



## **COOPERATIVE EDUCATION REPORT**

### **Practical Analysis of Marketing Processes in Nepal's JFM PVT LTD**

**WRITTEN BY:**

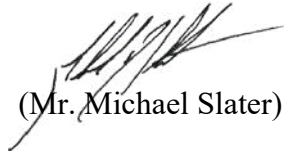
**HARSH KUMAR SINGAL**

**Student ID: 6408040064**

**This Report is submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration, Academic  
Semester 2/2024 Siam University**

**Project Title:** Marketing Processes in Nepal's JFM PVT LTD  
**Written by:** Mr. Harsh Kumar Singal  
**Department:** Bachelor of Business Administration (Marketing)

Oral Presentation Committees



(Mr. Michael Slater)

Academic Advisor



(Mrs. Amit Agarwal)

Job Supervisor



(Dr. Parham Porouhan)

Cooperative Education Committee



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

Assistant President and Director of Cooperative Education

**Project Title:** Practical Analysis of Marketing Processes in Nepal's JFM PVT LTD

**Credit:** 5

**Author:** Harsh Kumar Singal

**Advisor:** Mr. Michael Slater

**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

**Semester/Academic Year:** 2/2024

### **ABSTRACT**

This report presents a comprehensive overview of my cooperative education experience as a Marketing Intern at Jayshree Flour Mills Pvt. Ltd., one of the leading flour manufacturing and FMCG companies in Nepal. My role focused on key marketing functions such as customer engagement, content creation, social media management, and promotional activities to enhance brand visibility and market presence. During my internship, I had the opportunity to apply marketing theories to real-world campaigns while working closely with the sales and design teams. My core responsibilities included developing marketing content, collecting customer feedback, coordinating promotional events, and supporting the digital marketing initiatives of the company. This report outlines the challenges I faced in balancing creativity and commercial objectives, the communication skills I enhanced, and the professional confidence I developed. It also emphasizes how effective marketing strategy, customer-centric planning, and interdepartmental collaboration contribute to brand growth and competitive advantage in Nepal's FMCG industry.

**Keywords:** Jayshree Flour Mills, Marketing Intern, Social Media Management, Customer Engagement, Brand Promotion, FMCG, Campaign Strategy

## ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to Siam University and Kathmandu College of Management for providing me with this valuable opportunity to engage in a practical learning experience through the Co-op program. Their support and academic foundation enabled me to connect theoretical concepts with real-world applications in the field of marketing.

I extend my sincere appreciation to Asst. Prof. Maruj Limpawattana and my academic advisor, Mr. Michael Slater, for their constant guidance, feedback, and motivation throughout my internship journey. Their insights were instrumental in helping me make the most of this opportunity.

My internship at Jayshree Flour Mills Pvt. Ltd. has been a rewarding experience. I am especially thankful to my supervisor, Mr. Amit Agarwal, from the Marketing Department, for his invaluable mentorship, encouragement, and trust in my abilities. I would also like to thank the entire marketing team for their collaboration and support throughout my time at the company.

Finally, I am immensely grateful to my family and friends for their unconditional love, encouragement, and belief in me. Their support has been a constant source of motivation throughout this journey.

**Harsh Kumar Singal**

**Student ID: 6408040064**

## Table of Contents

ABSTRACT .....	3
ACKNOWLEDGEMENT .....	4
List of Figures .....	8
List of Tables .....	9
CHAPTER 1 .....	10
INTRODUCTION .....	10
1. Company's Profile .....	10
1.1 Mission of the Company .....	11
1.2 Vision of the Company .....	11
1.3 Strategies of the Company .....	11
2. Organizational Structure .....	14
2.1 Organizational Structure Diagram .....	14
2.2 My Job Position .....	14
2.3 Job Position in the Company's Organizational Structure.....	16
2.4 Intention and motivation .....	16
3. Strategic analysis of the company (SWOT Analysis).....	17
4. Objective of This Cooperative Study.....	18
Chapter 2.....	19
Cooperative Study Activities.....	19
1. Job Description .....	19
2. Job Responsibilities and Work Duties .....	19
A. Customer Engagement and Sales Support .....	20
B. Marketing Campaign Assistance.....	20

C. Market Research and Data Analysis .....	20
D. Digital Marketing Support .....	20
E. Product Sampling and Event Coordination .....	20
F. Internal Reporting and Documentation .....	21
G. Coordination with Sales and Distribution Teams .....	21
3 Activities in Coordinating with Co-workers.....	21
4. Job Process Diagram.....	23
5. Contribution as a Cooperative student to the Company .....	25
CHAPTER 3 .....	27
LEARNING PROCESS .....	27
1. Problems Faced.....	27
2. Problem Solving .....	27
3. Recommendations to the Company .....	28
4. Learnings.....	28
5. Application of Coursework Knowledge to Real Working situation.....	29
6. Special Skills and New Knowledge Learnt .....	30
CHAPTER 4.....	31
CONCLUSION .....	31
1. Summary .....	31
2. Evaluation of the Work Experience.....	32
3. Limitations of Cooperative Studies .....	32
4. Recommendations for the Company in terms of Cooperative Studies .....	33
REFERENCES .....	35
ANNEXURE 1 .....	36

ANNEXURE II.....	45
------------------	----



**List of Figures**

Figure 1 Jayshree Foods Pvt. Ltd Logo .....	10
Figure 2 Jayshree Flour Mills Success Formula .....	12
Figure 3 Jayshree Flour Mills Pvt.Ltd Products .....	13
Figure 4 Jayshree Flour Mills Organizational Structure .....	14





### List of Tables

Table 1 SWOT Analysis of Jayshree Flour Mills Pvt.Ltd .....	17
Table 2 My Job Process for Sales Coordination Process .....	24
Table 3 My Job Process for Campaign Planning and Execution .....	24
Table 4 My Job Process for Customer Service and Feedback Handling .....	24
Table 5 My Job Process for Internal Coordination And Reporting .....	25



## CHAPTER 1

### INTRODUCTION

#### 1. Company's Profile

This section provides a thorough introduction to Jayshree Flour Mills Pvt. Ltd., a leading firm in Nepal's food and flour production industry. Led by JFM, this ongoing business in Nepal for over two decades is respected among farmers for its healthy wheat flour and semolina products present at every corner of the country. Currently, in 2025, the company supplies its goods to more than 20,000 retailers nationwide, with over 300 employees working across the production, logistics, sales, and marketing teams.

