



**COOPERATIVE EDUCATION REPORT**

**Building Operational Excellence at Life Care Distribution Pvt. Ltd.**

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### **ABSTRACT**

The report entitled “Building Operational Excellence at Life Care Distribution Pvt. Ltd.” focuses on the practical application of theoretical knowledge gained through academic study in a real-world corporate setting. This cooperative education report presents a detailed account of my three-month internship experience at Life Care Distributors Pvt. Ltd., a subsidiary of Vishal Group, working as an Assistant Manager in the Sales and Marketing Department.

The primary objectives of this internship were: (1) To apply academic knowledge in a professional environment, (2) To gain industry-specific experience in the FMCG distribution sector, and (3) To develop and enhance core competencies such as communication, data management, and strategic thinking. My key responsibilities included assisting the sales and marketing heads for brands such as Unilever International (Unilever Nepal Limited, 2024; Unilever, n.d.; Post Report, 2023), Hamdard Foods India, and Jockey (Jockey Nepal, n.d.), managing software-based SKU updates, conducting client visits to supermarket chains like Bhat-Bhateni and SalesBerry, and supporting accounting and promotional planning activities.

This report outlines the tasks completed, challenges encountered, and solutions implemented throughout the internship period. The opportunity to work in a structured corporate environment has improved my organizational skills, strengthened my technical proficiency, and provided me with a deeper understanding of the dynamics of FMCG marketing and distribution. These skills have contributed to my personal growth and prepared me for future professional challenges.

## ACKNOWLEDGMENT

My internship journey at Life Care Distributors Pvt. Ltd., a subsidiary of Vishal Group, has been an incredibly valuable experience filled with learning, growth, and professional development. I am deeply grateful to Kathmandu College of Management (KCM) for providing me with the opportunity to participate in the cooperative education program and for facilitating such a meaningful internship placement.

I would like to express my sincere gratitude to Mr. Rishav Sekhani, my organizational supervisor, for his continuous guidance, encouragement, and trust throughout my internship. His mentorship allowed me to understand real-world business operations and helped me sharpen both my technical and interpersonal skills.

I would also like to acknowledge Assoc. Prof. Dr. Kanjana Mahattanatawee, my Academic Advisor, and Dr. Srisuda Chongsitthiphol, a member of the Cooperative Education Committee, for their invaluable academic support and guidance throughout this journey.

I also extend my appreciation to the entire Sales and Marketing team at Life Care Distributors, whose collaboration, insights, and support played a crucial role in shaping my professional learning experience. Working with reputed brands such as Unilever International, Jockey, Glysolid, Hamdard, and Julie's gave me valuable exposure to the inner workings of the FMCG industry and helped me understand the importance of coordination, brand management, and strategic distribution.

Lastly, I would like to thank all the faculty members at Kathmandu College of Management, whose academic teachings laid the foundation for my practical understanding during this internship. I am confident that the knowledge gained during my time at KCM, combined with the experience at Life Care Distributors, will greatly contribute to my future career endeavors.

Thank you.

Sincerely,

Ketan Goel

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## List of ACRONYMS

BBA: Bachelor in Business Administration

SWOT – Strength, Weakness, Opportunity, and Threat

LCD- Lifecare Distributors Pvt. Ltd.

FMCG- Fast Moving Consumer Goods

## CHAPTER 1: INTRODUCTION

### 1. Company Profile



**Figure 1: Company Logo**

Life Care Distributors Pvt. Ltd. is a prominent FMCG distribution company in Nepal operating under the umbrella of Vishal Group, one of the country's most respected business conglomerates with a legacy spanning over 50 years. Life Care Distributors specializes in the sales, marketing, and distribution of fast-moving consumer goods (FMCG), representing a diverse portfolio of international and regional brands.

The company has built a strong network across Nepal's retail sector, supplying products to major supermarket chains, department stores, and general trade outlets. Life Care Distributors is the official distributor of renowned brands such as Unilever International, Jockey, Glysolid, Hamdard, and Julie's, managing not just distribution but also branding, retail strategy, and market penetration for these products.

With a commitment to operational excellence, Life Care Distributors employs a highly professional team equipped with modern supply chain systems, software-driven inventory management, and strong relationships with key retail players like Bhat-Bhateni, SalesBerry, and BigMart. The company plays a critical role in ensuring that quality consumer goods reach households across the country efficiently and effectively, aligning with Vishal Group's broader mission of contributing to national development through diversified business ventures.



## 1.1 Mission of the Company

The mission of Life Care Distributors Pvt. Ltd. (LCD) centers on delivering high-quality consumer products and innovative services that enrich everyday life for customers, partners, and communities. Their core mission statement is often summarized as:

“To serve consumers in Nepal and beyond with top-notch consumer-centric services, innovative products, and cutting-edge distribution solutions.”

By this mission, consistent product availability, market innovation, and a positive economic impact are fostered through reliable logistics, strategic brand partnerships, and a deep commitment to excellence in the FMCG sector. Dedication to ethical business practices, customer satisfaction, and operational efficiency is also demonstrated by LCD, striving to create lasting value for all stakeholders while supporting growth, quality, and accessibility in consumer goods.

