



COOPERATIVE EDUCATION REPORT

**Internship Report on KIA Motors Nepal
(Continental Trading Enterprises Pvt. Ltd.)**

Written By

Prashanna Joshi

Student ID: 6308040024

**This Report Submitted in Partial Fulfilment of the Requirements for
Cooperative Education, Faculty of Business Administration**

Academic Semester 2/2023

Siam University



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Project Title : Internship Report on KIA Motors Nepal (Continental Trading Enterprises Pvt. Ltd.)
Written By : Prashanna Joshi
Academic Advisor : Dr. Parham Porouhan
Department : Bachelor of Business Administration (Marketing) (2020-2024)

We have approved this cooperative report to partially fulfil the cooperative education program semester 2, Academic Year 2023.

Oral Presentation Committees



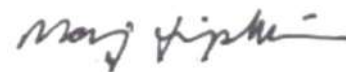
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ABSTRACT

This internship report fulfils a requirement for participation in Siam University's Faculty of Business Administration's Cooperative Education program. The internship, conducted at CTE, specifically within the Sales and Marketing Department focusing on KIA Motors Nepal. Spanning a period from January 20, 2024, to May 20, 2024, this internship provided a comprehensive immersion into the automotive industry, emphasising practical engagement in sales and marketing activities. Objectives of the study include: (1) Examine the stratees employed by CTE to achieve its success, (2) To develop proficiency in client engagement and coordination within the automotive industry (3) Identify opportunities and challenges facing KIA Motors in the evolving automotive industry.

Keywords: Cooperative Education, Sales and Marketing, Automotive Industry

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I would like to extend my heartfelt gratitude to all those who contributed to the successful completion of this internship report. This Co-op report serves as a vital requirement for the culmination of my BBA program at Siam University. The internship experience at Continental Trading Enterprise Pvt. Ltd. provided me with invaluable opportunities to learn and explore new ideas and techniques within the automotive industry. I am immensely thankful to the entire team at Continental Trading Enterprise for granting me the privilege to collaborate with professionals who guided and mentored me throughout my internship tenure.

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ACRONYMS

BBA	: Bachelor of Business Administration
CTE	: Continental Trading Enterprise Pvt. Ltd.
Pvt. Ltd	: Private Limited
Co-op	: Cooperative Education
BOD	: Board of Directors
L/C	: Letter of credit
KCM	: Kathmandu College of Management

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CHAPTER 1: INTRODUCTION

Methodology refers to the detailed explanation of the processes involved in performance of an activity or the particular subject matter. It can be defined as a set of procedures that define what the activity of research is, how to proceed, how to measure progress and what is succeeded. This report is basically prepared as per the experience of work while doing the internship. In this report, both primary and secondary sources of information are used. It helped to analyse the findings in meeting the objectives of the study. It used the method of Observation, Discussions, Digital media use and the like to analyse the data.

Intern has collected data on primary and secondary basis. The method of data collection is explained as:

Primary Sources: As a part of the job, an intern interacts with the customers in order to collect information regarding their experience with the vehicle, perspective towards the brand, competitor's analysis, and market trends and so on. The interaction with supervisors and so on is carried out in order to collect the data regarding the sales of the products offered by KIA/Continental and various factors affecting it, including the finance related aspects (Financing and interest rates). The primary sources of data include:

- **Observations:** Self-study and informal discussion with staff.
- **Direct interaction** with existing customers as well as probable prospects.
- **Customer and Competitor Visits**

Secondary Sources: An intern is usually alone and unknown about the organization policies, pricing of products and so on at first. To grab the information, intern is provided with reports, catalogues and brochures etc. They also obtain information through the internet regarding the organisation's web sites and other web portals, literature review from different internal

publications of KIA Motors and the internet. So, with the help of such material data are collected

1.1 Industry profile

The automotive industry is a wide range of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles, some of them are called automakers. It is one of the world's most important economic sectors by revenue. The automotive industry does not include industries dedicated to the maintenance of automobiles following delivery to the end-user, such as automobile repair shops and motor fuel filling stations. The term automotive was created from Greek autos (self), and Latin motivus (of motion) to represent any form of self-powered vehicle. This term was proposed by Elmer Sperry. (Rae, 2024)

1.1.1 Origin of Automotive Industry

The automotive industry began in the 1860s with hundreds of manufacturers that pioneered the horseless carriage. For many decades, the United States led the world in total automobile production. In 1929, before the Great Depression, the world had 32,028,500 automobiles in use, and the U.S. automobile industry produced over 90% of them. At that time the U.S. had one car per 4.87 persons. After World War II, the U.S. produced about 75 percent of the world's auto production. In 1980, the U.S. was overtaken by Japan and then became world's leader again in 1994. In 2006, Japan narrowly passed the U.S. in production and held this rank until 2009, when China took the top spot with 13.8 million units. With 19.3 million units manufactured in 2012, China almost doubled the U.S. production, with 10.3 million units, while Japan was in third place with 9.9 million units. From 1970 (140 models) over 1998 (260 models) to 2012 (684 models), the number of automobile models in the U.S. has grown

exponentially. The history of the automobile industry, though brief compared with that of many other industries, has exceptional interest because of its effects on 20th-century history. Although the automobile originated in Europe in the late 19th century, the United States completely dominated the world industry for the first half of the 20th century through the invention of mass production techniques. In the second half of the century the situation altered sharply as western European countries and Japan became major producers and exporters. (Rae, 2024)

1.1.2 History of Automotive Industry in Nepal

The History of automobiles in Nepal is almost invariably linked to a photograph of potters in loins shouldering a car secured in bamboo poles. The picture is said to have been of a 1939 Mercedes Benz gifted by Adolf Hitler to Nepal. However, it is by no means the first car of Nepal. Cars were seen in Kathmandu way before then. Although there is not any strong evidence to support when exactly the first cars came into Nepal, it is safe to say that they arrived in the early 1900s.

The Ranas would ride on vintage cars that potters carried on their shoulders but would not allow the construction of large-scale transportation infrastructure. It was not until 1950 after the fall of the regime that proper road networking plans and development finally went underway. While the automobiles in Nepal till early 1950s came on the backs of men, the subsequent ones would travel by road. Before democracy a paved road existed only in Kathmandu; that too not more than a length of 3 km. Perhaps it was in that little stretch of pitched road where royal nobilities rode their vehicles. The construction of Tribhuvan Highway came to completion in 1956 and a road link to the Terai was finally established.

As roads were constructed more vehicles started coming in. It is often said that there was a Ford Dealership in the Lazimpat area in the 1930s catering to the royalties and upper-class

elites who used them. To cater services to people in general, Nepal Transport Service started only in 1959.

Like cars, motorcycles also came as either gifts from British royals or were brought by visiting tourists. In 1958 a Thunderbird 650 cc is said to have been gifted to the then King Mahendra by British Queen Elizabeth. However, it was not the only gift that was offered by the queen. In 1961, she brought along the first Rolls Royce during her visit to Nepal.

One of the oldest bike suppliers in Nepal is Honda that arrived in the country in 1968, thanks to the Jyoti Group of Companies who initiated the distribution by importing units into the country. Likewise, the first Toyota car, the Toyota Corona was sold in Nepal in 1969 by the United Traders Syndicate.