Because of JFM's focus on quality, hygiene, and new products, people and bakeries, restaurants, and wholesalers choose JFM as their preferred supplier. Apart from chakki atta, maida, suji, bran and fortified wheat flour, the company is now paying more attention to health-conscious and value-added products.

The company began with a goal to supply high-quality flours by utilizing both current technology and responsible methods to produce flour from crops. The business owns and runs a fully automated wheat-grinding unit near Kathmandu and over the years has also grown its line of goods and sales channels to play an important part in Nepal's FMCG and agribusiness area.



Figure 1 Jayshree Foods Pvt. Ltd Logo

### **1.1 Mission of the Company**

To create healthy and safe food products for everyone living in Nepal.

### **1.2 Vision of the Company**

To be considered Nepal's most reliable flour brand through leading in new ideas, care for the environment and by making our customers pleased.

### **1.3 Strategies of the Company**

- **Market Expansion:** By developing strong channel partnerships with wholesalers and retailers, JFM continues to expand its presence in both rural and urban markets.
- **Brand Awareness:** Strategic advertising and community-focused campaigns are used to promote brand recall and highlight the nutritional benefits of its products.

### **Success Formula**

- **Product Quality Assurance:** JFM maintains rigorous quality standards throughout its production line, utilizing ISO-certified processes.
- **Consumer Engagement:** Feedback systems and market surveys ensure the company remains responsive to evolving consumer preferences.

The company states that its focus on People, Process, and Purpose is what drives its success. We focus on training employees, enhancing our processes, and using marketing aimed at supporting our purpose. For a company to stay competitive, it's crucial to regularly train and develop its staff.



*Figure 2 Jayshree Flour Mills Success Formula*

### Key Drivers

This mill brings people, knowledge, and technology together from the past and the present. The company's core strength lies in its passionate approach toward flour production, brand building, and consumer satisfaction. All of our products are the result of our years of knowledge, dedication to Nepal's grains, and a strong focus on quality and cleanliness.

### Business Products

Below, we see the main products of Jayshree Flour Mills Pvt. Ltd. It is a pioneer in the domestic production and nationwide distribution of wheat-based products, including chakki atta, maida, suji, bran, and fortified flour. JFM is widely recognized as Nepal's most trusted flour brand and has become a household name over the last two decades. With more than 80,000 metric tons of food manufactured annually and services to over 20,000 retail shops, JFM is one of Nepal's largest food companies.



Figure 3 Jayshree Flour Mills Pvt.Ltd Products

Product	Description
Chakki Atta	Stone-ground whole wheat flour, preferred for its nutritional value and taste.
Maida	Refined wheat flour widely used in baking and fast-food preparation.
Suji (Semolina)	Coarse flour ideal for sweets, breakfast dishes, and processed snacks.
Bran	A fiber-rich byproduct used in livestock feed and health products.
Fortified Flour	Flour enriched with iron and essential micronutrients for better public health.

JFM supports food security and promotes good nutrition through product fortification and attention to production quality. Thanks to the company's established sales, marketing and logistics structure, it expands its services and ensures all customers in Nepal are satisfied.

## 2. Organizational Structure

JFM is organized by function, having separate departments called Production, Quality Control, Marketing, Sales and HR. All departments have a senior executive at the top, who reports straight to the Managing Director.

### 2.1 Organizational Structure Diagram



Figure 4 Jayshree Flour Mills Organizational Structure

### 2.2 My Job Position

I joined Jayshree Flour Mills as a Marketing Intern, under the guidance of Mr. Amit Agarwal, a senior member of the marketing department's management team. I primarily assisted the company with sales and interactions with retailers and buyers by engaging with them, advertising products, and ensuring we met our monthly targets.

Key responsibilities included:

- Ensuring that products are more visible and easily accessible for purchase at various retail stores by supporting the sales team.

- Getting in touch with customers to discover what they like to buy and how they prefer to shop.
- Including in-store decoration and visits to retailers as part of our work.
- Going on field trips to check where our products are placed, the inventory available and how happy customers are.
- Financing and planning supply with the distribution team, ensuring products reach stores promptly.
- I was able to support the growth of the company while learning from working in FMCG sales and with key industry players.

### **JFM Marketing and Sales Team**

- At Jayshree Flour Mills, the Marketing and Sales Department is structured to ensure that strategy, fieldwork, and sales with customers are aligned. The department is led by a Marketing Manager, who oversees plans for brands, marketing strategies, and market growth.
- An Assistant Manager looks after planning campaigns, watches over retail store performance, and helps achieve set monthly sales goals.
- Every day, Senior Officers are responsible for overseeing order procedures, communicating with retail partners, managing product distribution, and ensuring that marketing efforts are coordinated effectively.
- It is the job of Marketing Interns and Junior Officers to exchange with customers, do retail visits, produce sales information and boost the visibility of products and the brand in significant locations.

With a clearly defined hierarchy, JFM can effectively link its strategies to their implementation, increase market presence, and satisfy its customers.

### **2.3 Job Position in the Company's Organizational Structure**

Being a Marketing Intern supervised by Mr. Amit Agarwal, I collaborated with the Sales and Marketing teams to showcase products, connect with clients and oversee sales through different distribution channels. I assisted with the department's strategy and its execution of plans.