## 1.2 Vision of the Company

The vision of Life Care Distributors Pvt. Ltd. (LCD) focuses on becoming the most reliable and efficient distribution partner in Nepal’s FMCG industry and beyond. Their core vision statement is often summarized as:

“LCD aims to expand its consumer base daily, enhance distribution efficiency, innovate new processes, and become the preferred supplier in the trade industry through continual learning, adaptation, and improvement.”

Through this vision, LCD aspires to lead the way in supply chain excellence and customer satisfaction by embracing innovation, fostering long-term business relationships, and delivering consistent value to its partners and clients. Their commitment to adaptability, operational efficiency, and market responsiveness ensures that LCD remains a trusted and progressive force in the evolving consumer goods landscape.

### 1.3 Strategies of the Company

Life Care Distributors Pvt. Ltd. (LCD) employs several strategic approaches to strengthen its presence in the FMCG sector and maintain its reputation as a leading distribution company in Nepal. Below is an overview of key strategies adopted by the company:

#### 1. Product Portfolio Expansion and Brand Diversification:

LCD continuously works on expanding its product portfolio by introducing and representing new international and domestic FMCG brands. With recent additions like Unilever, Jockey, Glysolid, Hamdard, and Julie's, LCD aims to cater to the evolving needs of consumers across multiple categories such as personal care, food, health, and household items.

#### 2. Customer-Centric Approach:

The company places strong emphasis on delivering excellent customer service to both retail and wholesale partners. By ensuring timely deliveries, maintaining consistent communication, and offering personalized service, LCD builds long-term relationships that drive customer satisfaction and loyalty.

#### 3. Technology Integration and Process Innovation:

To improve distribution efficiency, LCD is investing in inventory management systems, route optimization tools, and digital ordering platforms. These technologies help in real-time tracking, stock monitoring, and seamless communication, leading to better decision-making and faster service.

#### 4. Expansion of Distribution Network:

LCD continues to expand its distribution channels across Nepal, targeting both urban and rural markets. The goal is to ensure wide accessibility of its products by building a robust logistics system and entering new geographic areas.

#### 5. Partnership and Brand Representation:

Strategic partnerships with well-known FMCG brands allow LCD to strengthen its market positioning and deliver high-quality products to consumers. These partnerships also enhance credibility and foster long-term growth.

#### 6. Talent Development and Internal Training:

LCD invests in employee training programs to improve skills in sales, logistics, and customer service. Encouraging professional development and team motivation helps the company maintain operational excellence and employee satisfaction.

## 2. Organizational Structure

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

### 2.1 Diagram of organizational structure

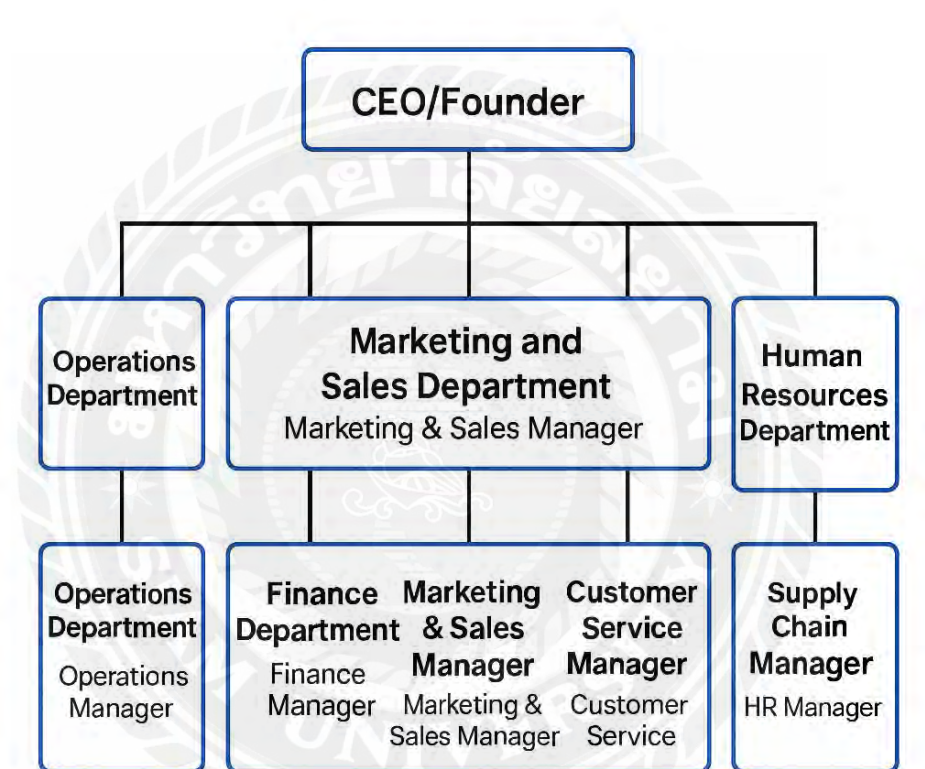


Figure 2:Diagram of organizational structure

## 2.2 Job position

During my Co-op Studies, I worked as a Marketing Intern in the Marketing and Sales Department from February 1st, 2024 to May 31st, 2024. I had the opportunity to complete my internship at Life Care Distribution (LCD), located in Kathmandu, Nepal. I chose this position because I believed it would allow me to contribute meaningfully while also gaining practical knowledge and hands-on experience in brand promotion, customer engagement, and sales strategies. The diverse scope of responsibilities and the opportunity to work with established brands under LCD made this role particularly appealing.

