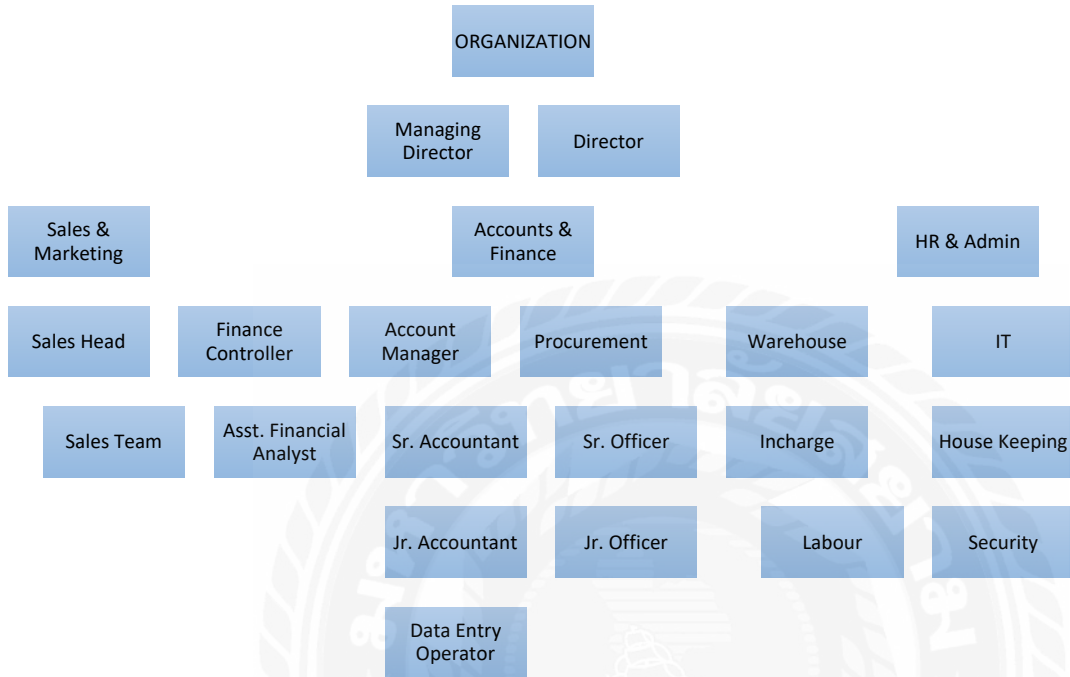


Figure 4 Organizational Structure

2.2 My Job Position

I had the opportunity to work at Siddhartha Bhumi Group Tilotama Rupandehi , for my internship. I worked as an Assistant Financial Analyst, but I had the opportunity to work in both Marketing and Finance departments to obtain experience with the Siddhartha Bhumi products as well detailed financial analysis, assisting with budgeting and forecasting, maintaining financial records, and ensuring compliance with financial regulations. The starting date of my internship was 6 February 2024. My internship hours were Sunday through Friday, 10 a.m. to 6p.m.