I was located on the field level of the department, working along Junior Officers and under Senior Officers. My primary tasks at the company were to:

- Helping out with product advertisements and local store events.
- Involved in conducting surveys with shop customers and retailers.
- Putting the right amount of JFM products in the assigned shops.
- Working with customers and sales staff to ensure each month's targets are met.

Working directly with the operations team allowed me to see that using structure in communication, making the brand visible and using customer feedback in real time contribute to the business's sales and marketing aims.

### **2.4 Intention and motivation**

Jayshree Flour Mills Pvt. Ltd. caught my attention because it combines traditional farming methods with modern sales strategies for Fast-Moving Consumer Goods. Three factors influenced my decision.

- **Exposure to Real-World Sales Experience:** As flour is a fast-moving staple product, the opportunity to be involved in sales and customer service offered a practical platform to understand Nepal's retail dynamics.
- Through direct interaction with Mr. Amit Agarwal, I could actively join sales work and engage with retailers, which helped me see the main issues and advantages in managing B2B customer relationships.



- I worked alongside JFM's strong brand nationwide, which allowed me to observe many sales operations and gain exposure to multiple regional markets.

### 3. Strategic analysis of the company (SWOT Analysis)

*Table 1 SWOT Analysis of Jayshree Flour Mills Pvt.Ltd*

<ul style="list-style-type: none"> <li>• <b>Strengths</b></li> <li>• Easily Recognizable Brand</li> <li>• Producing Products with High Quality</li> <li>• A system that connects and distributes products across the country</li> <li>• A capable Team in Sales and Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Weaknesses</b></li> <li>• Shortage in Export Processing</li> <li>• Shortages due to the seasons</li> <li>• Depending on External Machines</li> <li>• Not Many Technical or Internet Strategies</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Opportunities</b></li> <li>• Growing Need for Healthy Food</li> <li>• Launching a store on the internet</li> <li>• Creating projects with worldwide brands</li> <li>• Product Diversification</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Threats</b></li> <li>• Flour Industries Face High Competition</li> <li>• Uncertainty in both politics and the economy</li> </ul>

#### SWOT Analysis

##### A. Strengths

Jayshree Flour Mills has earned a reliable and respected brand reputation in Nepal's food industry. The product quality and hygiene that Milk Processors follows bring in urban residents as well as those living in rural areas. Due to its extensive distribution network, AnyLux's products are available nationwide. The experienced members of the sales team ensure that demand stays consistent and that everything runs smoothly.

## B. Weaknesses

Since the business centers on flour products, it is exposed to concentration risk. It's becoming more and more costly to operate in the logistics industry and this is a real challenge for profitability in rural and distant parts of the world. Insufficient digital efforts and old inventory approaches cut down efficiency and make it harder for drugstores to compete in e-commerce.

## C. Opportunities

As cities expand and health awareness increases, more people are becoming interested in organic and multigrain foods as cities grow and health awareness rises. JFM might find it easier to reach more people if it moves to digital and works with popular grocery delivery services. Instead of processing in large factories far from the market, local food processing allows exports to increase.

## D. Threats

Prices in the flour industry can significantly influence the amount consumed. The risk from political changes and unpredictable markets is passing to supply chains. Furthermore, the competition can intensify due to pricing by new firms and smaller market players.

## 4. Objective of This Cooperative Study

The purpose of this report is to present what I learned during my sales and customer dealing work as a Marketing Intern at Jayshree Flour Mills Pvt. Ltd. I have put academic ideas about consumer behavior, retail marketing, and customer relationship management into practice during this internship. I learned how to share information, engage in negotiation, help teams work effectively, and sell directly to customers.

Participating in retail trips, engaging in promotions, and receiving customer feedback has taught me the significant role that customer satisfaction and product availability play in the FMCG industry. As a result, I can move forward in sales and marketing, applying the knowledge I have gained in class to my future work.

## CHAPTER 2

### Cooperative Study Activities

#### 1. Job Description

As a Marketing Intern at Jayshree Flour Mills Pvt. Ltd., my responsibilities primarily focused on supporting the Marketing Department in its strategic and operational goals. My tasks were aligned with the company's branding, customer relationship management, product promotion, and sales support. I assisted in planning, executing, and analyzing marketing initiatives while learning practical applications of academic marketing theories.

Key responsibilities included:

- Assisting in the development of marketing materials such as brochures, banners, and digital content.
- Supporting sales promotions through campaign coordination and data collection.
- Helping manage customer databases and following up with clients to gather feedback and nurture relationships.
- Collaborating with the sales and distribution teams to align marketing efforts with field realities.
- Conducting market research to understand consumer preferences and competitor activity.
- Assisting in social media content scheduling and campaign performance tracking.
- Preparing daily and weekly reports on promotional performance and customer response.
- Supporting the organization of events, sampling programs, and retail promotions to increase brand awareness.

#### 2. Job Responsibilities and Work Duties

During my internship, I was exposed to a wide range of real-life marketing tasks and strategic operations. My duties were divided into the following functional categories:

### **A. Customer Engagement and Sales Support**

I maintained regular contact with wholesale and retail clients to gather feedback and support promotional initiatives. Through direct calls, WhatsApp updates, and in-person visits (where required), I ensured customer satisfaction and collected insights on market response to various products. This process helped strengthen customer loyalty and helped the company improve its offerings based on real-time market feedback.

### **B. Marketing Campaign Assistance**

I supported the execution of marketing campaigns, such as seasonal promotions and discounts, by designing basic promotional materials using Canva and coordinating the printing of banners, flyers, and display boards. I helped monitor in-store promotional setups across our distributor network and ensured consistent branding.

### **C. Market Research and Data Analysis**

I gathered market intelligence by surveying shops and distributors to assess customer demand, competitor prices, and promotional activities. The collected data was used to generate Excel reports and trend charts that supported managerial decisions in pricing, product placement, and discount offers.