## 2.3 Job Position in the company's organizational structure

Life Care Distribution is structured into several core departments, including Marketing and Sales, Logistics and Supply Chain, Finance and Accounting, and Human Resources. The Marketing and Sales Department, where I was positioned, is responsible for managing brand communication, marketing campaigns, distributor and retailer coordination, and overall sales strategy implementation. As a Marketing Intern, I worked under the guidance of the department head, contributing to market research, promotional activities, sales tracking, and field visits. I also supported the team in managing product visibility and building brand presence across various retail outlets.

## 3. Intention and motivation to choose the company

My motivation for joining One to Watch was twofold. Firstly, One to Watch's focus on impact. There are several reasons why I chose Life Care Distributors Pvt. Ltd. (LCD), a company under Vishal Group, as my internship organization. LCD is one of the leading FMCG distributors in Nepal, representing top international brands in various categories including food, personal care, and lifestyle. The following are the key intentions and motivations behind my choice:

### 1) Exposure to Leading FMCG Brands and Corporate Operations

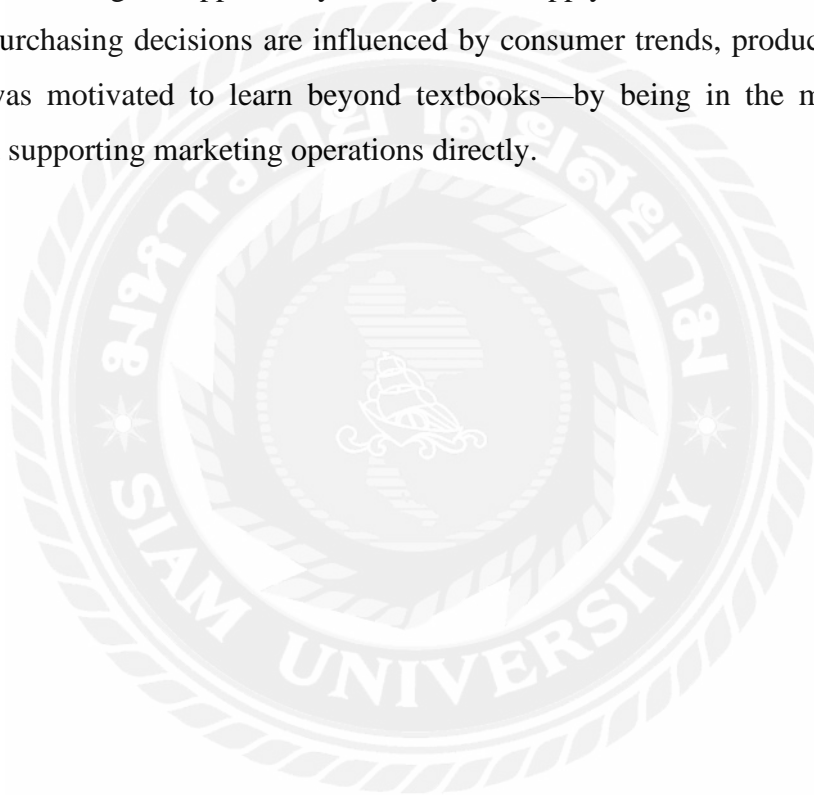
LCD handles well-known global brands such as Unilever International, Jockey, Hamdard, Glysolid, and Julie's, providing an excellent opportunity to gain insight into how international products are marketed and distributed locally. I was motivated to understand how these brands operate in Nepal's diverse retail landscape, and how strategies are customized for our market.

## 2) Learning Sales and Marketing from an Industry Leader

One of my primary intentions was to gain real-world experience in sales and marketing within a corporate environment. LCD's structured approach to market visits, SKU management, sales strategy, and relationship-building with major retail chains such as Bhat-Bhateni, SalesBerry, and BigMart provided the perfect platform for learning. It helped me understand the depth and coordination required in field execution, brand promotion, and customer engagement.

## 3) Practical Understanding of Distribution Networks and Consumer Behavior

The internship offered a great opportunity to study how supply chains function at the distributor level and how purchasing decisions are influenced by consumer trends, product placement, and promotions. I was motivated to learn beyond textbooks—by being in the market, observing interactions, and supporting marketing operations directly.



#### **4. Strategic Analysis of the Company (SWOT analysis)**

##### **Strengths**

1. **Strong Brand Portfolio:** LCD represents globally recognized and trusted brands such as Unilever International, Jockey, Hamdard, Glysolid, and Julie's. These partnerships give LCD a competitive advantage in brand recall, customer trust, and shelf space in Nepal's major retail stores.
2. **Efficient Distribution Network:** With years of operational experience, LCD has developed a robust distribution system, covering both urban and rural markets. Its supply chain efficiency enables consistent product availability and timely delivery to retail partners.
3. **Experienced Leadership under Vishal Group:** Being a part of the Vishal Group gives LCD access to business expertise, financial stability, and strategic guidance. This support enhances credibility and facilitates business expansion.
4. **Diverse Product Categories:** LCD works across multiple segments—personal care, food, hygiene, and lifestyle—allowing it to balance risks and serve a wide consumer base. This product diversity ensures business sustainability even if one category underperforms.