The history of automobiles in Nepal has been the history of importing vehicles. Golcha organization's sister company Hulas Motors, established in 1996, was the first company to manufacture the SUV 4WD vehicle here. However, it alone could not redefine the history and has discontinued the manufacturing of its famous Sherpa and Mustang vehicles since 2015. (Paudel, 2019)

1.1.3 Present trend of automotive industry

Industry reflects a dynamic landscape characterized by innovation, sustainability, and digitalization. As Nepal's economy continues to grow, fuelled by increasing urbanization and rising disposable incomes, there is a growing demand for automobiles across various segments. One notable trend is the shift towards electric and hybrid vehicles, driven by environmental consciousness and government initiatives promoting clean energy transportation. Additionally, there is a surge in demand for compact SUVs and crossover vehicles, catering to consumers' preferences for versatility and functionality. Furthermore, advancements in automotive technology, such as connected vehicles, autonomous driving features, and digital infotainment

systems, are reshaping the industry's landscape, offering enhanced convenience, safety, and connectivity to consumers. Moreover, the emergence of online platforms for vehicle services is revolutionizing the automotive experience, providing consumers with greater convenience and accessibility. Overall, the present trend in the Nepalese automotive industry underscores a paradigm shift towards sustainability, innovation, and digitalization, poised to redefine the future of mobility in the country.

As urban areas expand and incomes rise, there is a growing demand for personal transportation, which has been further facilitated by improved financing options, making vehicle ownership more accessible to a broader segment of the population. Moreover, the demand for commercial vehicles, especially for public transportation purposes, has also witnessed steady growth. This reflects the demographic shift towards urban and suburban areas, where there is a greater need for efficient transportation services to accommodate the increasing population.

The resilience of the Nepalese automotive market is evident in its ability to maintain substantial imports of vehicles and parts despite the challenges it has faced. This resilience underscores the industry's capacity to overcome obstacles and adapt to changing circumstances. Furthermore, the record-high vehicle registrations reported by the Department of Transport Management indicate a strong consumer confidence in the market. This sustained demand across all segments of the automotive industry reflects a positive outlook and sentiment among consumers. (Sherpa, 2023)

1.1.4 Challenges in Nepal's Automobile Industry

Nepal has come along a long way in the automobile sector. Rana Prime Minister Juddha Shamsheer Rana introduced the vehicle for the first time in Nepal in B.S 1958. Later on it takes a professional turn on B.S 2017. Automobile sector provides a very important input to the national economy through its job generating capacity for its unskilled, skilled and semi-skilled

labourers. It can contribute to the utmost to boost the country's economy if taken seriously. It is a good source of tax revenue. (Shrestha, 2019)

However, the development in automobiles is very sluggish. It has been 3 decades since the establishment of Nepal Automobile Dealer Association, but it hasn't flourished yet. This is because the government has not focused on developing infrastructure for automobiles. It's necessary to reduce the hefty excise duty imposed on the import of automobiles. In addition, increase in fuel costs, political instability, and the long-term growth story of Nepal's auto Industry remains intact. Another important thing is involvement of private sectors in government agencies like Revenue Advisory Committee, Customs Evaluation Review Committee, Roads Board and National Transport Board is necessary. It is important that the government should discuss the issues with the private sector before issuing new rules so that they can be implemented promptly without hassles. The Automobile sector is the backbone of the national economy. Further, the government needs to develop several auto-villages across the country to solve the existing problem of haphazardly stationed garages and auto workshops. It is imperative that the government plays a role in raising Nepal's auto market through creation of a favourable business environment, attracting investments, promoting R&D and facilitating infrastructure creation. The automobile industry also has the opportunity to proactively establish best in class practices specifically in labour policies and innovative business models for mobility. If the government takes initiation and work accordingly this will significantly impact the revenues, costs and profitability of stakeholders. Nepal has higher tax duties on vehicles as compared to other countries. Government has imposed one of the world's highest import duties 240 per cent on automobiles and an increase in excise duty by 10 percent. It is no wonder that Nepal's auto industry is suffering from a terrible decline in sales. Two other reasons behind the deceleration of auto transactions are difficulty in accessing auto loans and high interest rates on available ones. However, there are various issues still to be taken care of.

The government fails to value the contribution of the sector in nation building. It never comes up with improved policies for the development of this sector. The policy makers are not aware of this problem and do not try to alleviate it in order to improve the role of the automobile industry. Focusing on issues related to the customs duty structure, auto traders that the government need to examine them and come up with a concrete agenda. In fact, harsh taxation policy against the sector has been a blockage for the development of this sector. Issues related to taxation have been coming around time and again and the government fails to address it every time. The relatively easy availability of auto loans and inflow of remittance had helped the automobile industry to survive. Government should think about road expansion rather than imposing high duties on automobile imports.

1.2 Company profile

Continental Trading has been able to secure a leading market in Nepal with the representation of popular brands and convenient services to our customers. They are compassionate in delighting our customers through the prominent brands which includes Komatsu construction and mining equipment, KIA passenger vehicles, Otis elevators and drilling equipment's and Isuzu commercial vehicles. Over the course of long history and vast experience, Continental Trading has been able to create its name itself as a valuable brand in Nepal. Now developed as one of the prominent business conglomerates, it has keen eyes on expansion for the better of the company as well as the nation. (Enterprise, 2008)

This organization has been able to have remarkable market size in all the represented brands. The strengths are the highly focused customer service, young and dynamic group of staff and the trust that has been bestowed by the customers, banks and stakeholders.

1.2.1 Statement of the Report

This report explains the learning experience as a digital marketing intern during the internship at Continental Trading Enterprise Pvt Ltd.

1.2.2 Vision

Continental Trading Enterprises Pvt. Ltd. envisions providing value addition to its people, customers, community and the nation as a whole through innovative products and quality service.

1.2.3 Mission

CTE's desires to excel in providing quality service for the satisfaction of the customers. In doing this, the company takes care of their interest by committing themselves to deliver the best of the technologies, considering the need of the time, in the most efficient manner.

1.2.4 Company Logo



Figure 2 Logo of Continental Trading Enterprise

1.2.5 Companies Affiliated with CTE



Figure 3 *Companies affiliated with CTE*

CTE represent famous brands like Komatsu construction and mining equipment, KIA passenger vehicles, Otis elevators and drilling equipment like Furukawa. They also have our stake in manufacturing concerns, financial institutions and housing development.

1.2.6 Products and Service Offered

a) **Komatsu: Construction and Mining Equipment Division**

CTE has been the authorized distributor of Komatsu construction and mining equipment for almost two decades now. Komatsu is a Japan based company and CTE have trading association with Komatsu Asia and Pacific Pvt. Ltd. It has been offering all ranges of construction and mining equipment to cater the needs of the Nepalese construction sector.