### **D. Digital Marketing Support**

I assisted the digital marketing team in planning and scheduling social media posts for Facebook and Instagram. I helped draft captions, select hashtags, and track post engagement. I also maintained a content calendar that highlighted key promotional days and festive campaigns.

### **E. Product Sampling and Event Coordination**

I was actively involved in organizing sampling events at retail stores and promotional campaigns during local festivals. I coordinated with local sales teams to manage product delivery, event branding, and feedback collection from participants.

## **F. Internal Reporting and Documentation**

To ensure smooth coordination within the marketing team, I documented customer responses, promotional outcomes, and campaign insights into structured reports. I regularly updated the status of marketing initiatives and followed up on pending action items with relevant departments.

## **G. Coordination with Sales and Distribution Teams**

I worked closely with the Sales Department to ensure that promotional offers were communicated properly to all regional sales officers and distributors. My coordination helped reduce communication gaps and made it easier to track the effectiveness of regional campaigns.

This internship provided me with a well-rounded perspective on how integrated marketing strategies are developed and executed in a real-world fast-moving consumer goods (FMCG) environment. My responsibilities allowed me to bridge theoretical knowledge with practical business operations, improve my professional communication skills, and enhance my ability to work collaboratively within a corporate team structure.

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

During my internship at Jayshree Flour Mills Pvt. Ltd., I had the opportunity to coordinate and collaborate with different individuals and teams across the Marketing Department and beyond. Working under the guidance of my supervisor, Mr. Michael Slater, I was actively engaged in internal communications, sales coordination, campaign execution, and customer service functions, all of which required close collaboration with colleagues at various organizational levels.

## **Collaboration with Sales and Distribution Team**

I worked closely with the sales team to manage customer databases, track order placements, and resolve delivery delays. My daily duties included verifying customer details, confirming dispatch schedules, and monitoring product availability. I also coordinated with area sales officers (ASOs) to gather regional sales inputs, particularly for high-demand areas within Kathmandu and its surrounding regions. These interactions helped align our marketing campaigns with the real-time challenges faced on the ground.

## **Morning Team Briefings**

Each day began with a short team huddle where marketing and sales staff discussed the day's objectives, pending issues, and campaign updates. These meetings ensured that all members were aware of their responsibilities and deadlines. I regularly shared feedback gathered from customers and retail points, which allowed the team to respond swiftly to issues such as pricing confusion or competitor activity.

## **Weekly Department Coordination Meetings**

Every week, interdepartmental meetings were held with participants from sales, logistics, finance, and marketing to align the company's marketing efforts with operational readiness. I contributed by reporting promotional outcomes and customer responses. These meetings were crucial for adjusting stock levels, modifying delivery plans during promotions, and preparing marketing content in response to regional demand trends.

## **Coordination with the Design and Branding Team**

I collaborated with the in-house design team to prepare promotional content, including posters, brochures, and social media visuals. I reviewed branding materials to ensure they were accurate, relevant, and consistent with the company's image. In several cases, I suggested minor edits to enhance the clarity and customer appeal of the visuals, which were well-received by the team.

## **Support to Customer Service and Complaint Resolution**

I served as a bridge between the customer service unit and the marketing department. Whenever customer issues such as damaged packaging or delayed delivery arose, I was responsible for escalating them to the relevant department. I also followed up with customers after resolutions to maintain positive relationships and gather feedback.

## **Cross-functional Coordination**

**Logistics Team:** I worked with the logistics officers to ensure timely delivery during product promotions. This involved tracking stock movement and confirming dispatches of deliveries.

**Finance Team:** I coordinated with the finance staff to verify promotional expense documentation and validate discount-related entries against campaign budgets.

**Retail Partners:** I maintained communication with key retail partners to distribute marketing materials, confirm the placement of promotional stands, and gather feedback on customer responses during campaigns.

Through these collaborative efforts, I contributed to a smoother workflow across departments, better campaign implementation, and an improved customer experience. My ability to communicate effectively, manage tasks proactively, and resolve cross-team issues strengthened not only my professional skills but also helped foster a positive and goal-oriented work culture within the company.

## **4. Job Process Diagram**

During my internship at Jayshree Flour Mills Pvt. Ltd., I was involved in various marketing operations that enhanced my understanding of sales coordination, promotional campaign execution, and customer engagement strategies. The job processes I followed were structured and designed to support the broader marketing and sales functions of the company. Below is a breakdown of key processes I was responsible for:

## A. Sales Coordination Process

*Table 2 My Job Process for Sales Coordination Process*

Task	Details
<b>Customer Database Validation</b>	Verified customer information such as contact details, delivery address, and order history before processing new requests.
<b>Order Follow-ups</b>	Regularly contacted sales officers and dealers to follow up on pending orders, delivery status, and urgent requirements.
<b>Retailer Communication</b>	Collected market data from local retailers regarding product demand and customer feedback to support sales forecasting.

## B. Campaign Planning and Execution

*Table 3 My Job Process for Campaign Planning and Execution*

Task	Details
<b>Promotional Material Distribution</b>	Ensured timely delivery and placement of posters, banners, and flyers across selected retail points.
<b>On-ground Activity Support</b>	Coordinated with area sales officers during product sampling and instore promotions to gather feedback from customers.
<b>Campaign Performance Review</b>	Maintained a log of promotional campaign outcomes such as increase in inquiries, sales spike, and customer interest.

## C. Customer Service and Feedback Handling

*Table 4 My Job Process for Customer Service and Feedback Handling*

Task	Details
<b>Issue Reporting</b>	Logged customer issues related to delayed delivery, packaging damage, and product dissatisfaction.
<b>Escalation to Concerned Departments</b>	Escalated serious complaints to logistics or production teams and followed up until resolution.
<b>Customer Follow-up</b>	Contacted customers post-resolution to ensure satisfaction and maintain positive engagement.