##### **Weaknesses**

1. **Dependency on Imported Products:** A major portion of LCD's portfolio consists of imported brands. This makes the company vulnerable to currency fluctuation, import restrictions, and delays in international shipping.
2. **Limited Digital Presence:** Despite being a major player in distribution, LCD has limited digital marketing presence and e-commerce operations compared to modern retail trends. This could restrict its reach to younger, tech-savvy consumers.
3. **Low Margin from FMCG Products:** FMCG distribution involves thin profit margins. LCD must sell in large volumes to remain profitable, which makes the company sensitive to demand shifts and competitor price strategies.
4. **Challenging Market Penetration in Rural Areas:** Although LCD has an expansive network, penetrating remote and underdeveloped regions still poses logistical and cost-related challenges.

## **Opportunities**

1. **Growth in Nepal's Organized Retail Sector:** With the rapid expansion of supermarkets and retail chains across the country, LCD can increase its market coverage and improve brand visibility by partnering with these modern trade formats.
2. **Rising Demand for International Products:** Nepali consumers are increasingly seeking global brands and quality-assured goods. LCD can introduce more international products that are currently unavailable in the local market.
3. **Expansion through E-commerce and Digital Platforms:** With growing internet usage and online shopping habits, LCD has an opportunity to collaborate with or develop its own digital platforms to sell products directly to consumers.
4. **Brand Diversification:** LCD can expand its portfolio by introducing brands in emerging categories like health supplements, organic goods, or eco-friendly products to align with evolving consumer trends.

## **Threats**

1. **Intensifying Competition:** Other distributors and local importers are rapidly entering the market with competitive pricing and marketing tactics, which may affect LCD's sales volumes and brand loyalty.
2. **Regulatory and Tax Challenges:** Changes in government regulations, increased customs duties, or unpredictable import policies could disrupt operations and increase costs for the company.
3. **Supply Chain Disruptions:** Global crises such as pandemics, political unrest, or climate-related events may interrupt the supply of international products, affecting availability and customer satisfaction.
4. **Shifts in Consumer Behavior:** Consumers today are more health-conscious, price-sensitive, and environmentally aware. Failing to adapt product offerings and marketing strategies accordingly could limit LCD's growth.

## **5. The objective of this cooperative study**

Many people may assume that working in a distribution or FMCG company is purely operational and lacks the dynamism of service industries. However, it involves complex supply chains, constant communication with stakeholders, and fast-paced decision-making. The following are the main objectives behind choosing this internship position and participating in the cooperative education program:

- To understand how the FMCG distribution system functions in Nepal
- To gain practical knowledge of inventory and supply chain management
- To learn how to manage distributor–retailer relationships effectively
- To improve communication and coordination with cross-functional departments
- To observe and understand sales forecasting and demand planning
- To develop problem-solving and decision-making skills in real-time scenarios
- To enhance marketing and promotional planning for international brands
- To improve personal productivity and time management in a professional setting
- To experience the corporate culture under a large business group like Vishal Group
- To gain exposure to brand management and customer satisfaction practices



## CHAPTER 2: CO-OP STUDY ACTIVITIES

### 1. Job Description

My internship position was as a Marketing and Sales Intern at Life Care Distribution (LCD), a leading distributor of consumer goods in Nepal. LCD specializes in delivering top-quality, customer-centric services and a wide range of innovative products across the country. My primary responsibility was to assist in planning and executing marketing strategies to strengthen LCD's presence in the Nepalese market. I worked directly under the marketing department, contributing to digital campaigns, product promotions, and retail data analysis to support brand development and consumer engagement.

### 2. Job Responsibilities and Work Duties

During my internship, I was assigned various tasks that gave me hands-on experience in how a leading distribution company operates. Some of my key responsibilities were:

1. **Market Research & Analysis:** I conducted competitor and customer research to evaluate product performance, identify trends, and support decision-making for future marketing campaigns.
2. **Sales Data Handling:** I supported the sales team by organizing weekly sales data, preparing performance reports using Excel, and helping forecast demand trends for fast-moving consumer products.
3. **Retail Visit Coordination:** I participated in field visits to key retail outlets to observe product placements, gather retailer feedback, and evaluate in-store branding consistency.
4. **Campaign Support:** I assisted in planning and implementing promotional campaigns, including drafting social media content, collaborating on visual merchandising strategies, and supporting seasonal brand activities.
5. **Digital Marketing Involvement:** I contributed to creating content for the company's online platforms and monitored engagement metrics to assess the reach and effectiveness of online campaigns.
6. **Inventory and Stock Observation:** I worked with the inventory team to monitor product stock levels, identify slow-moving items, and suggest clearance or promotional activities.

### **3. Activities in coordinating with co-workers.**

During my internship at Life Care Distribution (LCD), I worked closely with a small, dynamic team consisting of five team members in the marketing and sales department. Each person had designated roles and responsibilities, and as an intern, I was integrated into day-to-day activities through guidance and teamwork. My coordination with co-workers was essential to ensure smooth workflow and shared learning.

