



Cooperative Education Report

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Submitted by:

Muskaan Goyal

Registration Number: 6508040044

**This report is submitted in partial fulfillment of the
Requirements for Cooperative Education**

Faculty of Business Administration

Academic Year 2/2025

Siam University

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Title: Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Written by: Ms. Muskaan Goyal

Department: Bachelor of Business Administration (Marketing)

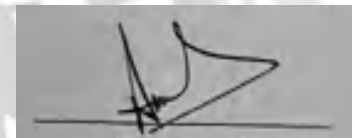
Academic Advisor: Mr. Ashutosh Mishra

We have approved this cooperative education report as partial fulfillment of the cooperative education program semester 2/2025.

Oral Presentation Committee

Ashutosh Mishra

(Mr. Ashutosh Mishra)
Academic Advisor



(Mr. Amul Agrawal)
Job Supervisor



(Mr. Bikash Dahal)
Cooperative Education Committee

Maruj Eimpawattana

(Asst. Prof. Maruj Eimpawattana, PhD)

Vice President and Director of Cooperative Education Department

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Project Title: Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Credits: 5

Prepared by: Ms. Muskaan Goyal

Academic Advisor: Mr. Ashutosh Mishra

Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

Semester/Academic Year: 2/2025

Abstract

This cooperative education report entitled “*Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)*” highlights my experiential learning journey as an MIS Intern at Nepal Tea Development Corporation Limited (Tokla Tea). The internship provided practical exposure to data management, reporting, sales analysis, research activities, software coordination, and organizational operations within a professional business environment.

During the internship period, I was involved in handling province-wise and dealer-wise sales reports, HORECA sales data entry, yearly log maintenance, TDS reporting, BigMart invoice and purchase order entries, and documentation management. I also conducted competitor analysis and market research for the HORECA and bulk tea segments using marketing tools such as SWOT Analysis, Kapferer’s Brand Identity Prism, and Performance-Perception Matrix. In addition, I participated in field visits to retail outlets such as BigMart, Sales Berry, and Suiro Teas to observe product placement, customer preferences, and market competition.

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

The internship also provided me with the opportunity to coordinate with the Bortree software team regarding operational data management and technical communication. Through these activities, I developed practical skills in data analysis, communication, teamwork, leadership, problem-solving, and professional coordination.

This co-op experience helped me bridge the gap between academic learning and real organizational practices while improving my technical, analytical, and interpersonal skills. Overall, the internship provided valuable practical exposure to business operations, market analysis, and data-driven decision-making processes within the tea industry.

Keywords: Data Management, Sales Analysis, Market Research, HORECA, Bortree Software, Reporting, Competitor Analysis, Coordination, Documentation Management



Acknowledgement

I would like to express my sincere gratitude to **Nepal Tea Development Corporation Limited (Tokla Tea)** for providing me with the opportunity to undertake my cooperative education internship as an MIS Intern. This experience has been highly valuable in enhancing my practical knowledge and professional skills.

I would like to extend my heartfelt appreciation to my **Academic Advisor, Mr. Ashutosh Mishra**, for his continuous guidance, support, and encouragement throughout this period. His valuable insights have greatly contributed to the successful completion of this report.

I am also thankful to my supervisor, **Mr. Amul Agrawal** and the entire team at Tokla Tea for their cooperation, guidance, and for creating a supportive and learning-oriented work environment. Their mentorship has helped me gain practical exposure and a better understanding of organizational operations.

Finally, I would like to thank my family, friends, and faculty members at **Siam University** and **Kathmandu College of Management** for their constant motivation and support throughout this journey. This report is a reflection of their encouragement and belief in my abilities.