2.3 My job position in organizational Structure (Yellow Colored)

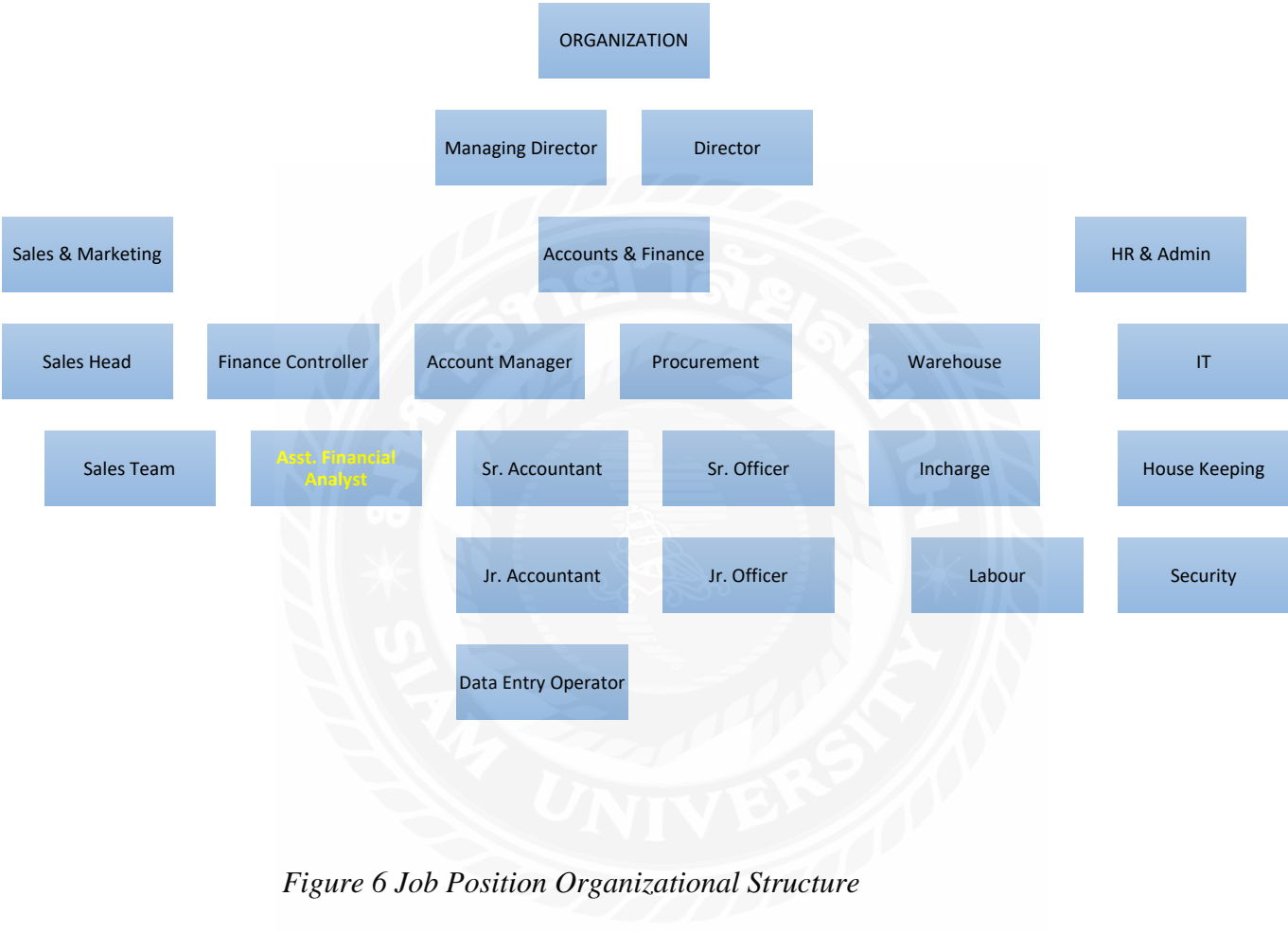


Figure 6 Job Position Organizational Structure

2.4 Intention and Motivation

Selecting Siddhartha Bhumi Group as a workplace can be influenced by several key factors that align with career aspirations, professional development, and personal values.

Reputation: Siddhartha Bhumi Group enjoys a solid reputation in Nepal due to its significant import and distribution of building supplies. One can build a solid career foundation and improve their résumé by working for a recognized company.

Prospects for Growth: The Company's varied portfolio and growing operations present several chances for professional development and career progression. Promotions within the company and departmental mobility are advantageous to employees

Training and Education: The Siddhartha Bhumi Group provides chances for ongoing education as well as organized training programs to support the professional growth of its staff members. This dedication to growth is intriguing to people who want to grow professionally and improve their skill set.

Exposure to Financial Analysis: The position of Assistant Financial Analyst offers significant exposure in financial modeling, forecasting, budgeting, and financial reporting—all critical competencies for a career in finance.