One of my regular responsibilities was collaborating with the marketing officer to prepare promotional content and gather relevant data from the sales team. For instance, I assisted in designing retail posters and organizing visual merchandising items to be distributed to retailers across Kathmandu Valley. When new product promotions were scheduled, my teammates helped guide me in understanding the key selling points and customer segments.

I also worked with the sales operations team to help track product placements and distribution consistency. We often coordinated during field visits to retail outlets, where I observed product visibility and assisted in collecting retailer feedback, which was later discussed in team meetings for continuous improvement.

A key weekly activity included participating in sales team briefings, where we shared updates on market trends, campaign results, and stock status. I was given tasks such as compiling sales reports or updating promotional calendars, which contributed to the efficiency of campaign rollouts.

Moreover, I frequently supported the warehouse coordination team when organizing promotional materials or sample distributions. This required working together to verify logistics details, ensure inventory availability, and prepare outgoing items efficiently.

The supportive working environment at LCD enabled me to learn from my seniors, contribute to group tasks, and understand the importance of interdepartmental coordination in a distribution-driven company.

#### 4. Job Process Diagram

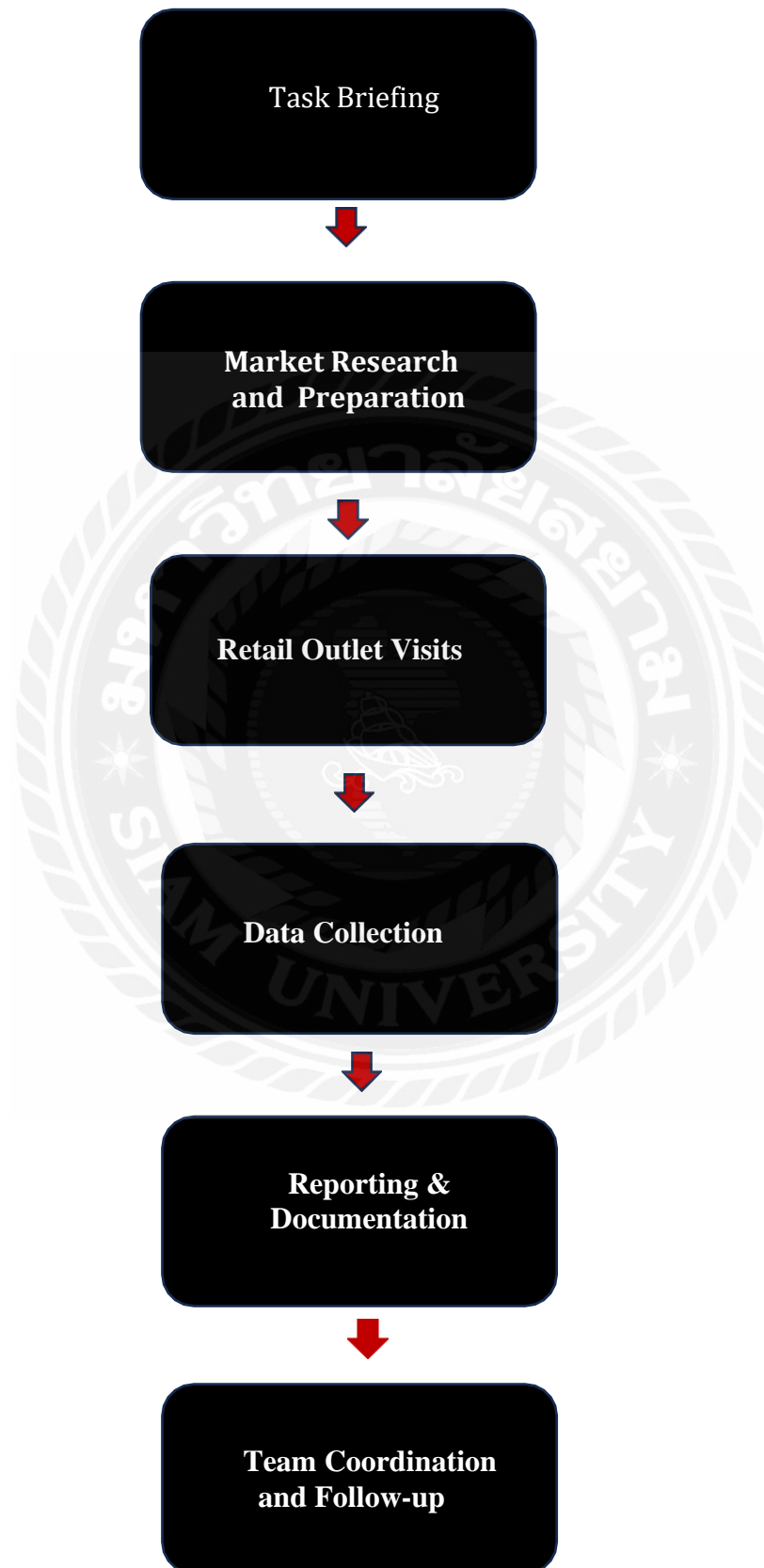


Figure 3 Job Process Diagram

## **5. Contribution as a CO-OP student in the company**

During my internship at Life Care Distribution (LCD), I actively contributed to several areas of the company by applying my academic knowledge, soft skills, and work ethic. My role not only supported the daily operations but also enhanced efficiency in various tasks. The following are the key contributions I made as a co-op student:

### **1) Human Resource Support**

As an intern, I served as an additional helping hand for the existing team, assisting in multiple departments and tasks. My presence helped reduce the workload of full-time employees and saved the company from incurring additional costs related to hiring temporary staff. By participating in real operations, I contributed to smoother workflows and faster task completion.

