



## **COOPERATIVE EDUCATION REPORT**

### **Marketing Tasks in the Retail Business : The Case of Vaccino International Men's Wear**

**WRITTEN BY**

**Miss Surabhi Pradhan**

**Student ID: 6308040045**

**This Report is submitted in partial fulfillment of the requirements for  
Cooperative Education, Faculty of Business Administration  
Academic Semester 2/2023  
Siam University**

Title: Marketing Tasks in the Retail Business : The Case of Vaccino International Men's Wear  
Written by: Miss Surabhi Pradhan  
Degree: Bachelor of Business Administration  
Major: Marketing  
Faculty: Business Administration  
Academic Advisor: Dr. Wannarat Wattanumitkul

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

Oral Presentation Committees



.....

(Dr. Wannarat Wattananimikul)  
Academic Advisor



-----

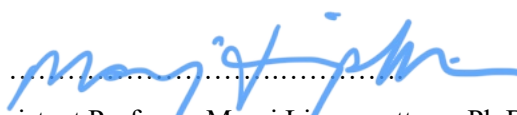
(Miss. Sangita Tamang)

Job Supervisor



.....

(Miss Oranuch Intawongse)  
Cooperative Education Committee



.....

(Assistant Professor Maruj Limpawattana, Ph.D.)

Assistant President and  
Director of Cooperative Education

Title: Marketing Tasks in the Retail Business : The Case of Vaccino International Men's Wear  
Written by: Miss Surabhi Pradhan  
Degree: Bachelor of Business Administration  
Major: Marketing  
Faculty: Business Administration

### **Abstract**

This internship report titled “Marketing Tasks in the Retail Business : The Case of Vaccino International Men's Wear” aimed to develop a comprehensive understanding of the working environment and how marketing is implemented in an apparel store. The intern gained a comprehensive knowledge of retail marketing and sales processes and gained work experience that was a partial requirement for the Bachelor of Business Administration program at Siam College.

The work at Vaccino started with social media editing, then moved on to data entry and finally dealt with customer service, boosting the interns' confidence and skills. It turned out that coordination between different departments was additionally important and helped to develop communication, behavioral and teamwork skills for the workplace and life. Each day brought new goals, resulting in a positive and enriching experience. The company's strong market position would benefit employees' professional and personal development

Keyword: Marketing, Online marketing

## Table of Contents

<b>Chapter 1: Introduction.....</b>	<b>8</b>
1. Company profile.....	8
1.1 Mission.....	8
1.2 Vision.....	8
1.3 Strategy of the company.....	8
2. Organizational Structure.....	8
2.1 Organization system.....	10
2.2 Job Position .....	10
2.3 SWOT Analysis.....	10
2.4 Objective Co-op Studies.....	11
<b>Chapter 2: Co-op studies Activities.....</b>	<b>12</b>
1. Job description.....	12
2. My Job Process Diagram.....	13
3. Project detail.....	13
4. Contribution as a Co-op Student in the Company.....	14
<b>Chapter 3: Learning Process</b>	
1. Problem and its solutions.....	15
2. Recommendation to the Company.....	16
3. What I have learnt during the Co-operative study.....	17

4. How I applied my knowledge from coursework to a real working situation.....17

5. Special Skills and Knowledge Learnt from the Co-op Study.....18

**Chapter 4 : Conclusion**

1. Summary of Highlights of my Co-operative Studies in this Company.....19

2. Self Assessment as a professional.....19

Annexures.....20

References.....22



**List of figures**

Figure 1: Company Logo.....  
Figure 2: organizational Chart .....  
Figure 3: SWOT analysis.....



## Acknowledgement

Writing this report was one of the greatest academic challenges I have ever faced. Without guidance and collaboration, this report would not have been possible. I would like to mention a few people who have contributed in some way and provided valuable assistance in the preparation and completion of this report.

First and foremost, I would like to express my sincere gratitude to my supervisor in Vaccino, Ms. Sangita Tamanga, whose encouragement, guidance and support from the beginning to the end of the entire internship period enabled me to develop a deeper understanding of the subject and the nature of marketing media. You simply could not ask for better and friendlier supervision.

I would also like to thank the college and college for giving us the opportunity to complete an internship that has broadened my knowledge horizons considerably.

Finally, I would like to thank my family and friends who have supported me in every way during the internship and the writing of this report.