Collaborative Work Environment: The Siddhartha Bhumi Group promotes a cooperative workplace where respect for one another and teamwork are valued. This could inspire people who get their best work done in a team-oriented, encouraging environment

2.5 SWOT Analysis

Category	Detail
Strengths	<p>1-Comprehensive Interior Material Range: Offers a wide range of interior materials under one roof, enhancing convenience for customers</p> <p>2-Experienced Team: Boasts a highly experienced and expert team capable of delivering quality service.</p> <p>3-Largest Showroom: Nepal's largest building material showroom, providing a significant competitive advantage.</p>

	<p>4-Top Brands: Partnerships with the world's top 5 brands across all verticals, indicating high product quality and trust.</p> <p>5- Strong Policies and Work Environment: Operates with strong policies and fosters a positive working environment, contributing to employee satisfaction and productivity.</p> <p>6-Ethical Practices: Maintains ethical standards in business operations, enhancing brand reputation and customer trust.</p>
<p>Weaknesses</p>	<p>1-Limited Client Focus: Overemphasis on premium and medium-range clients, neglecting opportunities in the economy segment.</p> <p>2-Financial Crisis: Currently experiencing significant financial strain and cash flow issues.</p> <p>3-Employee Retention: Faces challenges in retaining skilled employees, potentially affecting operational efficiency.</p> <p>4-Manpower Shortage: Difficulty in finding skilled manpower, which may hinder service delivery.</p> <p>5-Outstanding Payments: Large outstanding payments due to prevailing credit trends, affecting liquidity.</p> <p>6-Inventory Management: Struggles with maintaining proper stock due to a vast number of SKUs (Stock Keeping Units).</p>
<p>Opportunities</p>	<p>1-Brand and Quality Consciousness: Growing consumer consciousness towards brands and quality presents opportunities for market expansion.</p> <p>2-Influencer Focus: Targeting influencers can yield positive results in brand promotion and customer acquisition.</p> <p>3-Niche Market Development: Proximity to other big showrooms facilitates the development of a niche market, potentially increasing customer footfall</p>

<p>Threats</p>	<p>1-Economic Uncertainty: Facing a significant economic crisis, which poses uncertainties for future business operations.</p> <p>2-Brain Drain: Skilled manpower migrating to other countries, leading to talent shortage</p>
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Table 2 SWOT

2.6 Objective of Co-op Study

Understanding financial behavior involves examining the psychological, social, and economic factors that influence how individuals make financial decisions. This includes studying attitudes toward money, risk tolerance, cognitive biases, socioeconomic status, and cultural influences. By understanding these factors, researchers and professionals can develop strategies to help individuals make better financial choices and achieve their goals

Profitability Analysis: Assessing the company's financial performance, including revenue generation, cost management, and profitability margins, assists in optimizing business operations

Understanding Spending Patterns: Analyzing how the company allocates funds can reveal insights into consumer demand trends and economic cycles.

Risk Assessment: Identifying financial risks inherent in the industry, such as market volatility, supply chain disruptions, or regulatory changes, helps in developing risk mitigation strategies

CHAPTER 2

CO-OP STUDY ACTIVITIES

1. Job Description

I worked as an Assistant Financial Analyst intern at Siddhartha Bhumi Group, My Responsibilities is to support the finance team in analyzing financial data, preparing reports, and assisting in the development of financial models. This role offers hands-on experience in financial analysis and the opportunity to learn about financial planning, budgeting, and forecasting in a dynamic business environment.

2. Job Responsibility

SWASTIK and TALLY Software for Billing and Customer Using Relationship Management:

Maintain a ledger book to ensure accurate stock and sales balances.

Familiarize with products and sales patterns through daily data entry.

Field Visit:

Visit retail outlets to understand purchasing and selling processes.

Gather statistics on customer purchases and preferred products.

Collect customer feedback to analyze buying patterns and preferences.

Data Analysis of Customer Purchases:

Analyze customer purchase data to identify popular and slow-moving products.

Gain insights into product demand and inventory management.

Managing Stock under the Company:

Manage stock levels based on consumer purchasing patterns.

Update stock records in Excel to ensure accurate inventory management.

Data Entry of Card-Holding Customers:

Enter data of card-holding customers to track repeat purchases and membership upgrades.

Classify customers into Gold, Platinum, and Diamond categories for discount incentives.

Keeping Track of Sales and Purchases in a Register:

Update sales and purchase register daily for accurate record-keeping.

Monitor fast-moving and slow-moving products to optimize inventory management.

Assembling Orders with Tagging and Billings:

Assist in assembling orders while considering tagging and billing requirements.