The products range from hydraulic excavators, bulldozers, wheel loaders, motor graders, vibratory rollers, backhoe loaders to mobile crushers. The division also deals in Komatsu

Forklifts. Apart from the sales support, it has a good network across the country to provide both product support and spare parts

b) KIA: Passenger and Commercial Vehicle Division

For the last ten years, CTE has been distributing the Kia passenger cars and commercial vehicles (mini buses) in Nepal. Kia is a Korean company which is renowned worldwide for its products meeting the needs of people of various classes. Kia products are known for reliability as well as value for money. In Nepal CTE has been offering Kia brands like Sorento, Rio (Sedan and Hatchback), Picanto cars and Sportage SUVs along with electric vehicles (Soul EV AND EV6). All these models have earned a good reputation in Nepal in terms of their performance and service provided through the dealers across the nation.

c) OTIS: Vertical Transportation Division

CTE's association with Otis, the worldwide leader in elevators, escalators and moving walkways, has been over a decade now. It is a highly regarded brand in the world and has earned a good reputation here in Nepal as well. CTE has a dedicated team of highly skilled professionals in this division, who are able to understand the needs of the clients and offer solutions both in terms of sales and installation. Till now, around 300 elevators have been sold in Nepal. The list of clients includes hotels, hospitals, business complexes, shopping malls, housing and apartments among others.

d) Pramac

Pramac is a well-known European brand with product profiles ranging from electric generators, material handling and photovoltaic plants. It believes in delivering quality products through its continuous process of research & development and innovation.

Pramac has its presence in Europe, America, Africa and Asia and now CTE has joined hands with it to serve the Nepalese needs. CTE understands the Nepalese customers' value and are here to provide a variety of customer-oriented products and a matching service facility.

e) Isuzu

Isuzu is a Japanese commercial vehicle and diesel engine manufacturing company headquartered in Tokyo. Isuzu is a Japanese commercial vehicle manufacturer known for its trucks of all sizes. Various commercial vehicles of Isuzu were launched in Nepal citing the growing demand in the pickup segment. This can be credited to increased infrastructure building and developmental work within the country. Apart from that, pick up vehicles have also gained popularity as lifestyle vehicles, particularly in rural areas.

1.2.7 Strategies of the company

- a) Customer-Centric Approach:** The CTE model opts for a customer-oriented approach that focuses on ultimate customer needs, expecting both satisfaction and engagement. Through understanding and catering to the multifaceted requirements and tastes of consumers, CTE strives to create long-standing bonds and amplify customer's loyalty to the brand.
- b) Product Diversification:** CTE bases its product line on diversification in order to offer customers a product of the demanded needs and preferences. The multi-purpose choice of vehicles which include the passenger cars, SUVs, EVs and commercial vehicles aims at satisfying an extensive demand of the customers and at the same time assuring CTE of a large market share.

- c) Digital Transformation:** Digital transformation is the key element for CTE to remain competitive in the automotive industry which is evolving at a fast rate. Utilizing digital technologies, whether online sales platforms, mobile apps, or digital marketing campaigns, CTE seeks to create an environment that is better than the one offered to the customers as well as to simplify the processes and to increase the sales growth.
- d) Employee Development:** With the goal of maintaining a skilled and motivated workforce, CTE will invest in employee development and training. Continuously educating its employees through courses, mentorship, and career development programs is one of the CTE core missions which aim to help its employees to provide top customer service that turns into company success.
- e) Market Expansion:** CTE, in addition to its own marketing efforts, seeks to help establish its presence in the market and successfully reach out to new customers through the implementation of strategic growth activities. The new markets that are yet to be explored, the alternate distribution channels and the specialised marketing campaigns will all help in identifying opportunities and achieving success.

1.3 Organization Structure

Organization structure is the specified path through which the formal command of authority and responsibility flows. The organization structure of CTE is presented in the following diagram:

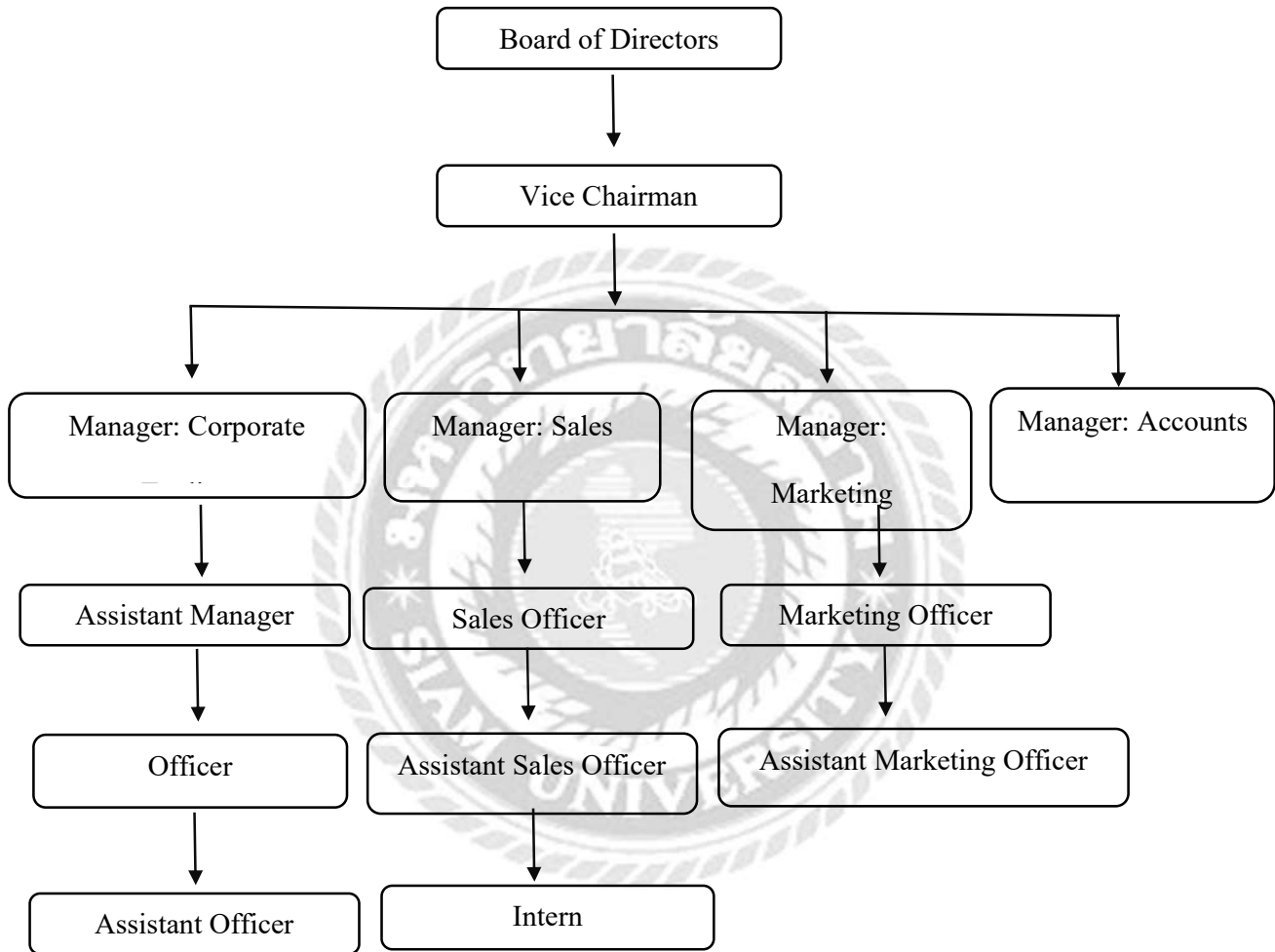


Figure 4 Organization Structure

The given figure shows the organization structure of Kia Motors at Continental Trading Enterprises Pvt. Ltd. The organization structure of KIA motors consists of Chairman Mr. Suhrid Ghimire at the topmost position followed by Vice-Chairman Mr. Purushottam Poudyal who is directly accountable to the Chairman. The Director Mr. Aashish Poudyal in KIA motors holds the responsibility of Corporate Trading who delegates responsibility to Assistant General

Manager Mr. Anish Lamichhane. AGM again delegates authority to Department Heads (Marketing, Sales, Account, Research and Development) and the hierarchy follows officers to assistants.