## D. Internal Coordination and Reporting

*Table 5 My Job Process for Internal Coordination And Reporting*

Task	Details
<b>Daily Briefings</b>	Participated in morning meetings to align marketing tasks with sales and logistics teams.
<b>Weekly Progress Reports</b>	Compiled reports on marketing activities, customer interactions, and campaign effectiveness to be reviewed by the supervisor.
<b>Design Collaboration</b>	Shared inputs with the design team for marketing materials based on realtime customer and retail partner feedback.

By consistently following these structured processes, I was able to make effective contributions to the overall operations of the marketing department. These tasks not only enhanced my practical knowledge but also improved my efficiency, accuracy, and communication skills, which are essential in the FMCG sector.

## 5. Contribution as a Cooperative student to the Company

During my internship at Jayshree Flour Mills Pvt. Ltd. in the marketing department, I actively contributed to enhancing the company's brand visibility, improving customer engagement, and supporting effective sales coordination. My role as a marketing intern required a blend of communication skills, creativity, organizational ability, and a deep understanding of consumer behavior—skills that I consistently applied to achieve measurable outcomes. One of my core responsibilities involved regular communication with existing and potential clients to collect feedback, handle inquiries, and promote new products. I interacted with over 100 customers and retail partners through phone calls, emails, and in-person visits. This proactive engagement helped resolve queries efficiently, strengthened customer relationships, and ensured customer satisfaction. My follow-ups with the sales officers and dealers also played a key role in facilitating faster order processing and boosting sales performance.

I was heavily involved in coordinating and executing promotional campaigns across various business units. From distributing marketing materials to collecting feedback on product reception, I contributed to increasing the reach and effectiveness of these campaigns. I also

supported in-store promotions by collaborating with field sales teams, which helped improve product visibility and consumer interaction at the point of sale.

Attention to detail and strong organizational skills enabled me to manage campaign documentation, track promotional inventories, and ensure that all materials were properly recorded and utilized. I created detailed reports on campaign impact and market trends, which were appreciated by my supervisor for their clarity and insight. My contributions supported better decision-making in upcoming marketing strategies.

Additionally, I assisted in developing simplified customer feedback collection tools and payment tracking formats, which streamlined internal processes and reduced the workload on the sales coordination team. My initiative in improving documentation processes and providing real-time market insights contributed to the overall efficiency of the marketing department.

This 16-week internship was a transformative experience that allowed me to apply classroom knowledge in a real-world FMCG marketing environment. It not only improved my skills in campaign planning, customer service, and internal coordination but also reinforced the value of teamwork and strategic communication in achieving marketing goals. My time at Jayshree Flour Mills Pvt. Ltd. helped me grow professionally and make a meaningful contribution to the company's marketing success.

## **CHAPTER 3**

### **LEARNING PROCESS**

During my internship as a marketing intern at Jayshree Flour Mills Pvt. Ltd., I encountered several practical challenges related to communication gaps, customer engagement, and limited digital marketing presence. This chapter outlines the problems I observed, the solutions implemented during my internship, and recommendations for long-term improvements. It also reflects on how my academic learning helped me handle real-world tasks and the skills I gained from this professional experience.

#### **1. Problems Faced**

One of the major issues faced by Jayshree Flour Mills was a lack of consistent branding and marketing strategy. The company's limited use of digital marketing platforms, including social media, restricted its ability to reach and engage modern consumers. Additionally, the existing customer feedback loop was weak, with minimal effort to collect and utilize customer insights to improve product offerings.

Another challenge was the outdated promotional methods. While competitors had adopted influencer marketing and targeted online advertising, Jayshree Flour Mills still relied heavily on traditional print media and dealer incentives. The absence of a structured marketing database also limited the ability to monitor and evaluate campaign performance.

#### **2. Problem Solving**

To address the digital marketing gap, I initiated the development of content calendars for platforms such as Facebook and Instagram. I created engaging posts, reels, and promotional graphics to increase brand visibility. By collaborating with the design team, I helped revamp the brand's visual identity to make it more appealing to younger demographics.

To strengthen customer engagement, I implemented a feedback collection process during field visits and dealer interactions. I designed a simple survey format that gathered insights on consumer satisfaction, product demand, and areas for improvement, which was later shared with the senior management for strategic planning.

Additionally, I developed a digital record-keeping system for customer leads, campaign results, and promotional expenses utilizing Google Sheets and Excel. This enabled the marketing team to track ROI and plan better for future campaigns.

### **3. Recommendations to the Company**

- ❖ **Digital Transformation:** Invest in a comprehensive digital marketing strategy with consistent posting, social media ads, and SEO-focused content. A dedicated digital marketing team or agency should be appointed to manage the online presence.
- ❖ **Brand Strategy:** Develop a unified brand identity with standard packaging, messaging, and promotions across all product lines to increase consumer recognition.
- ❖ **Data-Driven Marketing:** Implement a CRM system to capture customer data from various touchpoints, including distributors, retailers, and online platforms. Utilize these insights to tailor campaigns and refine targeting.
- ❖ **Customer Feedback Loop:** Implement periodic surveys, feedback forms, and review platforms to gather consumer insights and refine products accordingly.
- ❖ **Training and Upskilling:** Offer internal marketing training to sales representatives and marketing team members to enhance their understanding of digital tools, customer service, and market trends.

### **4. Learnings**

This internship helped me bridge the gap between classroom knowledge and real marketing execution. Some important lessons learned include:

- ❖ **Customer-Centric Thinking:** Through field visits and customer interactions, I learned the importance of listening to customers to build loyalty and trust.
- ❖ **Campaign Planning:** I gained hands-on experience in creating and executing promotional campaigns, from ideation to feedback collection.
- ❖ **Communication Skills:** I learned how to professionally interact with dealers, customers, and colleagues, which helped me grow in confidence.
- ❖ **Creative Problem Solving:** I recognized the importance of being proactive in identifying marketing gaps and devising feasible, low-cost solutions.
- ❖ **Time Management:** Balancing fieldwork, content creation, and reporting improved my ability to prioritize tasks and meet deadlines under pressure.