Collaborate with coworkers to ensure accurate order fulfillment and customer satisfaction

3. Activities in cording with co-workers

Introduction and Guidance:

Task Introduction: At the beginning of the internship, my supervisor introduce tasks to provide an overview of what was required.

Initial Introductions: I was introduced to all my bosses and coworkers to help me feel more comfortable and familiar with the office environment.

Step-by-Step Guidance:

Detailed Walkthroughs: My supervisor walked me through each step of assignments to ensure I could complete tasks quickly and accurately.

Hands-On Assistance: Coworkers helped me understand the working style and finish my tasks on time.

Collaborative Support:

Mentorship: Received mentorship from senior team members to learn and adapt to the company's processes.

Peer Assistance: Coworkers provided support and guidance, ensuring that I could complete my work efficiently.

Communication and Feedback:

Open Communication: Maintained open communication with supervisors and coworkers, regularly discussing progress and seeking advice.

Feedback and Improvement: Regularly received feedback from my supervisor and coworkers, which helped me improve my performance and understanding of the tasks.

Cross-Department Interaction:

Marketing and Sales Coordination: Collaborated with marketing and sales teams for tasks related to customer feedback and sales data.

Financial Team Collaboration: Worked with financial supervisors on budgeting, reporting, and data management tasks.

Continuous Learning:

Learning by Doing: Engaged in practical, hands-on learning experiences to develop new skills.

Skill Enhancement: Focused on improving my abilities in Swastik software, data analysis, and customer relationship management through active participation in tasks.

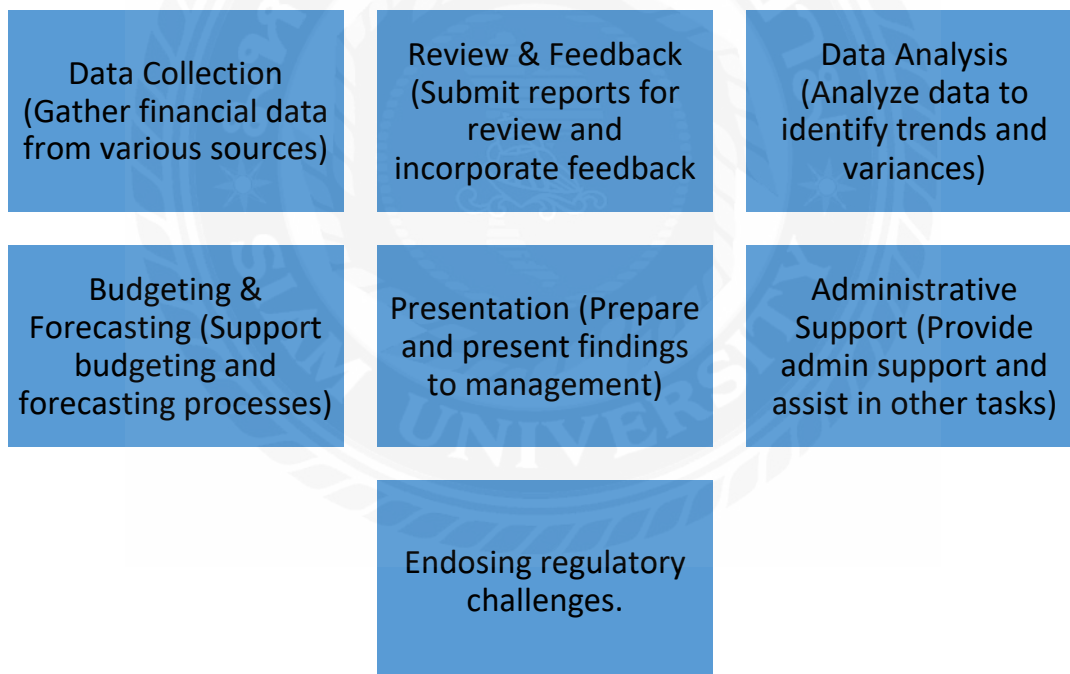
4. Job Process Diagram

Figure 7 job process

5. Contribution as a Co-op Student in the company

I was pleased to learn about the tasks, duties, and responsibilities. By putting theoretical knowledge into practice, I was able to make the following contributions to the company

- As Assist with Daily Operations:

Operating Support: Assisted with a variety of everyday chores, including billing, data input, stock management, product tagging, and tally entries.