1.3.1 My Job Position

The job position that I was assigned during my internship at CTE was to handle some parts of sales and dealing with clients as an assistant. I had to work under the supervision of the showroom head in charge Mr. Kishor Maharjan. As an intern I had to look into data entry, telephoning prospecting, approaching customers, handling customer complaints, etc.

1.3.2 My Job Position in the Company's Organizational Structure

In the organizational structure of CTE, my job position as an intern in the Sales and Marketing Department (KIA) was crucial for enhancing customer engagement and driving sales. This position fit into the overall company organization as follows:

- a) Departmental Role:** Within the Sales and Marketing Department, my role contributed directly to achieving sales targets and promoting the company's products and services.
- b) Supporting Function:** During my internship, I was given the chance to serve the customers the department functions by handling various support issues as well. I assisted by engaging in interactions, documenting support, and data management related activities.
- c) Learning and Development:** As an intern the course of my internship is being guided by the experienced professionals within the department. The main benefit of this experience in my life is an appreciation of individuality and an ability to look at the world from a different perspective while also being an essential step in my life development.
- d) Integration with Other Departments:** Although I worked as a Sales and Marketing Assistant, my responsibilities were not limited to these functions because Customer Service

and Finance were also involved, which showed the connection of various departments in the organisation.

In conclusion, this internship gave me the opportunity to have a hands-on experience, contribute to organizational goals, and to be within the company structure to contribute to the overall sales and marketing goals.

1.4 Intention and Motivation to Choose this Company co-op Studies Workplace

My choice to take CTE for my Co-op studies deeply rooted in different factors, altogether forming a perfect stage for me to learn, and I gained vital professional development skills. The CTE in Nepal in the first place had already been a brand name setting the standard for excellence in the overall automotive sector. This created a fair and suitable environment for learning essentials effortlessly. The company showed an established track record and its history of winning projects helped to gain my confidence, from which I enjoyed a rich learning experience and first-hand exposure to the best industry practices.

Secondly, my motivation to gain hands-on experience in a practical environment that will allow me to apply my theory into actions with real results influenced my decision to enroll into CTE. The chance to join CTE in its wide-ranging operations within the automotive industry create a broad and multi-dimensional learning program and offering various dimensions of the industry, like sales and marketing, customer service, etc. These hands-on experiences were the platform that allowed me to perfect my skills and gain a deeper perspective of what makes an automotive business thrive.

Additionally, the thought of being around experienced people at CTE Sales and Marketing department was a great motivation factor. Partnering with various mentors was a chance to

grow by gaining wisdom from their past experiences, grasping how to communicate effectively, and sharpened my ability to analyse and solve problems. This kind of supportive atmosphere created a culture that promoted continuous learning and growing in me, that eventually made me able to improve my professional competencies and broaden my horizons in the industry.

1.5 SWOT analysis for CTE:

<p>Strengths</p> <ol style="list-style-type: none"> 1. Reputation and Experience 2. Diverse Product Portfolio 3. Customer-Centric Approach 4. Skilled Workforce 5. Strategic Partnerships 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Dependence on Import 2. Limited Geographic Presence 3. High Import Duties
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Market Expansion 2. Rising Demand for Electric Vehicles 3. Digital Transformation 	<p>Threats</p> <ul style="list-style-type: none"> ● Economic Uncertainty ● Intense Competition

This table summarizes the key strengths, weaknesses, opportunities, and threats facing CTE in the automotive industry.

Strengths:

- a) **Reputation and Experience:** CTE boasts a strong reputation and extensive experience in Nepal's automotive industry, positioning itself as a trusted and reliable player.
- b) **Diverse Product Portfolio:** With representations of renowned brands like Komatsu, KIA, Otis, Pramac, and Isuzu, CTE offers a diverse range of products catering to various customer segments and needs.
- c) **Customer-Centric Approach:** CTE prioritizes customer satisfaction, focusing on delivering high-quality products and services tailored to meet customer needs, which helps in building long-term relationships and enhancing brand loyalty.
- d) **Skilled Workforce:** The company employs a young and dynamic workforce equipped with industry knowledge and expertise, contributing to operational efficiency and customer satisfaction.
- e) **Strategic Partnerships:** CTE has established strategic partnerships with leading international brands, enhancing its market presence and enabling access to cutting-edge technologies and products.

Weaknesses:

- a) **Dependence on Import:** Being dependent on imported products, CTE is susceptible to fluctuations in currency exchange rates, import regulations, and supply chain disruptions, which may impact its operations and profitability.
- b) **Limited Geographic Presence:** While CTE has a strong presence in Nepal, its geographical reach may be limited compared to larger multinational competitors, potentially limiting market expansion opportunities.

- c) **High Import Duties:** Nepal's high import duties on automobiles and related products may increase the cost of doing business for CTE, affecting pricing competitiveness and consumer affordability.

Opportunities:

- a) **Market Expansion:** Diversifying the product range, targeting different market segments and going beyond Nepal will be useful on part of CTE to explore the market potential and growth opportunities.
- ***Rising Demand for Electric Vehicles:*** Sustainable transportation is becoming the new global trend, allowing CTE to take advantage of the increased demand for electric cars by introducing more eco-friendly alternatives as well as promoting green mobility.
 - ***Digital Transformation:*** Engaging digital technologies such as online sales channels, mobile apps, and digital marketing acts as a tool for engaging with consumers, smoothing operations, and increasing sale revenue for CTE.

Threats:

- a) **Economic Uncertainty:** Economic ups and downs, political tensions and regulation at the national and the international level pose serious threats to the CTE's operations and financial results.
- ***Intense Competition:*** The CTE has to contend with both domestic and international players in Nepal's auto industry with its market share, pricing, and profitability being some areas that are effected.

CTE could keep on leading and maintaining its position among the foremost in Nepal's automotive sector through adopting its own advantages, tackling down the shortcomings, utilizing the opportunities, and managing the threats.

1.6 PESTEL Analysis of Continental Trading Enterprise Pvt. Ltd.

Conducting a PESTEL analysis (Political, Economic, Socio-Cultural, Technological, Environmental, and Legal factors) for Continental Trading Enterprise Pvt. Ltd. (CTE) can provide valuable insights into the external factors that may impact the company's operations.