## **5. Application of Coursework Knowledge to Real Working Situation**

- ❖ **Marketing Principles:** I applied concepts like the 4Ps (Product, Price, Place, Promotion) during product promotions and in understanding consumer behavior.
- ❖ **Consumer Behavior:** My academic understanding of segmentation and targeting helped me design effective surveys and promotional messages.
- ❖ **Digital Marketing Course:** I used practical skills from coursework to manage social media pages, schedule posts, and analyze basic engagement metrics.
- ❖ **Sales and Distribution Management:** My classroom learning helped me understand the importance of dealer relationships and the efficiency of the supply chain.
- ❖ **Business Communication:** I successfully drafted emails, prepared marketing proposals, and developed formal communication materials utilizing academic techniques.

## 6. Special Skills and New Knowledge Learnt

- ❖ **Market Research:** I developed skills in gathering customer feedback through surveys and in-person interviews.
- ❖ **Social Media Management:** I gained practical experience in utilizing tools such as Canva, Meta Business Suite, and Instagram Insights for content creation and analysis.
- ❖ **CRM and Data Handling:** I created structured databases for lead management and campaign evaluation, which improved internal coordination.
- ❖ **Negotiation and Presentation:** I improved my ability to pitch promotional ideas to the supervisor and sales team during regular meetings.
- ❖ **Field Marketing Exposure:** Visiting local shops and dealers provided me with a clear picture of real-world marketing efforts, distribution challenges, and the impact of branding.
- ❖ **Teamwork and Adaptability:** Collaborating with various departments under the supervision of Michael Slater helped me understand the importance of cross-functional coordination and adaptability in a corporate setting.

## **CHAPTER 4**

### **CONCLUSION**

This chapter summarizes my overall internship experience at Jayshree Flour Mills Pvt. Ltd. It focuses on my core responsibilities, the skills I developed throughout the internship, the challenges I encountered, the lessons I learned, and the contributions I made toward accomplishing assigned tasks.

#### **1. Summary**

This report highlights my primary responsibilities, contributions, and key learnings from my internship as a marketing intern at Jayshree Flour Mills Pvt. Ltd., a leading company in Nepal's flour milling and FMCG sector. The internship provided a valuable opportunity to apply my academic marketing knowledge in a real-world corporate environment, particularly within brand promotion, social media management, and customer engagement.

Throughout the internship, I faced challenges related to limited digital marketing presence and customer feedback mechanisms, which accelerated my professional growth. Working closely with the marketing, sales, and design teams enhanced my interpersonal and teamwork skills. I also gained practical exposure to campaign planning, content creation, and data-driven marketing strategies.

My understanding of marketing concepts deepened through tasks such as creating social media content calendars, collecting customer feedback, and supporting promotional events. This experience improved my creativity, communication skills, and digital marketing abilities. It also strengthened my problem-solving skills by addressing real-world marketing gaps.

In conclusion, my internship at Jayshree Flour Mills Pvt. Ltd. has been extremely rewarding, equipping me with practical marketing skills, FMCG industry insights, and professional confidence to further advance my marketing career. The exposure to a collaborative work culture and real corporate challenges prepared me well for future roles in the dynamic marketing field.

## **2. Evaluation of the Work Experience**

My overall experience at Jayshree Flour Mills Pvt. Ltd. has been instrumental for my personal and professional development. It bridged the gap between theoretical marketing knowledge and practical application. I was able to apply classroom concepts, including the marketing mix, consumer behavior analysis, and digital marketing tools, to real-life marketing problems and campaigns.

The opportunity to engage with customers, dealers, and colleagues from different departments enhanced my communication and interpersonal skills. My confidence grew as I took on responsibilities like designing marketing materials, managing social media posts, and gathering customer insights.

The collaborative and supportive environment, particularly under the guidance of my supervisor, Michael Slater, allowed me to refine my teamwork and problem-solving skills. I learned the importance of flexibility, patience, and clear communication when working with multiple stakeholders. For example, coordinating between sales teams and creative designers required striking a balance between creativity and practical constraints.

Overall, this internship was a significant step toward making me industry-ready, as it provided hands-on marketing experience, facilitated professional networking, and fostered personal growth.

## **3. Limitations of Cooperative Studies**

The limited duration of the internship—only 16 weeks—was a major constraint. It restricted my ability to engage fully in long-term marketing projects such as comprehensive brand strategy development, large-scale advertising campaigns, or in-depth market research analysis.

While I gained exposure to social media marketing and customer feedback collection, I had limited opportunities to work on more advanced digital analytics or strategic planning.



processes. Also, certain company information and marketing data were confidential, which limited the scope of tasks I could be involved in.

Interdepartmental coordination sometimes posed challenges due to differing priorities and workflows, which occasionally delayed campaign approvals or data sharing. This impacted the smooth execution of some marketing activities.

Lastly, as an intern, my tasks were mostly supportive and project-based, so I may not fully represent the scope of responsibilities held by full-time marketing staff.

#### **4. Recommendations for the Company in terms of Cooperative Studies**

The internship program at Jayshree Flour Mills Pvt. Ltd. is a great platform for students to gain practical marketing experience. However, I would suggest the following improvements to maximize learning and impact for future interns:

- ❖ **Extended Internship Duration:** Consider extending the internship beyond 16 weeks to allow interns to contribute to long-term marketing projects and experience full campaign cycles. Rotational assignments across different marketing functions (e.g., digital marketing, product development, sales support) would broaden exposure.
- ❖ **Structured Mentorship and Reporting:** Implement a clearer reporting and mentorship framework with regular feedback sessions. This can help interns focus on key learning objectives and receive timely guidance on improving their skills.
- ❖ **Access to Marketing Analytics Tools:** Provide interns with access to digital marketing analytics platforms and training to develop data-driven decision-making skills.
- ❖ **Networking and Strategic Exposure:** Organize regular opportunities for interns to participate in cross-departmental meetings and interact with senior management. This exposure can help them understand strategic business operations and build professional networks.