Swastika Software: Gained a solid understanding of the ERP program, which helped to streamline operations and increase efficiency

➤ **Offer Strategic Perspectives:**

Market analysis: Gave information on consumer preferences, market trends, and areas that needed work to increase sales.

Social Media Marketing: To draw in and keep clients, it is advised to put more of an emphasis on social media marketing, especially on sites like Instagram

Digital Presence: To take advantage of possible sales prospects, the company recommended stepping up its engagement on Instagram, where it had a sizable following.

➤ **Specific Tasks Performed:**

Billing and Ledger Entries: Prepared bills for required products, including quantity and rate, and made ledger entries for dispatched orders.

Stock Management: Recorded stock arrivals manually and entered them into the company file to maintain accurate inventory records.

CHAPTER 3

LEARNING PROCESS

3.1 Problem Identify

In my internship period I got a chance to work in various departments such as Account, HR, and Sales departments. Here are some common problems encountered in these departments and their potential solutions:

1. Account Department:

Inaccurate Financial Records:

Mistakes in financial reporting, errors in bookkeeping, or discrepancies in financial statements.

Cash Flow Issues:

Insufficient cash flow, delays in payment collection, or high accounts receivable.

2. HR Department:

Employee Retention and Engagement:

High turnover rates, low employee morale, or disengaged workforce.

Recruitment and Selection Challenges:

Problem: Difficulty in attracting qualified candidates or finding the right fit for job Positions.

3. Sales Department:

Low Sales Performance:

Declining sales figures, inability to meet targets, or ineffective sales strategies.

Customer Relationship Management:

Poor customer retention, lack of customer satisfaction, or ineffective Communication with clients.

By addressing these problems through strategic measures and continuous improvement,

The trading company can enhance efficiency, improve employee satisfaction, and boost sales

Performance, and achieve long-term success in its operations.

3.2 How to solve

- Implement strict financial controls, conduct regular audits, and utilize accounting software for accurate recording and reporting.
- Improve credit control measures, implement effective invoicing and payment collection procedures, and maintain strong relationships with customers and suppliers to optimize cash flow.
- Implement employee engagement initiatives, conduct regular performance evaluations, provide growth opportunities, and foster a positive work culture to increase employee satisfaction and retention.
- Develop effective recruitment strategies, utilize multiple channels for sourcing candidates, conduct thorough interviews and assessments, and establish a strong employer brand to attract top talent.
- Conduct market research to identify customer needs and preferences, provide sales training and support, revise sales strategies, and set achievable sales targets to improve performance.
- Implement a customer relationship management system, improve customer service and support, conduct regular customer feedback surveys, and establish strong relationships with clients to enhance customer satisfaction and loyalty.

3.3 Literature Review

Understanding financial behavior is crucial for any organization aiming to achieve long-term sustainability and growth. Studies have shown that effective financial management practices, including accurate financial reporting and efficient cost management, significantly impact an organization's performance (Brigham & Ehrhardt, 2017). Siddhartha Bhumi Group, being a large importer and distributor, requires robust financial systems to handle the complexities of its operations.

During the internship, the intern engaged in recording VAT returns, managing stock counts, and handling purchase and sales returns using accounting software like Swastik and Tally. This practical exposure aligns with the theoretical foundations laid by financial management principles, emphasizing the importance of accuracy and detail in financial reporting (Atrill & McLaney, 2018).

Market positioning involves establishing a brand's identity within a target market, emphasizing its unique selling propositions (Kotler & Keller, 2016). Siddhartha Bhumi Group's strategy to offer all building material needs under one roof reflects a clear market positioning tactic. This approach aims to differentiate the company from competitors by providing comprehensive solutions to construction requirements, thereby enhancing customer convenience and satisfaction.

The report indicates that the intern participated in market research and sales strategy development, contributing to the company's efforts in understanding market dynamics and customer preferences. This

practical involvement in market positioning strategies helps bridge the gap between theoretical concepts and real-world applications.

Sustainability Strategies

Sustainability has become a critical focus for modern businesses, encompassing environmental, social, and economic dimensions (Elkington, 1997). For Siddhartha Bhumi Group, sustainability strategies might involve optimizing supply chain processes, reducing waste, and implementing eco-friendly practices. Effective sustainability practices can lead to cost savings, improved brand image, and long-term viability.