Here's a breakdown of each factor:

a) Political:

- **Government Policies:** Analyse the influence of government laws, regulations and stability of political life of Nepal on the activities of CTE, including taxation rules, tariffs and political situation, for example.
- **Political Risk:** Evaluate the possible consequences that political instability, change of government and geopolitical tensions can have on CTE's performance and its market environment.

b) Economic:

- **Economic Growth:** Analyse the economic growth and stability in Nepal as a whole, taking into consideration indicators such as GDP growth, rates of inflation, and exchange rates for currency, which have an impact on consumers purchasing power and demand of automotive products.
- **Market Trends:** Identify upcoming market trends, consumer habits, and spending patterns that would affect CTE's sales and marketing strategy.
- **Economic Policies:** Take into account the influence of monetary and fiscal policies, interest rates, and availability of the credit on the CTE's financial performance and the investment decisions.

c) Socio-Cultural:

- **Demographic Trends:** Analyse demographic changes, population dynamics and cultural trends that might impact CTE's target market which in turn may affect the demand for its products.
- **Consumer Behaviour:** Know the changes in consumer behaviour toward their life choices and the social-cultural factors affecting their buying decision in the automotive industry.
- **Social Values:** Identify public perception towards environmental conservation, health and safety measures and technology in the automotive industry.

d) Technological:

- **Innovation:** Considering the trend including electric vehicles, autonomous driving systems, and connectivity features, and how such technology aligns with CTE's product coverage and competitive positioning.
- **Digitalization:** Evaluate how digitization effects the sales and marketing channels, client engagement and the performance of CTE in its business operations.
- **R&D Investments:** Pay attention to CTE's direction of investments in R&D to always be up-to-date with the latest technological trends and dominate in the market

e) Environmental:

- **Environmental Regulations:** Evaluate compliance with environmental regulations, emissions standards, and sustainability initiatives governing the automotive industry.
- **Eco-Friendly Initiatives:** Assess consumer demand for eco-friendly vehicles, green technologies, and sustainable practices, influencing CTE's product development and corporate social responsibility efforts.

f) Legal:

- **Regulatory Compliance:** Ensure compliance with relevant laws, regulations, and industry standards governing product safety, intellectual property rights, and business operations.
- **Legal Risks:** Identify potential legal risks, liabilities, and litigation issues related to product recalls, contractual disputes, and labour laws affecting CTE's operations.

1.7 Objectives of this Co-Operative Study

The goals of this cooperative study at Continental Trading Enterprise Pvt. Ltd. (CTE) are:

- a) Gain Practical Experience:** Having an opportunity to gain practical skills beyond the classroom, students develop the business skills they need.
- b) Develop Professional Skills:** Develop basic skills including communication, team building, problem resolving and time management via giving an opportunity to practice these skills in a practical environment of a workplace
- c) Understand Industry Dynamics:** Get familiar with the internal workings of the automotive industry, including market trends, customer analysis, competition overview, and business management.
- d) Contribute to Organizational Goals:** Take part actively in tasks and projects which contribute to the accomplishment of the organizational objectives and targets.
- e) Build Professional Network:** Create meaningful connections with automotive business operators and develop professional relationships that could be valuable in the long run, therefore, increasing your chances for career advancement.

- f) **Apply Academic Knowledge:** Study theoretical concepts and principles taught in the academic courses, striving to relate them to the role-playing business situations in which they are applied in practice, thus reinforcing learning and gaining new practical skills.
- g) **Gain Insights into Corporate Culture:** Get prepared by grasping the corporate culture values of CTE that will enable adaption to professional environments in future.



CHAPTER 2: CO-OP STUDY ACTIVITIES

2.1 Job description

Internship Role : Sales and Marketing Intern.

Worksite Location : Continental trading Enterprise Pvt. Ltd.

Corporate Office : Uttar Dhoka, Gairidhara, Kathmandu, Nepal

Length of Internship : 14 weeks Internship

Start Date : 20th January 2024

Internship End Date : 20th May 2024

2.2 Department Description

The Sales and Marketing Department at CTE is responsible for promoting and selling vehicles from various brands, including KIA Motors. This department focuses on understanding customer needs, developing marketing strategies, and executing sales activities to drive revenue and maintain customer satisfaction. It comprises sales executives, marketing specialists, customer service representatives, and administrative staff, all working together to achieve departmental goals.

2.3 Roles and Responsibilities Assigned as Intern

At Continental, intern was placed in the Sales and Marketing Department (KIA). Being specific, the intern was placed in the sales area ideally to deal with customers and make their contribution in the marketing activities as well as in some other departments to gain an overall learning experience. The intern got an opportunity to perform a lot of activities in the workplace. These activities helped interns to gain practical knowledge on working in an

organization and utilize conceptual knowledge in specific areas of the study. Some activities performed during the internship are as follows:

2.3.1 Data Entry

Data entry is to enter the various hard copy data into soft copy. Data entry helps to get all the information entry properly and effectively. Data entry helps to keep records of different files information. The intern had to make the various data entries as asked by the supervisor and seniors, especially of the information collected by himself. The collected and other crucial information was asked to make an entry so that it will be helpful for the supervisor and manager to perform the task in a very effective and continuous way. Hence it should be executed very properly so that when it is used for any reference doesn't create any problem. Intern needs to be paid attention while making data entry. He/ She should check it from time to time doing the data entry to show that there are no mistakes and errors. Intern need to make any type of data entry as per the collected information by them.

2.3.2 Telephone Prospecting:

The intern was responsible for telephone prospecting. Hereby, the intern made several phone calls to the probable customers and the existing ones to provide the vehicle related information and offerings as well as to gain insights related to customer satisfaction.

2.3.3 Approaching Customers:

While making telephone calls, interns must be able to gain customer's attention while dealing with the customer. In gaining the desired attention the intern must also persuade the prospect in visiting the showroom and approach him/her in person in order to further make them want to purchase and turn them into a customer. As a part of sales, the intern also assisted customers in test drives of the passenger vehicles when required.

2.3.4 Handling Customers Objection during Data Collection:

Similarly, an intern also handles the objections while collecting data. The objection can be related to price, product features, its performance, after-sale services and so on. An intern can use various methods like yes-but method, denial of objection method and so on for handling the objection of a client.

2.3.5 Handling Customer Complaints:

Intern is also responsible for handling complaints of the customers. After the use of the product, if the customer is dissatisfied with the performance of the product, a complaint arises. In such cases, an intern must listen to the complaints of customers and they should forward it to the immediate supervisor or customer service department in order to solve it.

2.3.6 Preparing Necessary Documents:

Various documents are required in order to transfer the ownership of the vehicle. The intern was asked to prepare the necessary documents which included preparing the quotation of the particular vehicle and forwarding it to the designated bank. The intern was also involved in preparing the allotment letter, payment request and vehicle delivery order which are all the important documents needed before transferring the ownership of a vehicle.

2.3.7 Reporting to Supervisor:

Supervisor is the one who supervises the activities of the intern and his performance. An intern is also responsible to report all the activities conducted on a day to the supervisor. She needs to tell the number of contacts made, showroom visits, feedback from the customers and so on.

2.3.8 Activities in coordinating with co-workers

Coordinating with co-workers at Continental Trading Enterprise (CTE) involves working together smoothly to reach our goals. Here are some things we do:

- **Regular Communication:** We give top priority to keeping our communication channels open and transparent, so that everyone is well aware about project updates, tasks, and deadlines. Whether it is done via face-to-face meetings, email or messaging platform, we see that the information that is targeted, gets shared in a timely and accurate manner.
- **Team Meetings:** Meeting as a team is on my schedule every week to share our progress on projects, to address any problems and concerns we may be facing, and to get creative solutions which we generate together. During these meetings, team members are allowed to speak their minds, contribute their unique ideas, and help bring us all on the same page to achieve our goals.
- **Task Delegation:** To improve the effectiveness and the production we distribute the tasks based on personal strengths, capabilities, and schedules. We effectively divide workload among all members in the team in a way that each member gets a healthy share of tasks and has an opportunity to contribute positively to the project.
- **Celebrating Achievements:** Recognizing and celebrating team achievements and reaching goals is an essential element of working together. Whether it's finishing a project before schedule, reaching a big milestone, or doing better than initially thought, we make sure that we recognize and appreciate each other's efforts all the time. This helps in building teamwork and motivation.