Table of Contents

List of Tables	8
List of Figures	8
List of Abbreviations	8
Chapter 1: Introduction	10
1.1 Company Profile	10
1.1.1 Company Vision	12
1.1.2 Company Mission	12
1.1.3 Product Portfolio	12
1.1.4 Company's Core Objectives	14
1.1.5 Strategies of the Company	15
1.2 Organizational Structure	16
1.2.1 Diagram of the Organizational Structure	17
1.2.2. My Job Position	19
1.2.3. My Job Position in the Company's Organizational Structure	19
1.3 My Intention and Motivation to choose this company as my Co-Op Studies workplace	20
1.4 Strategic Analysis of the Company	21
1.5 Objectives of this Co-Operative Studies	23
Chapter - 2 CO-OP STUDY ACTIVITIES	25
2.1 Job Description	25
2.2 My Duties and Responsibilities	27
2.4 Job Process Diagram	29
2.5 Contributions as a Co-Op Student in the Company	32
Chapter - 3 Learning Process and Outcomes	33
3.1 Challenges Encountered	33
3.2 Proposed Solutions to the Identified Problems	34
3.3 Recommendations to the Company	36
3.4 Learning Outcome from the Co-Op Studies	37
3.5 Application of the Knowledge from Coursework to the Real Working Situation	38

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

3.6 Special Skills and New Knowledge Gained	40
Chapter 4: Conclusion	42
4.1 Summary of Highlights of my Co-op Studies at Nepal Tea Development Corporation Limited (Tokla Tea)	42
4.2 My Evaluation of the Work Experience	43
4.3 Limitations of My Co-Op Studies	44
4.4 Recommendations for the Company	45
References	47
Appendices	48
Photo Gallery	56



List of Tables

- **Table 1:** Various Products of Tokla Tea
- **Table 2:** My Daily Work Update Diary

List of Figures

- **Figure 1:** Tokla Tea Logo
- **Figure 2:** Organizational Structure of Tokla Tea
- **Figure 3:** My Job Position in Organizational Structure
- **Figure 4:** SWOT Analysis of Tokla Tea
- **Figure 5:** Women's Team Lunch Celebration on Women's Day at Tokla Tea
- **Figure 6:** Zoom Meeting with Shailendra Solanki from Bortree Software
- **Figure 7:** Office Visit by College Faculty Mr. Amit Pyakurel with COO Mr. Amul Agrawal
- **Figure 8 & 9:** Working at Tokla Tea Wearing the Official T-Shirt
- **Figure 10:** Women's Team Lunch Celebration on Women's Day

List of Abbreviations

- **NTDC:** Nepal Tea Development Corporation Limited
- **MIS:** Management Information System
- **CTC:** Crush, Tear, and Curl
- **VR:** Value Received
- **TGL:** Tokla Gold Leaf
- **HORECA:** Hotel, Restaurant, and Café
- **CFO:** Chief Financial Officer
- **CEO:** Chief Executive Officer
- **TDS:** Tax Deducted at Source
- **GR:** Goods Received

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

- **SWOT:** Strengths, Weaknesses, Opportunities, and Threats
- **SKU:** Stock Keeping Unit
- **KPI:** Key Performance Indicator
- **PPT:** PowerPoint Presentation



Chapter 1: Introduction

Nepal Tea Development Corporation Limited (NTDC), widely recognized through its brand Tokla Tea, is one of the leading tea-producing organizations in Nepal. Established in 1966 AD, the company has played a significant role in the development and promotion of the tea industry in the country. With multiple tea estates and factories located in regions such as Ilam, Jhapa, Tokla, Kanyam, Burnie, Soktim, Chilingkot, and Baradashi, NTDC contributes to the production of high-quality tea using favorable climatic and geographical conditions.

The organization focuses on maintaining product quality, supporting local tea farmers, and expanding the market reach of Nepali tea both domestically and internationally. Over time, NTDC has evolved into a key player in Nepal's tea sector, combining traditional processing techniques with modern operational practices.



Fig 1: Tokla Tea Logo

1.1 Company Profile

Nepal Tea Development Corporation Limited (NTDC), popularly known through its brand Tokla Tea, is one of the oldest and most established tea-producing organizations in Nepal. Established in 1966 AD, the corporation was formed with the objective of developing and promoting the tea industry in Nepal. Initially operated under the Government of Nepal, the company was later privatized in 2000 AD and is currently managed under the Triveni Group.