Surabhi Pradhan

# Chapter 1

## Introduction

### 1. Company profile

In Kathmandu, there are many well-dressed male professionals who wear branded clothes, but surprisingly, there were no stores selling quality clothes for men in Nepal. Most of them had to buy their clothes abroad in India, Singapore and Thailand.

Vaccino International Men's Wear is a clothing company that has opened an outlet for the global brand in Kathmandu. Mr. Pradhan says that the biggest demand from men right now is for a multi-brand outlet: a mall with franchise stores of different clothing and accessory brands not only for men, but also for women, children and the elderly.

#### 1.1 Vision

The company has set itself the vision of becoming the country's leading clothing brand by offering its customers the best service.

#### 1.2 Mission

The company's mission is to provide its customers with high-quality services. It therefore constantly strives to position itself in the hearts and minds of its customers.

#### Objective

The company's primary goal is to become the company of choice for both individuals and customers.

#### Network Overview

Vaccino currently provides its services through its branches in very different locations around the country. The head office and corporate headquarters are located in New Road, Kapan and Gongabu.

#### 1.3 Strategy of the company

- Collaboration



- Customer orientation
- Quality product
- Appropriate pricing

## **2. Assignment and responsibility of the student**

A job profile is very important for a person working in an organization. Simply put, a job profile is a detailed list of all the responsibilities and activities of a job, which is used to better understand one's position. It usually contains all the information such as position reports, job description, qualifications or the skills required to perform the job. In addition, it also contains the salary range for the position you hold.

In the case of Vaccino, the job profile of employees is categorized according to the position they hold. Delegation of authority is also done according to the hierarchy of the authority and the position. While the store manager and deputy manager supervise the department managers, the department managers are responsible for supervising and managing the employees in their respective departments.

In this way, Vaccino has perfectly maintained coordination, cooperation and scalar chain within the company.

- **Activities carried out on the online platform**

During my internship at Vaccino, I was entrusted with the tasks and responsibilities regarding the company's social media and online platform.

Social media is the most important department of a company because it is from here that the company can attract its customers and improve its services. In fact, they are the face of any business. In this age of social platforms, it is very important for a company to have a good social media manager because it depends on how he responds and this can help customers to get an idea about a company.

The online platform is responsible for providing various information and services to the customers such as different clothing items, prices for the items, resolving misunderstandings and

so on.

## 2.1 Organization system



## 2.2 Job Position

The job I was assigned was that of a marketer in the marketing department at Vaccino International Men's Wear on New Road in Kathmandu. I had applied for this position because I felt that I could make the most impact in this department. Also, the tasks and duties seemed varied and offered me more opportunities and a broader experience, which is why I chose this department.

## 2.3. Job position in the company's organizational structure

I was head of marketing and responsible for all marketing and brand decisions in our company. Finance, operations, supplier management, sales and marketing are some of our most important departments.

Within sales and marketing, the sales team closes deals with suppliers and promotes sales

within the company. Marketing, on the other hand, focuses on creating and establishing brands. In order to increase sales, it is my job to coordinate marketing efforts with sales. Currently, I am actively leading the company's marketing initiatives and planning several campaigns to improve our brand awareness and increase sales.

#### 2.4 Strategic analysis of the company (SWOT analysis)

<p>Strength</p> <ul style="list-style-type: none"> <li>● Focus on customer satisfaction</li> <li>● Quality product at a reasonable price</li> </ul> <p>Weakness</p>	<p>Weakness</p> <ul style="list-style-type: none"> <li>● Limited market research</li> <li>● Limited financial resources</li> <li>● Seasonal demand</li> </ul>
<p>Opportunity</p> <ul style="list-style-type: none"> <li>● Market expansion</li> <li>● E-commerce growth</li> <li>● Collaboration</li> </ul>	<p>Threats</p> <ul style="list-style-type: none"> <li>● Economic competition</li> <li>● Disruption of the supply chain</li> <li>● Intense competition</li> </ul>

#### 2.5 Objective of Co-operative study

The main objectives of this co-op training are to improve career prospects as a marketer, build professional and personal networks, develop professionally and gain invaluable industry experience with the intention of expanding marketing knowledge and experience. In addition, it would help improve professional etiquette and personal networking, which are crucial for success in the modern world.