The intern's contribution to various departments, including HR and accounting, provided insights into how different facets of the organization work together towards achieving sustainable growth. By learning about recruitment processes, employee management, and financial efficiencies, the intern gained a holistic understanding of the importance of integrated sustainability strategies.

3.4 Recommendations for Company

Few recommendations for future improvement that I would want to provide to the company are:

Product Knowledge

- Ensure staff are knowledgeable about all products, including their features and benefits.
- Sales Techniques: Train employees on effective sales techniques, including upselling and cross-selling.
- Customer Service: Focus on soft skills training to improve customer interaction and service.
- Regular Workshops: Conduct regular training workshops to keep staff updated on new products and sales strategies.

Proper Market Research

- Conducting comprehensive market research can help the company stay ahead of consumer trends and preferences. Steps include:
 - Customer Segmentation: Segment customers based on demographic, psychographic, and behavioral characteristics to tailor marketing and product offerings.
 - Competitor Analysis: Regularly analyze competitors to understand market positioning and identify gaps.
 - Trend Analysis: Keep abreast of global and local fashion trends to ensure the product line remains relevant.
 - Feedback Utilization: Integrate customer feedback into market research to refine product offerings and marketing strategies.

3.5 Lessons Learnt

Working in different departments of a trading company, such as Accounts, and Sales, provide valuable experiences and opportunities for learning. Here are some Common experiences and lessons that can be gained from working in these departments:

- Developed the ability to adapt to new situations, technology, and procedures, exhibiting flexibility in a fast-paced work environment.
- Improved time management by managing many tasks and meeting deadlines.
- I learned the value of teamwork and how to work effectively as part of a team, including dispute resolution and harnessing varied viewpoints.
- Understand the significance of quality control and assurance in building projects, ensuring that standards and laws are met. Professionalism: Recognized the value of workplace professionalism, such as timeliness, dependability, and having a positive outlook.
- Networking: Established a network of professional contacts in the sector that may be useful for future job prospects and collaborations.
- Ethical Practices: I learned about ethical practices in business and construction, such as honesty, integrity, and accountability.

3.6 Theoretical VS Practical

The Siddharth Bhumi Group internship offered a priceless chance to close the knowledge gap between theory and practice. While theoretical education provided the foundation for comprehending important business concepts, hands-on experience enhanced this understanding by showing how these ideas manifest in actual business settings. It has been possible to gain a broad skill set and a deeper grasp of business operations thanks to this combination of theoretical and practical study.

Theoretical Learning

Financial Accounting

Theory: I studied financial accounting principles, such as how to prepare and analyze financial accounts.

Application: Used these ideas to prepare bills, make ledger entries, and assist in the compilation of financial reports.

Corporate Financing:

Theory: I learned about capital structure, investment assessment, and risk management.

Application: Contributed to financial decision-making processes by offering insights into investment strategies and risk assessments.

Management accounting:

Theory included cost accounting, budgeting, and performance evaluation procedures.

Application: Assisting with budgeting processes, analyzing cost data, and assessing financial performance to support strategic decisions.

Financial markets and instruments:

Theory: Acquired understanding of numerous financial instruments, market operations, and investment methods.

Application: Monitored and analyzed market developments to make suggestions on financial planning and investment opportunities.

Practical Learning

Real-World Financial Reporting:

Practical: Responsible for preparing financial accounts and reports, assuring accuracy and conformity with accounting standards.

Outcome: Gained a better grasp of financial reporting processes and the value of accuracy and detail.

Investment Appraisal:

Practical: Evaluated prospective investment opportunities and made suggestions based on financial analysis.

Outcome: Improved capacity to assess investment risks and rewards by applying theoretical models to actual investment circumstances.

Cost Management:

Practical: Assist with cost analysis and management, identifying areas for cost savings and efficiency improvements.

Outcome: Developed practical skills in cost management and financial efficiency.

Budget and forecasting:

Practical: Helped prepare budgets and financial predictions, analyze deviations, and change financial plans.

Outcome: Improved ability to develop realistic budgets and forecasts while understanding their influence on strategy.