- ❖ **Formal Training Sessions:** Offer workshops or short courses on current marketing trends, digital tools, and consumer behavior to enhance interns' theoretical and practical knowledge.

Lastly, I am grateful to Jayshree Flour Mills Pvt. Ltd. and my supervisor, Michael Slater, for this invaluable internship opportunity. I hope my recommendations contribute to enriching the internship program for future students.



## REFERENCES

- Jayshree (Ed.). (2018). *Jayshree Flour Mills Pvt Ltd company profile with phone, email, buyers, suppliers, price, export import shipments*. Volza.com.  
<https://www.volza.com/companyprofile/jayshree-flour-mills-pvt-ltd-88251873/>
- Jayshree. (2025). *JAYSHREE FLOUR MILLS PVT. LTD.* Searchnepal.biz.  
<https://searchnepal.biz/listing/kathmandu/flour-mill/jayshree-flour-mills-pvt-ltd/>
- Jayshree. (2021). *Supply chain data of Jay Shree Foods Pvt Ltd company profile*. Trademo.  
<https://www.trademo.com/companies/jayshree-foods-private-limited/40462720>
- Jayshree. (2025). *TradeAtlas | Jay Shree Flour Mills Pvt Ltd | Nepal*. TradeAtlas.com.  
<https://www.tradeatlas.com/en/firms/jay-shree-flour-mills-pvtltd/7920df887991ac68>



**ANNEXURE 1****Weekly Report:****Week 1: 09/02/2025 – 14/02/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Marketing	Orientation & Introduction	Company intro, roles, reporting manager, market overview
Monday	Customer Service	Handling Walk-in Customers	Observed service flow and assisted staff
Tuesday	Sales	Field Visit	Accompanied local area sales team
Wednesday	Sales	Cold Calling	Basic pitch calls to small retailers
Thursday	Customer Relations	Feedback Collection	Informal interviews with customers
Friday	Marketing	Weekly Summary Report	Documented weekly learnings and lead data

**Week 2: 16/02/2025 – 21/02/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Marketing	Product Training	Studied flour varieties, packaging, and pricing
Monday	Customer Service	Complaint Handling Observation	Sat in during complaint resolution
Tuesday	Sales	Assist in Order Processing	Learned billing & invoice generation
Wednesday	Marketing	Competitor Research	Documented pricing & offerings of nearby brands
Thursday	Customer Relations	Customer Visit Followups	Called past visitors for satisfaction updates
Friday	Marketing	Weekly Review	Presentation of findings to supervisor

**Week 3: 23/02/2025-28/02/2025 I Time: 10:00 AM – 5:30 PM**

<b>Day</b>	<b>Department</b>	<b>Task Assigned</b>	<b>Details</b>
Sunday	Sales	Distribution Channel Overview	Learned distribution hierarchy
Monday	Customer Service	Assist Order Desk	Supported tracking of bulk orders
Tuesday	Marketing	Prepare Mini-Campaign Poster	Designed flyer for nearby retailers
Wednesday	Sales	Salesperson Shadowing	Accompanied a senior sales rep
Thursday	Marketing	Promotion Strategy Discussion	Participated in brainstorming for discounts
Friday	Marketing	Report on Campaign Ideas	Compiled and presented ideas

**Week 4: 02/03/2025 – 07/03/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Marketing	Customer Segmentation Analysis	Grouped customers by type & size
Monday	Sales	Merchandising Visit	Checked product placement at stores
Tuesday	Marketing	Assist Social Media Post	Helped design Facebook update
Wednesday	Customer Service	Customer Database Entry	Updated details in Excel sheet
Thursday	Sales	Pricing Update Communication	Informed retailers of updated rates
Friday	Marketing	Performance Review Meeting	Participated in monthly sales meeting

**Week 5: 09/03/2025 – 14/03/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Marketing	Branding Strategy Discussion	Team meeting on packaging and logo visibility
Monday	Customer Service	Handle Walk-in Queries	First point of contact for 3 hours
Tuesday	Sales	Stockist Visit	Met a major regional distributor
Wednesday	Marketing	Seasonal Campaign Planning	Festival-focused discount ideas
Thursday	Customer Relations	Bulk Buyer Survey	Created & filled feedback forms
Friday	Marketing	Data Entry & CRM Update	Updated follow-up logs

**Week 6: 16/03/2025 21/03/2025 | Time: 10:00 AM**

Day	Department	Task Assigned	Details
Sunday	Sales	Sales Funnel Training	Explained process from lead to close
Monday	Marketing	Promotion Setup at Outlet	Installed POP materials at store
Tuesday	Customer Service	Order Confirmation Calls	Confirmed delivery times
Wednesday	Marketing	Price List Design	Helped format updated rate list
Thursday	Sales	Territory Mapping	Identified uncovered sales areas
Friday	Marketing	Internal Feedback Session	Gave feedback on training experience

**Week 7: 23/03/2025 – 28/03/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Sales	Analyze Monthly Targets	Compared actuals vs. goals
Monday	Customer Service	Product Demo Setup	Set up small tasting kiosk
Tuesday	Marketing	Support Local Campaign	Assisted with posters & banners
Wednesday	Sales	Retailer Engagement	Visited 5 shops for re-order collection
Thursday	Marketing	Festival Sales Boost Plan	Helped draft bundle offers
Friday	Marketing	Report on Market Trends	Wrote short analysis based on visit