To summarize, some of the goals of my co-op studies are as follows:

- To experience the company's marketing activities both online and offline.
- To gain an understanding of the working environment of a marketing professional and apply marketing knowledge to real work situations.

## Chapter 2

### Co-op studies Activities

#### Working details

- Job Position: Marketer
- Place of work: New Road, Kathmandu
- Internship duration: 4 months
- Internship dates: January 21, 2024 - May 12, 2024

I worked as a marketer in the marketing department. During this time, I had the opportunity to work at Vaccino International Men's Wear in Newroad, Kathmandu. I was involved in various campaigns of the company. The most important ones were HOLI SPECIAL, END OF YEAR SALE and many others.

#### 1. Job Description

My tasks and responsibilities as a marketer are as follows:

- Activities in coordination with employees.

During my time at Vaccino, I have had the opportunity to collaborate across departments, which contributes to a dynamic and well-managed work environment. In my department, I have actively participated in brainstorming with my team members. This collaborative approach has allowed us to explore different perspectives and ultimately come up with effective ideas that have contributed to the success of our department.

I coordinate effectively with my colleagues to ensure the effective execution of our marketing campaigns. This includes proper communication, delegation of tasks based on individual strengths, and through teamwork we have been able to simplify our workflow and achieve our goals efficiently and without obstacles.

## 2. Job Process diagram



## 3. Project details

### Assigned roles and responsibilities:

While working in Vaccino, I was assigned the following responsibilities:

- Recommending different outfits for customers
- Providing various information according to customer requirements
- Solving problems and providing relevant information
- Developing ideas for social media posts
- Collect data on items sold.
- Calculate total profit and expenses in a week

### -Project details

As far as the project was concerned, I was involved in every task that was assigned to me. My main tasks were to solve the customer's problem and provide information about the product.

#### **4. Contribution and Learning Process**

The internship in Vaccino was a great challenge, but also very fruitful and helpful. During the internship, I had the opportunity to work in different departments and with different people. Overall, this helped me to understand the process of brand building.

#### **Contribution of student made during internship**

I fulfilled my role by contributing to the areas of work as a marketer. Below are some of the contributions I have made to the organization:

- I have contributed by actively helping customers to obtain information and clarify misunderstandings within a few hours.
- I took care of customers' problems and questions and tried to offer them the best solution
- I also used my Excel skills to input files and keep records. I also made sure that every customer who visits the office gets the right information about the things they need to know.
- During staff shortages, I also manned the counter and carried out various transactions.

Although from my perspective I was only a small part of a large organization. I did my bit by working in every department.

## Chapter 3

### Learning Process

Every organization faces different problems every day. At Vaccino, I also noticed that there are several problems that can occur on a daily basis. Most of these problems were of a recurring nature. During the internship, I encountered the following types of problems

- Most departments are understaffed, which leads to a lot of responsibility for the employees and sometimes also for the interns. Because of this, customers are not given adequate attention.
- Rude, impatient customers who are not willing to listen to the staff was another problem faced by everyone, including the interns. For this reason, they often complained to the superior authority.
- There was a big misunderstanding with the authorization about the sale of the goods due to improper records.

#### 1. Problem and its Solution

In some situations it is difficult to solve certain problems. During my internship, I did my best to manage and solve the problems that arose. Below are the ways in which I have tried to solve the problems mentioned above:

- When a particular department was understaffed, the employees used to divide the work among themselves in order to get the job done on time. I got a share of the work and tried my best to get the work done on time.
- When faced with rude and impatient customers, I simply told them to contact my supervisor or a higher authority instead of continuing to argue with them.
- When an employee was absent from a department, I took his or her place and did my best to complete the relevant task under the supervision of the department manager.

Below are some examples of how I have used my knowledge and skills to solve the problems:

#### **Example 1:**

This happened when I was working in the social media department; one of the

customers came to me and asked for a delivery time and pricing information. I printed out the information and gave it to the customer. However, he was not satisfied with the price. He told me that he had just transferred 1000 to the company account, but the balance did not show this amount. This was simply because the system had some technical problems. I tried to convince the customer by explaining the same to him, but he was not willing to listen to me. To avoid another argument with the customer, I simply called my supervisor to clarify the situation. Since then, whenever I deal with difficult customers, I try to convince them a few times, but if they do not feel convinced, I suggest that they contact my supervisor.