### **2) Team Collaboration**

Strong teamwork is essential in logistics and distribution. I supported my co-workers by organizing files, verifying inventory data, assisting with order fulfillment, and coordinating internal communication across departments. These collaborative efforts helped improve operational accuracy and time management.

### **3) Communication Skills**

I regularly interacted with suppliers, retailers, and team members, enhancing both internal and external communication. I helped ensure that order confirmations, delivery schedules, and inventory updates were properly conveyed, reducing miscommunication and delays.

### **4) Analytical Skills**

During my time at LCD, I contributed to reviewing sales and stock reports. I analyzed discrepancies in inventory data and helped suggest more efficient tracking systems. These contributions were appreciated by my supervisor and helped improve record-keeping accuracy.

### **5) Adaptability and Diversity**

Working in a dynamic environment with colleagues from diverse backgrounds allowed me to quickly adapt to the company culture. I contributed to team discussions with fresh ideas and also learned from different perspectives. This exchange helped in creating a more collaborative and inclusive workplace.

## 6) Initiative and Suggestions

By observing the workflow and learning from ongoing processes, I identified areas for improvement. I suggested organizing digital copies of distribution documents for easier retrieval, and recommended better categorization methods in inventory tracking. These ideas were positively received and noted for future implementation.

## CHAPTER 3: LEARNING PROCESS

This chapter will explain what I saw and how I faced the problems during my internship.

Moreover, it will point out how it is related to my studies.

### 1. Problems/issues of the company

During my time at LCD, I encountered several operational and systemic challenges that affected workflow efficiency and internal coordination. These issues were directly linked to the day-to-day tasks outlined in my job process and had a significant impact on overall productivity:

- **Manual Data Handling:** A large part of documentation, order processing, and inventory tracking was still carried out manually. This not only slowed down the workflow but also increased the risk of human error in data entry, particularly during high-volume sales periods.
- **Limited Use of Digital Systems:** Although LCD has begun incorporating some software for inventory and billing, its use was not consistent across departments. This led to repeated cross-verifications, delaying processes such as stock updates and dispatch confirmation.
- **Internal Communication Delays:** Coordination between departments (such as warehouse, sales, and delivery) was often affected due to informal communication methods like verbal updates and mobile messaging. There was a noticeable lack of structured systems like task management or communication software.
- **Warehouse Congestion:** At peak times, the warehouse would become congested with deliveries and pickups, leading to delays in sorting, dispatch, and restocking.
- **Dependency on Senior Staff:** As an intern, I noticed that certain tasks (such as billing, vendor negotiation, or documentation handling) could only be done by select individuals. This created workflow bottlenecks whenever those staff were unavailable.

## **2. How to solve the problem**

To propose potential solutions to the above problems, I applied theories from logistics, operations management, and communication strategies learned during my coursework. In addition, I conducted informal discussions with staff members and observed practices that could improve internal efficiency:

- **Implementing ERP Systems:** Based on my academic knowledge, I recommend the implementation of an ERP (Enterprise Resource Planning) system customized for logistics operations. This would centralize tasks like inventory tracking, invoicing, delivery scheduling, and reporting.
- **Process Automation:** By automating repetitive processes such as invoicing, stock updates, and order tracking, LCD can significantly reduce errors and improve processing speed.
- **Use of Communication Tools:** Platforms like Microsoft Teams or Slack could be introduced for faster and more organized communication across departments, minimizing miscommunication and missed tasks.
- **Staff Training and Delegation:** Cross-training employees and interns on key tasks (e.g., using the billing system or updating inventory) can reduce over-dependence on a few senior staff and improve flexibility in daily operations.
- **Layout Optimization:** Reorganizing warehouse layout using 5S principles (Sort, Set in order, Shine, Standardize, Sustain) would reduce congestion and improve the speed of order dispatch.

## **3. Recommendation to the company**

Based on my observations and analysis, I recommend the following actions for Life Care Distribution:

- **Digital Transformation:** Gradually move from manual to digital systems to increase accuracy and improve data management.
- **Develop SOPs (Standard Operating Procedures):** Creating clear, written procedures for common tasks will improve consistency, especially with new interns and junior staff.
- **Intern Onboarding Program:** A structured onboarding and training plan for interns will help them contribute effectively in a short time.
- **Department Coordination Meetings:** Weekly short meetings between warehouse, sales, and finance departments can reduce communication delays and build team coordination.
- **Inventory Monitoring Tools:** Use of barcoding and simple inventory management software

#### **4. What you have learned during the Co-op studies**

My time at LCD provided valuable insights into how a distribution company functions on a day-to-day basis. I learned:

- The importance of time management and task prioritization in a fast-paced logistics environment.
- Real-world application of supply chain principles and how theoretical knowledge is translated into practical work.
- How interdepartmental collaboration is key to ensuring product availability, timely delivery, and customer satisfaction.
- The challenges businesses face when trying to balance speed, accuracy, and cost-efficiency