**Week 8: 30/03/2025 – 04/04/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Sales	Region-wise Order Trend Study	Tracked areas with most sales
Monday	Customer Service	Handling Repeat Orders	Dealt with known customers independently
Tuesday	Marketing	Email Marketing Drafting	Wrote sample content
Wednesday	Sales	Van Sales Ride-along	Joined distribution van
Thursday	Marketing	Store Promotion Assessment	Checked POP effectiveness
Friday	Marketing	Lead Conversion Report	Analyzed cold call results

**Week 9: 06/04/2025 – 11/04/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Sales	Assist in Price Negotiation	Sat in meetings to observe pricing talks with bulk buyers
Monday	Marketing	Competitor Discount Tracking	Collected info from nearby shops about offers from other brands
Tuesday	Sales	Assist in Product Repackaging Audit	Checked packaging quality and inventory labeling
Wednesday	Marketing	Collect Retailer Reviews	Interviewed 5 shops about experience with flour quality & service
Thursday	Customer Relations	Help Process Urgent Orders	Supported order dispatch and logistics coordination
Friday	Marketing	Weekly Insights Report	Created document summarizing key activities and learnings

**Week 10: 13/04/2025 – 18/04/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Marketing	Plan Referral Scheme	Drafted basic referral reward model for retailers
Monday	Customer Service	Identify Repeat Buyers	Segmented database to highlight loyal customers
Tuesday	Sales	Help Log Incoming Orders	Manually recorded incoming phone/email orders
Wednesday	Marketing	ERP Software Training	Intro to internal order entry and billing tools
Thursday	Sales	Store Signage Installation	Delivered and set up promo signage in local stores
Friday	Marketing	Presentation to Supervisor	Shared progress and campaign ideas



Week 11: 20/04/2025

25/04/2025 | Time: 10:00 AM

Day	Department	Task Assigned	Details
Sunday	Logistics	Monitor Delivery Delays	Investigated causes for order delays from factory to shop
Monday	Marketing	Write SMS Campaign Draft	Suggested content for mobile promos for flour offers
Tuesday	Sales	Retailer Meet-Up Prep	Created list of invitees and topics for discussion
Wednesday	Customer Service	Handle Feedback from Retailers	Collected complaints and suggestions
Thursday	Marketing	Weekly Sales Chart Update	Helped visualize sales performance
Friday	Marketing	Product Brochure Feedback	Reviewed design and gave student-level critique

**Week 12: 27/04/2025 – 02/05/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Marketing	Run Short Customer Survey	Collected customer views in nearby marketplace
Monday	Inventory	Expiry Stock Data Collection	Audited stock near expiry and suggested discount action
Tuesday	Customer Relations	Loyalty Program Research	Researched flour mills with loyalty models
Wednesday	Sales	Shadow District Sales Manager	Learned about managing multiple regions
Thursday	Marketing	Packaging Feedback Session	Collected customer opinions on pack design
Friday	Marketing	Weekly Reporting	Maintained activity log and shared with team

**Week 13: 04/05/2025 – 09/05/2025 | Time: 10:00 AM**

Day	Department	Task Assigned	Details
Sunday	Finance/Sales	Help with Payment Follow-ups	Called clients with outstanding payments
Monday	Marketing	Sales Pitch Slide Creation	Designed short PowerPoint for pitching product to new buyers
Tuesday	Sales	Field Visit Note Preparation	Created documentation format for daily sales visit notes
Wednesday	Marketing	Support Trade Fair Prep	Assisted in packing brochures and sample kits
Thursday	Customer Service	Assist With Query Resolutions	Answered simple product-related calls
Friday	Marketing	Share Sales Call Summary	Logged cold calls and response status

**Week 14: 11/05/2025 – 16/05/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Marketing	Conduct Mini Market Research	Focused on customer awareness of flour mill branding
Monday	Marketing	Prepare Visual Ad Concepts	Suggested ideas for newspaper/online visuals
Tuesday	Sales	Compile Top 10 Customers List	Sorted regular customers by volume
Wednesday	Marketing	Distribute Seasonal Flyers	Supported distribution in local bazaar area
Thursday	Customer Relations	Visit 2 Retailers for Feedback	Noted service gaps and preferences
Friday	Marketing	Internal Review & Feedback	Midpoint reflection meeting with supervisor

**Week 15: 18/05/2025 – 23/05/2025 | Time: 10:00 AM**

Day	Department	Task Assigned	Details
Sunday	Sales	Analyze Quarterly Sales Trends	Reviewed sales data from last 3 months
Monday	Marketing	Help Draft Sales Forecast	Suggested monthly projections based on trends
Tuesday	Customer Service	Identify Digital Leads	Used Facebook/Instagram page data
Wednesday	Marketing	Recommend Digital Tools	Suggested use of WhatsApp broadcast or Google Forms
Thursday	Sales	Product Bundling Test Plan	Drafted small combo pack schemes
Friday	Marketing	Feedback from Sales Reps	Took notes on what field team needs for better conversions

**Week 16: 25/05/2025 – 30/05/2025 | Time: 10:00 AM – 5:30 PM**

Day	Department	Task Assigned	Details
Sunday	Marketing	Final Presentation Drafting	Created summary slides of internship learnings
Monday	All	Submit Internship Report	Finalized 40-page report with annexes
Tuesday	Sales/Marketing	Final Team Review Meeting	Presented top insights to manager
Wednesday	Marketing	Share Suggestions for Future Interns	Provided written suggestions on tasks
Thursday	Customer Service	Wrap-up and Document Handover	Submitted all logs, documents, and tools used
Friday	HR/Marketing	Exit Interview	Reflected on experience, skills gained, and overall feedback

## ANNEXURE II



**Sales Team**



**Accounting Team**



**Accountant****Accountant****Job Supervisor**



**Marketing Intern**