3.7 Special Skills and New Knowledge Learn

Industry-Specific Software: I learnt how to use industry-standard software for activities such as market analysis, order placement, and risk management. Specifically, I learned how to use accounting software like Swostik and Tally for financial accounting and data management.

Data Analysis and Research: I gained expertise collecting, analyzing, and interpreting data to help make trading decisions.

Financial Analysis: I learned how to examine financial statements to determine the financial health of potential trading partners.

Trading Fundamentals: I learned the fundamentals of trading, such as risk management, pricing strategy, and market dynamics.

Sector Regulations: I learned about the rules and compliance standards that govern the trading sector.

Product Knowledge: I gained a better understanding of the particular products or commodities traded by the company. I improved my bargaining and communication abilities by interacting with suppliers, clients, and colleagues.

Time Management and Prioritization: I enhanced my abilities to manage time and prioritize activities in a fast-paced setting.

Company Culture: I acquired important insights into the company's culture, work ethic, and professional standards.

CHAPTER 4

CONCLUSION

4.1 Summary of highlights of my Co-Op studies at Siddhartha Bhumi Group

My Co-Op studies at Siddhartha Bhumi Group have been a remarkable experience, resulting in considerable professional and personal progress. I had the opportunity to work in a variety of departments, including Accounts and Finance, and Sales, where I participated in recruitment processes, financial reporting, budgeting, market research. This experience enabled me to apply classroom principles to real-world situations, bridging the gap between academic knowledge and practical application. Throughout the internship, I honed my problem-solving, cooperation, and time management abilities by taking on tough challenges, collaborating with varied teams, and juggling multiple tasks and projects. In addition, I established a professional network and gained significant business insights and career guidance. This event strengthened my business knowledge by giving a thorough Understanding the operational complexities of a trading organization and contributing to my personal development by increasing my confidence, adaptability, and proactive approach to learning. Overall, my Co-Op courses at Siddhartha Bhumi Group have given me a strong foundation and a diversified skill set that will certainly help to my future success in the trading business.

In the Accounts department, I was responsible for recording and inputting VAT return details, managing stock counts, handling purchase and sales returns, and utilizing accounting software such as Swostik and Tally. This hands-on experience with financial reporting and data management deepened my understanding of accounting practices and financial compliance.

In the Sales department, I engaged in customer relationship management, market research, and sales strategy development. This role enhanced my communication and negotiation skills and gave me a practical understanding of sales operations and customer service.

The internship also significantly improved my problem-solving abilities, teamwork, and time management skills. Collaborating with colleagues from different departments allowed me to understand the importance of coordination and teamwork in achieving organizational goals.

Overall, my Co-Op studies at Siddhartha Bhumi Group were a transformative experience, equipping me with a diverse skill set and a solid foundation for my future career in the trading industry. The exposure to various facets of the company's operations has enriched my practical knowledge and prepared me for professional growth and success.

4.2 Evaluation of work experience

During my internship at Siddhartha Bhumi Group as an Assistant Financial Analyst, I was able to learn about numerous areas of financial analysis in a real-world corporate setting. Here is my review of the experience:

- **Responsibilities Handled**

Responsibilities included analyzing financial data and assisting with report creation. This includes collecting and organizing data, performing ratio analysis, and assisting senior analysts with financial modeling tasks. I also had the opportunity to participate in meetings and debates about investment decisions, which gave significant experience with the practical application of financial idea.

- **Skills Developed**

The internship helped me improve my financial modeling skills with Excel and other analytical tools. I learnt how to efficiently evaluate financial accounts and received practical experience with market research and trend analysis. Furthermore, the collaborative setting helped me improve my communication abilities, particularly when presenting findings to team members and supervisors.

4.3 Contributions to the Team/Organization

I streamlined data management processes and provided analytical analysis to inform finance department decision-making. The team specifically highlighted my contributions to enhancing the efficiency of financial reporting processes, which was particularly meaningful for me. My supervisors provided positive comments on my strengths and places for improvement. This feedback encouraged me to continue striving toward and helped me identify my talents in data analysis and attention to detail. Furthermore, I aggressively sought input from my colleagues, which helped my professional development throughout the internship.

There were many outstanding dues to collect from our clients and projects' managed to collect some amount of dues by continuously calling them and visiting them personally. I suggest financial controller to minimize miscellaneous expenses and hidden cost which automatically rises the cost of expenses of the organization.