#### **5. How you apply the knowledge from coursework to a real working situation**

I applied various concepts from my coursework to solve real-life problems, such as:

- Inventory Management: The techniques I studied in Operations Management (Russell & Taylor 2014; Heizer, Render & Munson 2017) helped me understand the significance of stock turnover, reorder levels, and warehouse layout.
- Customer Relationship Management: Knowledge from marketing and customer service subjects (Liker 2004) helped me in communicating professionally with vendors and understanding their needs.
- Communication and Teamwork: Business communication classes helped me write clear emails and reports while adapting my communication style based on my audience.
- Excel and Reporting: I used spreadsheet tools to help organize billing and order data more

#### **6. Special skills and new knowledge you have learned from this Co-op studies**

My internship at Life Care Distribution helped me gain several technical and interpersonal skills, including:

- Inventory and Billing Software: I gained basic knowledge of billing and stock management tools used by the company, including invoice generation and stock record updating.
- Data Accuracy: I learned to double-check numbers and cross-reference data, which is critical in logistics and inventory work.

- Professionalism in the Workplace: This was my first hands-on exposure to formal office culture maintaining punctuality, communication etiquette, and accountability in assigned task.
- Problem-Solving and Adaptability: I learned how to handle tasks with limited instructions and make independent decisions when necessary.

## **CHAPTER 4: CONCLUSION**

### **1. Summary of highlights of your Co-op Studies at this Company**

This report reflects on my experience working as an intern at Life Care Distribution (LCD), a leading distribution company in Nepal. It highlights my role in supporting the daily operations, understanding the logistics and distribution processes, and how the internship helped me grow both personally and professionally.

Firstly, I learned the importance of structure and efficiency in a logistics company. The company runs on tight schedules and requires accurate coordination among sales, inventory, billing, and delivery teams. Understanding the workflow and using basic tools like inventory systems and documentation processes was essential to contribute effectively. It taught me the discipline of routine, accuracy, and accountability in a fast-paced environment.

Secondly, the internship emphasized the value of communication and teamwork. Coordinating with co-workers and senior staff helped me improve my interpersonal and problem-solving skills. Although most of my tasks were operational, being a good team player was critical to completing them efficiently. I saw firsthand how important collaboration is in ensuring that customer orders are delivered correctly and on time.

Moreover, the internship gave me a realistic view of what it takes to succeed in a professional work environment. It is not just about technical skills but also about punctuality, commitment, positive attitude, and the ability to learn quickly. I understood that real-world work requires flexibility, patience, and a proactive mindset.

Finally, I realized the importance of working with a growing and organized company like LCD. It helped me build confidence and gave me the platform to understand how businesses manage logistics in Nepal. The experience has been valuable in shaping my career goals and understanding where my interests and strengths lie.



## **2. Your evaluation of the work experience**

### **Self-Assessment and Contribution to My Career Development**

After completing my internship at Life Care Distribution, I feel that I have developed significantly both professionally and personally. This experience has helped shape my career path and equipped me with practical knowledge of how a real distribution and logistics company operates.

One of my greatest strengths during this internship was my ability to learn quickly and adapt to different types of work. I entered a new environment, unfamiliar with the internal processes of a logistics-based company, yet I was able to understand the work structure and support my team effectively. I took initiative in learning the internal systems and was open to feedback, which helped me gain the trust of my supervisors and co-workers.

### **Outstanding Service and Internal Coordination**

Although Life Care Distribution is not a customer-facing business like hospitality, the concept of customer service still exists through internal coordination and timely deliveries. I learned that serving internal and external clients with professionalism, promptness, and accuracy is critical. I contributed by helping process invoices, organize product dispatch schedules, and coordinate with the sales and inventory teams. These tasks helped me sharpen my communication, coordination, and organizational skills.

### **Administrative and Operational Support**

Throughout my internship, I was assigned various administrative responsibilities such as managing order forms, checking delivery documents, handling records of sales and returns, and occasionally dealing with customer queries through back-office communication. These tasks taught me the importance of attention to detail, consistency, and record-keeping in a business environment.

### **Problem-Solving and Process Improvement**

There were moments when I had to deal with minor issues such as mismatched delivery schedules, missing invoices, or inventory miscommunication. During such instances, I learned to communicate calmly, trace the problem, and propose practical solutions. These experiences enhanced my problem-solving abilities and helped me understand how every small step in logistics impacts the larger workflow of the company.

## Areas for Improvement

Despite my growth, I also realized areas I need to improve on. I want to enhance my technical knowledge of inventory and ERP software, as it plays a crucial role in this field. Additionally, I hope to deepen my understanding of supply chain management and the role of analytics in improving distribution efficiency.

### 3. Limitations of your Co-op studies

1. **Limited Time Frame:** The internship duration of four months was relatively short to gain in-depth exposure to all aspects of the company's operations.
2. **Restricted Decision-Making Authority:** As an intern, I had limited authority to make strategic decisions, which slightly restricted my ability to apply independent ideas in full capacity.
3. **Limited Access to Internal Data:** Due to confidentiality policies, I had limited access to detailed internal data and strategic planning information.
4. **Lack of Cross-Departmental Exposure:** My work was mostly confined to the marketing and sales department, with limited interaction with other key departments like logistics or finance

### 4. Recommendation for co-op study

Based on my internship experience at Life Care Distribution (LCD), I would like to offer several recommendations that could improve the overall internship program and employee work environment. These suggestions are based on both personal experiences and observations during my time with the company.