Nepal Tea Development Corporation Limited (NTDC), popularly known through its flagship

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

brand Tokla Tea, is one of Nepal's leading tea producers and exporters with its presence expanded to more than nine countries worldwide (As of 2026). Tokla Tea has been playing a significant role in promoting the identity of Nepali tea in international markets through the export of high-quality tea products and participation in global exhibitions such as Gulfood Dubai 2026.

NTDC operates multiple tea estates and factories mainly in the eastern region of Nepal, including Ilam and Jhapa, which are known for their favorable conditions for tea production. Key estates such as Tokla, Kanyam, Soktim, Chilingkot, Burnie, and Baradashi contribute to the production of high-quality tea. The company follows a vertically integrated approach, managing activities from cultivation and processing to packaging and distribution, ensuring consistency and quality.

Tokla Tea, the flagship brand of NTDC, is widely recognized in the Nepali market for its quality and reliability. The brand has also expanded into international markets such as India, Japan, Russia, Australia, Europe, and the United States.

The company offers a diverse range of products to cater to different consumer segments. Its product portfolio includes box packs, pouch packs, jar packs, and tea bags in various sizes. In addition, NTDC provides premium and specialty products such as Ilam orthodox tea, green tea, and flavored variants like lemon, honey lemon, jasmine, and mint. The company has also introduced the TGL (Tokla Gold Leaf) range and KPI herbal tea range, which include products such as Earl Grey, English breakfast, chamomile, lemongrass, hibiscus, and other wellness teas. NTDC has actively participated in national and international tea exhibitions and promotional programs to strengthen the presence of Nepali tea. The company has been involved in events such as tea exhibitions and tasting programs held in Chitwan and other regions, which aim to promote tea consumption, enhance market awareness, and support the tea industry. Through such exhibitions, NTDC has received recognition for product quality and presentation, including awards and appreciation at national tea expos. These achievements reflect the company's commitment to promoting Nepali tea and strengthening its position in both domestic and international markets.

1.1.1 Company Vision


To establish Nepali tea as a globally recognized product by maintaining high quality standards, innovation, and sustainability.

1.1.2 Company Mission



To produce and deliver high-quality tea products while promoting Nepali tea in international markets, supporting farmers, and ensuring sustainable growth of the tea industry.

1.1.3 Product Portfolio

NTDC offers a wide and diversified product portfolio under the Tokla Tea brand, catering to both mass and premium consumer segments. The company provides tea in multiple packaging formats such as box, pouch, jar, and tea bags to suit different consumer needs. Its product range includes regular CTC tea for daily consumption, premium blends like Tokla Gold, flavored and spiced variants such as masala tea, and health-oriented options like green tea. In addition, NTDC offers high-quality orthodox tea from Ilam and a premium Gold Leaf range with various aromatic flavors. This diverse portfolio enables the company to meet varying customer preferences while maintaining quality and consistency.

SKU	Description	Picture
Tokla Tea	A mild and refreshing CTC tea suitable for daily consumption, known for its consistent quality and authentic Nepali taste.	

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

<p>Tokla Gold</p>	<p>A premium blend of orthodox and CTC tea, offering strong color, rich aroma, and a bold taste ideal for milk tea lovers.</p>	
<p>Tokla Masala Tea</p>	<p>A flavorful tea blended with traditional spices, providing a rich taste and aromatic experience inspired by authentic masala tea.</p>	
<p>Ilam Jar</p>	<p>High-quality orthodox tea sourced from Ilam, known for its natural freshness and health benefits.</p>	
<p>Tea Bags</p>	<p>Convenient and easy-to-use tea bags available in multiple variants, offering quick preparation without compromising taste.</p>	



<p>Green Tea</p>	<p>A healthy and refreshing tea option known for its light taste and wellness benefits, available in various flavors.</p>	
<p>Tokla Gold Leaf</p>	<p>A premium range of aromatic leaf teas with diverse flavors, designed to provide a refined and refreshing tea experience.</p>	