**Example 2:**

One of the most difficult tasks as a trainee was to collect the monthly stock. Most of the stock had disappeared. One day, my supervisor asked me to bring the stock to him. I went to my computer and sent the files to my supervisor. I noticed that one of the stocks had not been entered on the correct date. So I changed the stock file and sent it to her again. After checking, it turned out to be a mistake again, so I changed it again, but unfortunately the file I had sent was deleted. I then reinserted the file

It took extra time, but I was happy with my work, which made my job easier in the future. Even my supervisor appreciated my work.

## **2. Recommendations to the Company**

Although Vaccino has helped me gain the skills I need for my next career, there have been some unavoidable issues with the company. I would recommend the following ideas to the company:

- Interns should receive an orientation on the company's mission, vision, values, culture, and processes.
- Job description that defines performance expectations for the intern and sets specific goals. This can help interns understand their responsibilities and what they will be expected to accomplish while on the job.



- As an intern, I suggest that the company gives us the opportunity to work with other team members. This allows us to develop communication and teamwork skills.
- The use of social media marketing is increasing rapidly. I therefore recommend investing more in social media marketing.
- Regular feedback on interns' performance will give us a better understanding of our work and our field.

### 3. Learnings

During my internship at Vaccino, I was able to see first-hand how the ideas I had studied were applied to improve decision making. Thanks to this opportunity, I gained many new skills and learned about a different culture. Here's what I discovered:

- Culture in the workplace

During my internship, I've learned about a variety of workplace cultures, including company values, management styles and communication strategies. As a result, I'm able to find the workplace that best suits me.

- Self-confidence

My internship has allowed me to evaluate my worth and career goals, as well as my abilities and limitations, which has boosted my self-confidence.

- Professional networking

This internship has given me the opportunity to communicate and network with people in the field. Building a professional network can help me learn more about the business world.

How I applied the knowledge from the courses to the real work situation

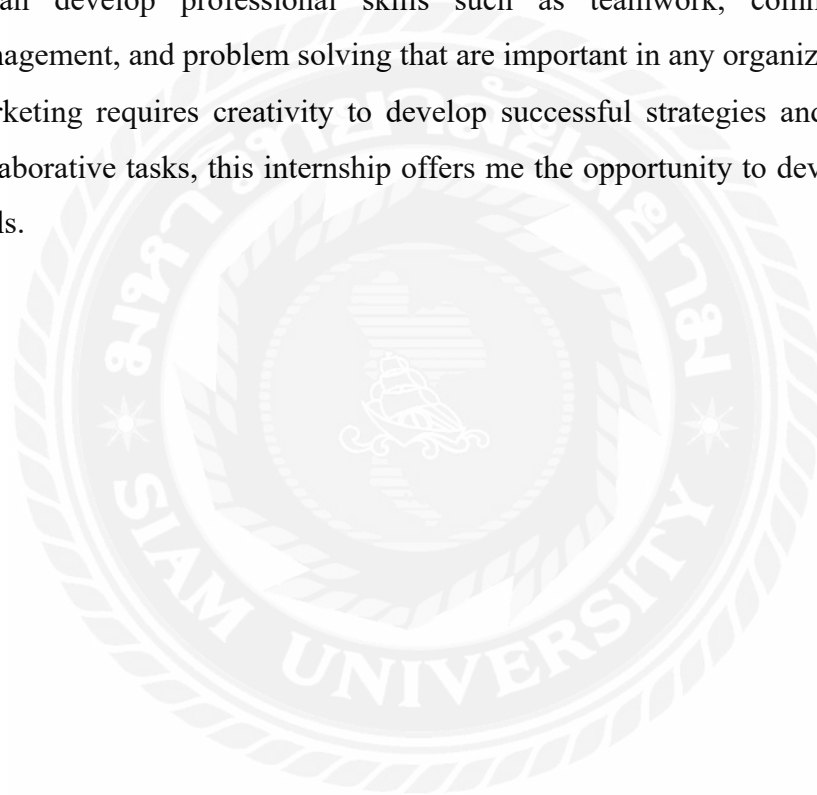
- The first step in this process is to identify the advantages, disadvantages, strengths and weaknesses of competitors.
- I learned about the many marketing departments, e.g. digital marketing for ATL and

BTL. This was important when I did a cost calculation for advertising.