2.4 Job process diagram

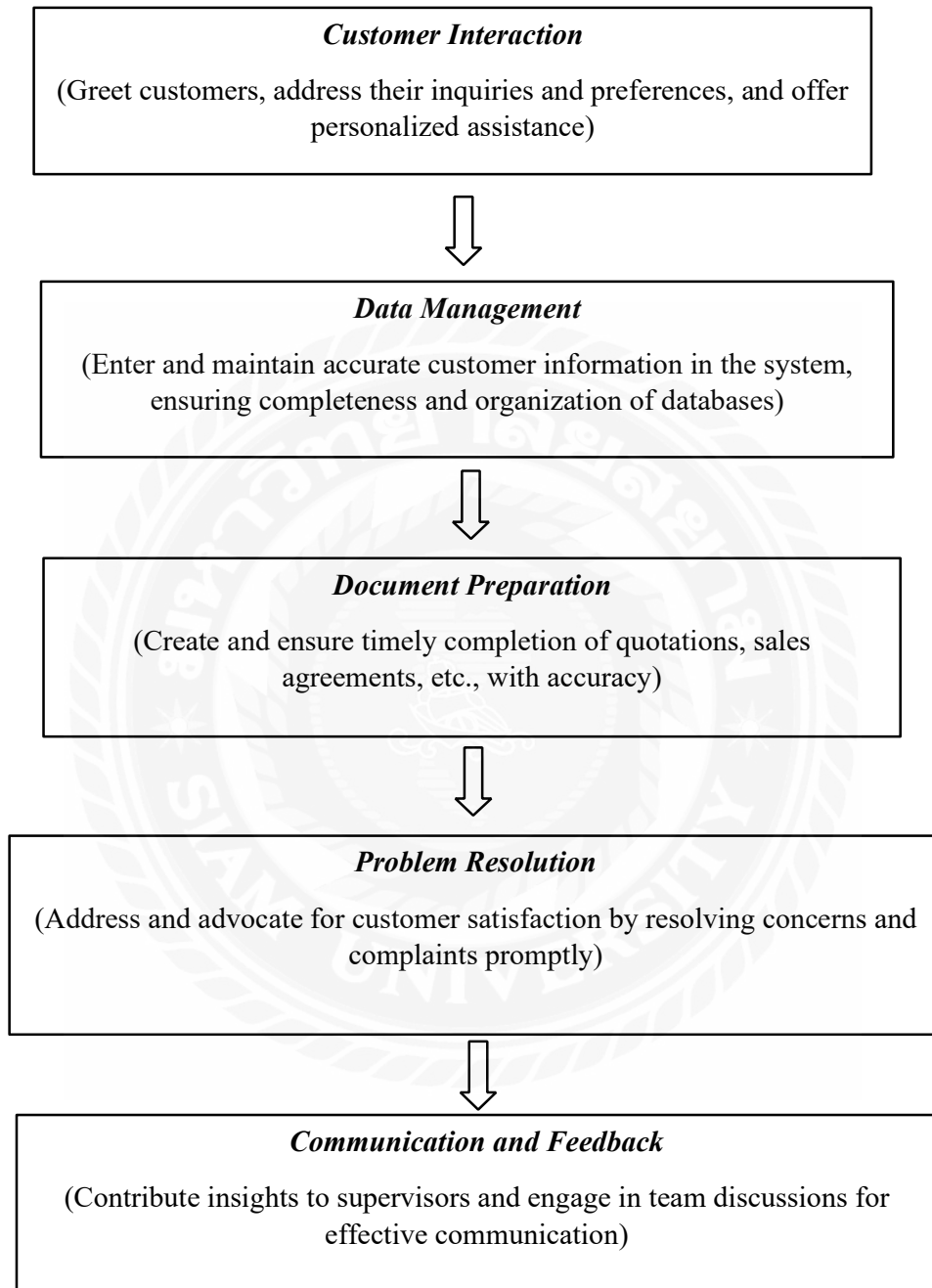


Figure 5 Job Process Diagram

2.5 Contribution as a co-op student in the Company

During my internship as a CO-OP student at Continental Trading Enterprise (CTE), my contribution during these 4 months term by participating in different aspects of business operations was important to the success and operational efficiency of Continental Trading Enterprise (CTE) in more than one way. It was more than accomplishing duties and performing tasks, I properly mixed up with the company's culture and values, and that is how I achieved my objectives.

- **Customer Interaction and Assistance:** One of my most important functions was personal communication with the customers visiting the showroom. In each interaction, I came in as friendly and professional as possible to make customers feel like they belong and their precious are recognized. I invested my time to know their needs and choices therefore, I was able to give personalized service to assist them in choosing the perfect vehicle for them. I created the bond with customers, that can improve their experience by responding to their queries and concerns in time and with a solid knowledge on the issues.
- **Data Management and Organization:** Besides the customer contact, I had some critical duties which were the maintaining the company's data integrity and organization. I carefully entered each of the required information into our designated system, with attention to accuracy and completeness. Through constant data tracking and arranging, I provided information gathered in such a way that the sales and marketing team could have convenient and fast access to it, which would translate to proper decision-making in their provisions of services inline to their plans.

- **Document Preparation and Processing:** In addition to my other responsibilities, I was able to contribute heavily to the area of document preparation and processing. It was my duty to help in the process of writing documents which were of a crucial nature when selling vehicles. They included quotations, sale agreements and payment records. In this regard, paying close attention to detailing and following procedures, I made it possible to process documents, be it sale or services, in a proper time and manner, which led to smooth transactions and thus customer satisfaction.
- **Problem Resolution and Customer Advocacy:** As a front-line colleague and the one who communicated mostly with customers, I have managed to see a lot of issues and things that customers were worried about. Although I might experience certain difficulties, I have always put myself in everyone's shoes and I worked with customers in the best way to satisfy all of us. Whether this was about contacting customers to address product-related issues, service complaints, or logistics, I was the one who stayed focused on the clients and was doing my best to help them. I did this by involving customers' feedback and problems and through this, I was able to identify the weak points of the company and I contributed greatly in the continuous projects of improving the satisfaction and loyalty customers have towards the company.
- **Communication and Feedback Sharing:** Through the whole period, I proceeded with the perfect communication with the supervisors and colleagues, shared the insights and feedback sometimes. I was highly engaged in team meetings and group activities, providing fundamental concepts and useful thoughts, sometimes even paving the way for the process improvement and customer satisfaction enhancement. Through developing a work culture of collaboration and continuous improvement, I aided

growing a team's atmosphere with mutual support and room for positive change which contributes to individual growth and organizational success.



CHAPTER 3: LEARNING PROCESS

3.1 Problems Faced at CTE and Solutions

From the beginning of the internship till the end at Continental Trading Enterprise (CTE), I learned how to deal with a variety of problems, solve each one of them adequately, and have confidence that I am able to overcome them with thought-out actions. Here, I outline some of the key issues faced and the corresponding solutions implemented.