As there was communication gap between the employees so I managed to organize a fellowship program along with all the employees and owners of SBG which directly help in building good relation between the employees and managers. I suggest company project manager to install and implement feedback forms for our client in Oder to know whether they are satisfied with our product and service.

4.4 Limitations of the Study

Despite efforts to make the project realistic and practical within the context of the importing company in Nepal, there are several limitations to consider:

- The scope of the subject matter is extensive, but the internship period is only 16 weeks. This limited time frame hinders the opportunity to gain in-depth exposure to all aspects of the company's operations and cover every department.
- The intern was granted permission to use the system or learn how to operate the software, which restricted their ability to gather specific information related to it.
- Due to the organization's privacy policy, gathering detailed information about the system proved challenging.
- Understanding the inner workings, culture, and processes of an organization takes time. Given the short duration of the internship, you may experience a steeper learning curve, potentially impacting your overall productivity and effectiveness.
- Internships serve as an evaluation period for both the intern and the employer. However, in a shorter internship, it may be challenging for both parties to assess the intern's performance, fit within the organization, and potential for growth.

4.5 Recommendations for Siddhartha Bhumi Group

I'm writing to give my genuine recommendation for Siddhartha Bhumi Group, based on my recent internship with them. Having had the opportunity to intern with Siddhartha Bhumi Group, I can attest to the organization's dedication to excellence, professionalism, and creating a helpful learning environment.

During my time at Siddhartha Bhumi Group, I had the opportunity to collaborate directly with devoted experts who displayed remarkable competence and love for their jobs. The company's emphasis on continual learning and development allowed me to gain valuable skills and expertise in finance, marketing, and software utilization. Here are my feedback for the company

- Ensure staff are knowledgeable about all products, including their features and benefits.
- Customer Service: Focus on soft skills training to improve customer interaction and service.
- Regular Workshops: Conduct regular training workshops to keep staff updated on new products and sales strategies.
- Improve credit control measures, implement effective invoicing and payment collection procedures, and maintain strong relationships with customers and suppliers to optimize cash flow.

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APPENDIX



Figure 8 Work station



Figure 9 Meet up with Roca director and lumbini visit



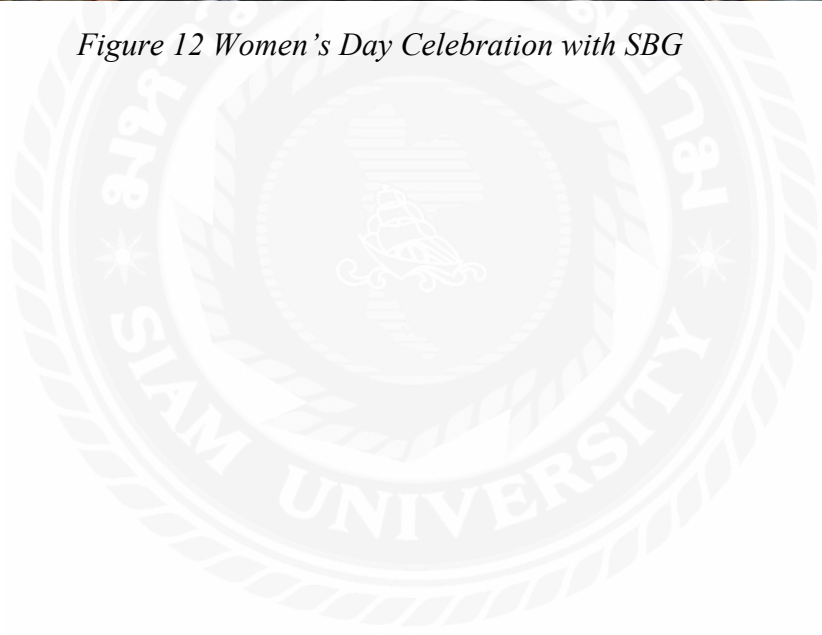
Figure 10 Meet up session with Architect and interior designer organized by Roca



Figure 11 Company Director and green ply and spc flooring sales head



Figure 12 Women's Day Celebration with SBG



Sidhartha Bhumi International
Thottama-5, Marigatan