### Specific skills and knowledge I gained through the Co-op program

The Co-op program is a great opportunity to gain important knowledge and specific skills. I may have acquired the following skills and information in the Co-op program:

- I may have gained experience analyzing marketing data using programs such as Excel and other marketing automation systems.
- I can develop professional skills such as teamwork, communication, time management, and problem solving that are important in any organization.
- Marketing requires creativity to develop successful strategies and plans. Through collaborative tasks, this internship offers me the opportunity to develop my creative skills.



## **Chapter 4**

### **Conclusion**

As mentioned in the previous chapter, an internship is probably one of the best ways to provide students with practical experience, giving them the opportunity to understand the work culture, system and strategy applied in the different departments of an organization. An internship also helps to test theoretical principles and working conditions.

#### **5.1 self-assessment as a professional**

During my internship, I had the opportunity to work in a large company. As a marketing specialist, I first worked as a social media manager and then moved to the data entry department. I then moved to the data entry department and finally worked in customer service, which made me even more confident. For me, every day of the 14 weeks I spent at Vaccino was a great experience as I started each day with new ambitions.

Throughout the internship, I had the opportunity to work with people with different experiences and qualifications in different departments. However, all activities were marketing related. By spending a lot of time with an experienced person, I learned more about the organization and the people they work with. This helped me develop professional skills necessary for marketing professionals, such as communication and behavioral skills and teamwork.

In conclusion, I would like to state that the positioning of the company in the market is a strong and trustworthy asset. Therefore, I strongly believe that an internship in such a company will be of great benefit to my professional and personal development.

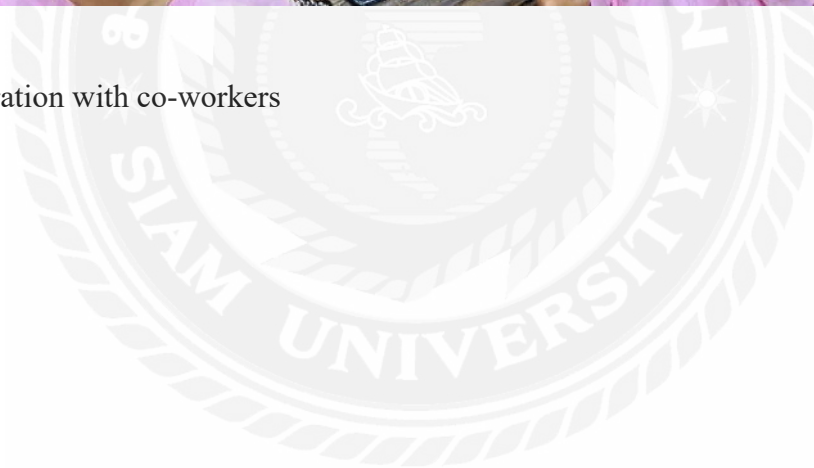
Annexure



Supervisor- Miss Sangita Tamang



Birthday celebration with co-workers





Did a photo shoot For new collection.

## References

- Google. (n.d.). *Vaccino International Men's Wear*. Vaccino.  
[https://www.google.com/search?q=vaccinoalfa&oq=vaccinoalfa&gs\\_lcrp=EgZjaHJvbWUyBggAEEUYOTIKCAEQABgIGA0YHjIKCAIQABgIGA0YHjIKCAMQABgIGA0YHjIGCAQQRRg8MgYIBRBFgdwyBggGEEUYPDIGCAcQRhB0gEIODQ2MmowajeoAgCwAgA&sourceid=chrome&ie=UTF-8#ip=1](https://www.google.com/search?q=vaccinoalfa&oq=vaccinoalfa&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIKCAEQABgIGA0YHjIKCAIQABgIGA0YHjIKCAMQABgIGA0YHjIGCAQQRRg8MgYIBRBFgdwyBggGEEUYPDIGCAcQRhB0gEIODQ2MmowajeoAgCwAgA&sourceid=chrome&ie=UTF-8#ip=1)
- Vaccinoalfa - International Men's Wear: Kathmandu*. (n.d.). Facebook.  
<https://www.facebook.com/vaccinoalfa>
- Vaccino International Men's Wear*. (n.d.). Vaccino. <http://www.vaccinoalfa.com/>