3.1.1 Difficulty in Addressing Diverse Customer Needs:

- **Problem Description:** During this period, different customers had diverse needs and attitudes which was one of the main challenges I faced. Every client was special, having own features and requirements turning the emotional help and client satisfaction into big challenging task for the company.
- **Solution Implementation:** In order to deal with this issue I personally got involved by taking part in the training sessions and workshops aimed at improving customer care and communication abilities. These classes allowed me to get a clear picture of both customers' behaviour and how a tailored approach may be used to accommodate specific customer wants. Moreover, I related to experienced colleagues for suggestion and feedback that also help me to design new approaches to meet customers' different demand.

3.1.2 Handling Customer Complaints:

- **Problem Description:** The other major issue I faced was managing customers' complaints and making sure the complaints were resolved on time. Dealing with customers

dissatisfaction required a lot of empathy, patience and the ability to manage complex situations and maintaining the company's image.

- **Solution Implementation:** To meet this challenge, I chose an active role in resolving customer complaints. I patiently listened to customers' complaints expressing my sympathy and understanding before promptly referring the issues to proper channels in order to solve them. But even more I would practice role play and would receive advice from the supervisors about effective conflict resolution strategies. It gave an opportunity for one to grow, making sure that any customer possibly negative experiences turned into positive ones, thus benefiting significantly the customer satisfaction.

3.1.3 Time Management and Coordination:

- **Problem Description:** While I am in charge of various departments and need to coordinate tasks within certain time constraints it creates some sort of logistic problems. The task of balancing several tasks whilst making sure of quality and efficiency demanded well-organized time management and communication skills.
- **Solution Implementation:** To tackle this problem, I started applying the strategic technique for task priorities and time management. I made efficient use of organizational tools like task lists, calendars, and scheduling software when it came to scheduling time for different assignments and tracking the general progress on top of that, I took care to maintain communication with my peers from other departments and we collectively created the friendly environment that supports smooth processes and teamwork. I made an impact

on the organization through my good time management and communication skills that helped in coordination and efficiency.

3.1.4 Managing Workload and Stress:

- **Problem Description:** The environment at CTE office especially at the beginning of the internship, coupled with demands handling several responsibilities, occasionally I felt anxious and overwhelmed. Besides that, my main challenge in college was to be organized in college matters while to take care of my personal health.
- **Solution Implementation:** To address this issue, I focused on self-care and developed a plan to cope with the workload and ensure a satisfactory work-life balance. This was achieved through the use of mindfulness techniques, taking breaks frequently and engaging in exercises to reduce stress levels. Besides, I reported to my supervisors at all times whenever my workload exceeded me and I asked for the required help or assigned specific tasks which I thought I would not be able to handle as well on my own. Through stress management strategies and placing your own well-being first, I maintained productivity and performance level even while keeping my mental and physical health in order.

In conclusion, I can draw the conclusion that by confronting these challenges, I developed both personally and professionally. In addition, I supported the attainment of the company objectives. Also, those experiences offered me great opportunities to learn how to make wise decisions, how to communicate clearly and how to work well with others which I am sure I'll be using this knowledge to deliver results in my future tasks.

CHAPTER 4: CONCLUSION AND RECOMMENDATIONS

4.1 Lessons Learned During the Internship

The internship in KIA Motors, CTE has provided intern with experiences that was able to give the real-world approximation that let alone academics fail to provide. Internship helps to gain knowledge about real work experience. It is important to absorb lessons that help succeed at future job. Knowledge and skills enrich when brought into practicality, which the internship at CTE made possible during the weeks spent there. Here are various things learnt from the internship at CTE, enlisted below:

- a) Theoretical knowledge and practical knowledge are both important, however to learn further and experience work in a real-life setting is crucial.
- b) To work as a team for the betterment of the company and developing co-ordination and positive attitude is vital.
- c) Patience and politeness in behaviour while dealing with customers of the all member is a must as one represents the entire organization on his/her behalf.
- d) Prompt adjustment should be taken to adjust with changing environment in order to cope with rapid changes in the environment.
- e) Confidence and outspoken nature is a valuable asset when trying to deal with customer.
- f) Customers' satisfaction should be the motto of the organization as a single satisfied customer can be doorway for other potential customers.
- g) Promotion and marketing plays an important role in order to attract large number of potential customer

- h) To sustain in the competitive market various tactics to should be implemented by the firm to compete in the market.
- i) The importance of the time management and communication skills.
- j) An important way to bind the existing customers is to keep in touch as a good relationship is a way of making sure they remain loyal to the brand.
- k) A good attitude and punctuality in all aspects is necessary to succeed.
- l) The ability to work with different people and to create network within and outside the workplace can lead to great opportunities for both the worker as well as the company.

The 16 weeks of internship period has been very helpful in developing practical knowledge in the real world and to be a part of one of the leading companies in the country is indeed a great experience. The interaction done with the people inside and outside of the work premises during the internship help create a platform to get to know how things actually work in the real life situations and how network is built. Lessons learnt during the internship would be a great help to cope with the upcoming new work or projects. Overall, the program has turned to be successful in changing a class confined student to a potential human capital for organizations.

4.2 Set of Skills Developed as an Intern

My internship at Continental Trading Enterprise (CTE) provided me with an opportunity to develop and refine a diverse set of skills relevant to the sales and marketing domain. Here's a breakdown of the key skills I acquired during this immersive experience:

4.2.1 Sales and Marketing Strategies:

- In the area of automotive sales and marketing strategies, I have really improved my abilities in designing strategies that work perfectly.

- Acquired knowledge of customer segmentation, product positioning, and promotional techniques to drive sales.

4.2.2 Customer Relationship Management:

- Upgrading the abilities for the development of quality customer relationship networks that will be highly effective through communication and personal assistance.
- Developed a skillset of dealing with customers' incoming, objection handling, and complaint resolution skills to ensure customers keep coming back.

4.2.3 Data Management and Analysis:

- Improved my skills in data entry, data management, and document preparation for the creation of precise and accurate records that can be used for decision-making.
- Learned how to take out deep meaning from data, how to produce performance reports and find what reasons are responsible for improvement.

4.2.4 Communication and Collaboration:

- Enhanced soft skills through daily interaction with colleagues, supervisors, and customers.
- Combined the efforts with team members, beat deadlines, and accomplished specific goals in the workplace where everything tends to change rapidly.

4.2.5 Problem-Solving and Adaptability:

- Developed management skills through recognizing problems, making decision and implementing action strategies to face the challenges.
- I was able to develop adaptability by operating in different situations, consistently shifting my priorities and finding innovative solutions to my problems.

4.2.6 Industry Knowledge and Insights:

- Upgraded knowledge of the automotive industry—for instance, market trends, competitor analysis, and the particular customer needs.
- Understanding of the industry trends and approaches helps to set up a good base for future advancements.

4.3 Self-Assessment

My internship at the CTE was a transforming experience during which I my personal and professional growth was enabled. Here are some key reflections on my professional development during this internship:

- a) Practical Exposure:** Through a practical experience gained during the internship, I had learned more about the sales and marketing realm that simply textbook knowledge could offer. I benefited from hands-on experience that allowed me to connect the dots between what I was taught in class and how business is done.
- b) Mentorship and Guidance:** My supervisors as well as my colleagues really made a big difference in my professional growth, by helping me with guidance, feedback and mentorship all the time as this internship progressed. They helped me develop a strong

mentality that enabled me to navigate challenges, practice my skills, and always try to achieve top results.