To begin with, it would be beneficial for LCD to implement a more structured and formal onboarding program for interns. At present, most learning occurs through informal instruction or observation, which may lead to confusion or inefficiency, especially for those unfamiliar with logistics or the distribution sector. A short orientation session before the start of the internship—explaining job roles, workflow processes, safety protocols, and department structures—would help students adjust more quickly and perform their responsibilities with confidence.

Another important recommendation concerns mentorship and supervision. While supervisors were helpful during my time at the company, assigning a dedicated mentor or guide to each intern could greatly improve the experience. Mentors can offer day-to-day guidance, answer questions, and help interns develop both technical and soft skills throughout their placement. This would not only improve intern performance but also foster better communication between trainees and permanent staff.

I also observed that interns were occasionally given repetitive tasks and not rotated across departments. By providing opportunities to explore different functional areas such as inventory, procurement, and customer service, interns could gain a broader understanding of the business and apply their academic knowledge in a more practical way. A rotational structure would also keep the work engaging and better align with the learning goals of a cooperative education program.

Furthermore, I suggest that the company consider offering small incentives or recognition programs for interns. These could include certificates of achievement, team-building events, or professional development workshops. Motivated and appreciated interns are more likely to deliver productive results and may even consider future employment with the company. Additionally, promoting a positive work environment that values trainees equally with full-time staff can significantly boost morale and work quality. Ensuring fair treatment for all team members, including interns from diverse backgrounds, is crucial to maintaining an inclusive and respectful workplace.

Lastly, Life Care Distribution should consider creating a more defined pathway for outstanding interns to transition into full-time roles after graduation. This could include offering job offers, entry-level positions, or management trainee programs for high-performing interns. Doing so would not only help retain trained and capable workers but also strengthen the company's talent pipeline in the long run.

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**Annex**

*Figure 4: Workplace*



*Figure 5: Discussing tasks with an LCD Employee*

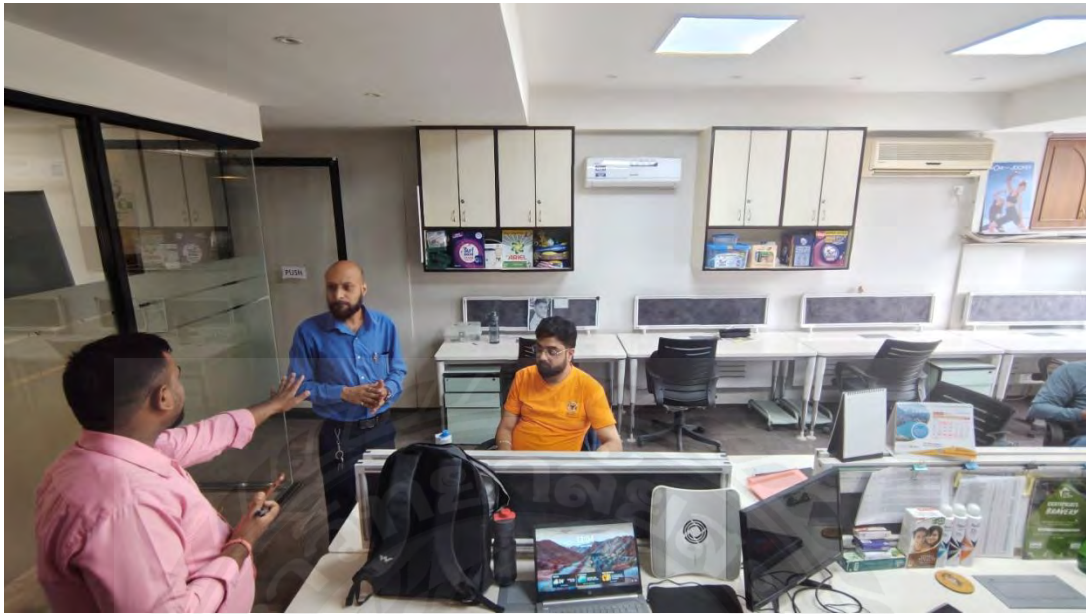




Figure 6: Engaged in a brief work discussion



Figure 7: Sharing progress to team members



*Figure 8: Effective communication for better teamwork*



## INTERNSHIP CERTIFICATE



**Date: May 31, 2025**

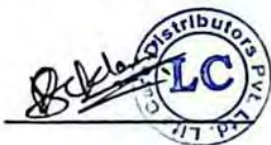
### To Whom It May Concern

This is to certify that Mr. Ketan Goel student of BBA (Bachelor in Business Administration) from Kathmandu College of Management (Affiliated to Siam University) has completed his Internship with us as a part of his curriculum in Marketing & Sales Department - Corporate Office from Feb 2, 2025 to May 31, 2025.

During his training period Ketan had been a keen learner and enthusiastically performed the task assigned to him.

We wish him all success for his future endeavors.

Life Care Distributors Pvt. Ltd.



Sincerely,  
Rishav Sekhani  
Business Development Manager