- c) **Skill Development:** The internship provided numerous skill-training opportunities, such as communication, problem solving, and industry-specific knowledge. I was always ready and grasped every chance possible to learn and grow by looking for feedback and embracing challenges as learning opportunities.

- d) **Industry Insights:** The practical experience I received while learning about the automotive industry opened my mind towards understanding the market dynamics, consumer behaviour, and competitive scenario. Through this hands-on learning, I gained a greater understanding of industrial trends, and it also greatly improved my chance of future career growth.

- e) **Confidence and Growth:** The internship connected provided me much needed confidence boosting regarding my capacity and ability as a professional. After having gained confidence in handling professional tasks, communication and contributing to the success of the organization, I felt purposeful and was motivated to do even more.

- f) **Positive Work Environment:** The team spirit at CTE made me feel part of the company with the collaboration and solidarity encouraged by CTE. The positive atmosphere in work resulted in my overall job satisfaction and also influenced me to give my best effort to perform as best as I could.

Overall, my internship at CTE was a transformative journey that facilitated my growth as a professional. I am grateful for the valuable lessons learned, the skills acquired, and the relationships forged during this enriching experience.

4.4 Limitations of Co-op Studies

While my internship at CTE provided invaluable practical experience, there were inherent limitations to consider:

- a) Limited Autonomy:** Being an intern and not a worker, I had restricted access to many things. Decision-making authority powers and deals and actions needed to be approved from my supervisors.
- b) Restricted Access to Resources:** As an intern I could not take advantage of the full range of resources. Expectations for the performance level will be the same as what the permanent employees are expected to do, though, the access to the same kinds of tools, data, or resources may not be present.
- c) Learning Curve:** The best part about this internship is the fact that it is a lesson to me who is still climbing a ladder. It was a learning curve to perceive the company operations, systems, and the market in which it served.
- d) Limited Networking Opportunities:** As an intern we might have fewer opportunities to network with senior professionals or decision-makers within the company due to us being at the junior position which is understandable as well.
- e) Competitive Environment:** In a large company, the departments can be highly competitive, making it challenging for an intern to stand out and to make significant contribution.

4.4 Recommendations:

Based on my internship experience at Continental Trading Enterprise (CTE), I've identified several areas where the company could potentially improve and thrive

- 1. Continuous Learning Culture:** Build the embedding of the culture of ongoing learning and self-improvement among the company staff. This could mean organizing exceptionally yearly trainings, workshops or even helping trainees to cover part of the cost of attending the relevant classes or seminars. The organization has a great potential of it generate more value for business and the future growth considering that it can improve the skill set of employees by investing in their continued learning.
- 2. Employee Recognition Programs:** Organize an employee appreciation program to recognize and celebrate employees' accomplishments and hard work. The employees to be recognized for their achievements not only spark a feeling of pride and satisfaction amongst them but as well develop a higher-level sense of appreciation and loyalty to the organization. This can involve something like employee of the month awards, peer recognition platform, or regular encouragement days.
- 3. Streamlined Work Processes:** Determine and optimize the current workflow patterns to increase effectiveness and productivity. This may include process reviews to identify obstacles or inefficiencies, the implementation of new tools or technologies to automate repeatable tasks or the restructuring of workflows to optimize resource distribution, and task allocation. Through process improvement activities, CTE is able reduce the waste, eliminate errors and deliver better results faster within a shorter period.

4. Employee Wellbeing Initiatives: In order to ensure that workers' wellbeing is actually developed, try to implement initiatives that support physical, mental, and emotional health and wellbeing. Such things could be established by permitting staff to have flexible work schedule, offering them an access to wellness programs or services, which are aimed at encouraging the work-life balance, and establishing a friendly and pleasant working environment. Employee wellbeing takes a lead role in contributing to customer experience through increasing employee satisfaction, reducing turnover and building up a happier, healthier and more engaged workforce.

The implementation of these recommendations will enable CTE to establish a more satisfactory, inclusive, and exciting working environment where employees will have the chance to prosper, hit the top, and raise the company's productivity.

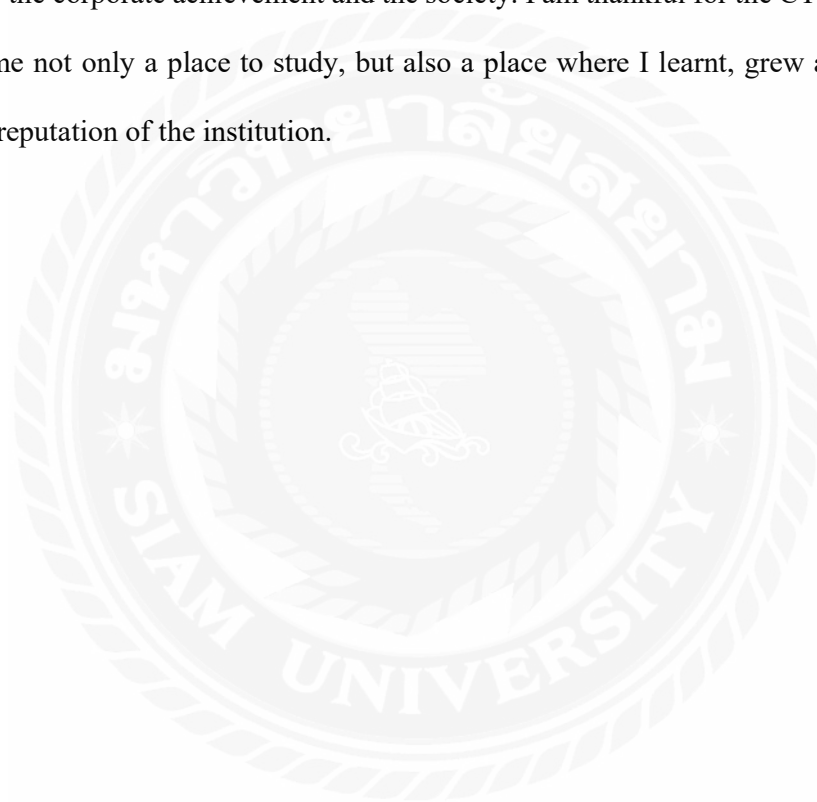
4.5 Conclusion

The objective of writing this report is to document and communicate the valuable insights, skills, and contributions that I have gained during my time with CTE as a sales and marketing intern to fulfil Siam University's Co-op education requirement. This report provides a platform for reflecting on my experiences, identifying areas of learning and improvement, and showcasing my capabilities.

CTE which has been in the market of Nepal's automotive and allied industries for over two decades, occupies the position of a cornerstone and a representative of excellence and innovation. As a pillar, CTE has overcome many obstacles, continuing to give the citizens the best products and exceptional service. Through its steadfast stand for quality and customer satisfaction, it not only aided to the country's expansion process but also gained a respected image among the Nepalese as one of the nation's dominant brands.

Coaching training environment presented me with a thorough exposure to the working environment that is eternally evolving and complex. It was a deeper insight into the subject of interpersonal relations, relationships tactics, organizational culture and professional ethics. Being actively involved in various departments, I learnt lessons that cannot be taught in class and enhanced the skills that would make me a good member of the organization.

As CTE moves on it is focused on the continuous growth and expansion based on the vision to contribute to the corporate achievement and the society. I am thankful for the CTE community which became not only a place to study, but also a place where I learnt, grew and helped to develop the reputation of the institution.



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