Table 1: Various Products of Tokla Tea

1.1.4 Company's Core Objectives

- **Ensure High Product Quality:** One of the main objectives of NTDC is to produce and supply high-quality tea products while maintaining consistency in taste, aroma, and overall standards. The company focuses on strict quality control from cultivation to final packaging to ensure customer satisfaction and brand reliability.
- **Promote Nepali Tea in Domestic and International Markets:** The Company aims to strengthen the presence of Nepali tea by expanding its reach in both local and global markets. This includes promoting Tokla Tea as a trusted brand and increasing awareness of Nepal's tea quality worldwide.
- **Support Local Farmers and Rural Development:** NTDC plays an important role in encouraging tea cultivation among local farmers and supporting their livelihoods. By working closely with tea growers, the company contributes to rural employment and economic development.
- **Expand Market Reach and Distribution Network:** Another key objective is to increase the availability of its products by expanding distribution channels across different

regions. This helps the company reach a wider customer base and improve overall sales performance.

- **Improve Operational Efficiency through Technology:** The Company focuses on enhancing efficiency by adopting better management systems and digital tools such as software solutions. This helps in improving data management, reporting, and decision-making processes.
- **Diversify Product Portfolio:** NTDC aims to introduce a variety of products, including premium, flavored, and health-oriented teas, to meet changing consumer preferences and stay competitive in the market.
- **Ensure Sustainable Growth and Innovation:** The Company is committed to long-term growth by maintaining sustainable practices, improving production processes, and continuously innovating to adapt to market trends

1.1.5 Strategies of the Company

- **Focus on Product Quality and Consistency:** NTDC follows a strategy of maintaining high quality standards across all its tea products. By controlling the entire process from cultivation to packaging, the company ensures consistency in taste, aroma, and overall product quality, which helps in building strong customer trust and brand loyalty.
- **Strengthening Brand Image of Tokla Tea:** The Company emphasizes building and maintaining a strong brand identity for Tokla Tea. Through consistent product quality, packaging, and market presence, NTDC aims to position Tokla Tea as a reliable and trusted brand in the Nepali market.
- **Expansion of Distribution Network:** NTDC focuses on expanding its distribution channels across different regions to ensure product availability. By strengthening relationships with dealers, retailers, and modern trade outlets, the company aims to increase its market reach and accessibility.
- **Product Diversification and Innovation:** The Company adopts a strategy of diversifying its product portfolio by introducing premium, flavored, and health-oriented tea products such as green tea, herbal tea, and specialty blends. This helps in attracting different customer segments and adapting to changing consumer preferences.

- **Adoption of Digital Systems and Technology:** NTDC is gradually adopting digital tools and systems to improve operational efficiency. The implementation of software systems such as Bortree helps in better data management, reporting, and decision-making, supporting overall business operations.
- **Market Research and Competitive Analysis:** The Company continuously analyzes market trends and competitor performance to improve its strategies. This helps NTDC identify opportunities, understand customer preferences, and stay competitive in the tea industry.
- **Focus on International Market Expansion:** NTDC aims to increase its presence in international markets by promoting Nepali tea globally. By maintaining quality standards and exploring export opportunities, the company seeks to expand its global footprint.
- **Sustainable and Responsible Practices:** The Company follows sustainable practices in tea production and operations. By supporting local farmers and ensuring responsible production methods, NTDC aims to achieve long-term growth while contributing positively to society.

1.2 Organizational Structure

The organizational structure of Nepal Tea Development Corporation Limited (Tokla Tea) follows a hierarchical framework designed to ensure effective coordination and decision-making. At the top of the structure is the Chairperson, who oversees the overall strategic direction of the company. Reporting to the Chairperson are the Chief Executive Officer (CEO) and Chief Financial Officer (CFO), who are responsible for managing operational and financial activities respectively. Under the CEO, key functional areas such as procurement, marketing, and sales are handled by the Purchase Officer, Marketing Officer, and Sales Officer, ensuring smooth business operations and market performance. Similarly, under the CFO, financial and legal functions are managed by the Accounts Officer and Legal Officer, ensuring proper financial control and compliance. This structured division of roles enables efficient management, clear communication, and effective execution of organizational objectives.

1.2.1 Diagram of the Organizational Structure

The below given diagram is a simplified Tokla Tea organizational structure:

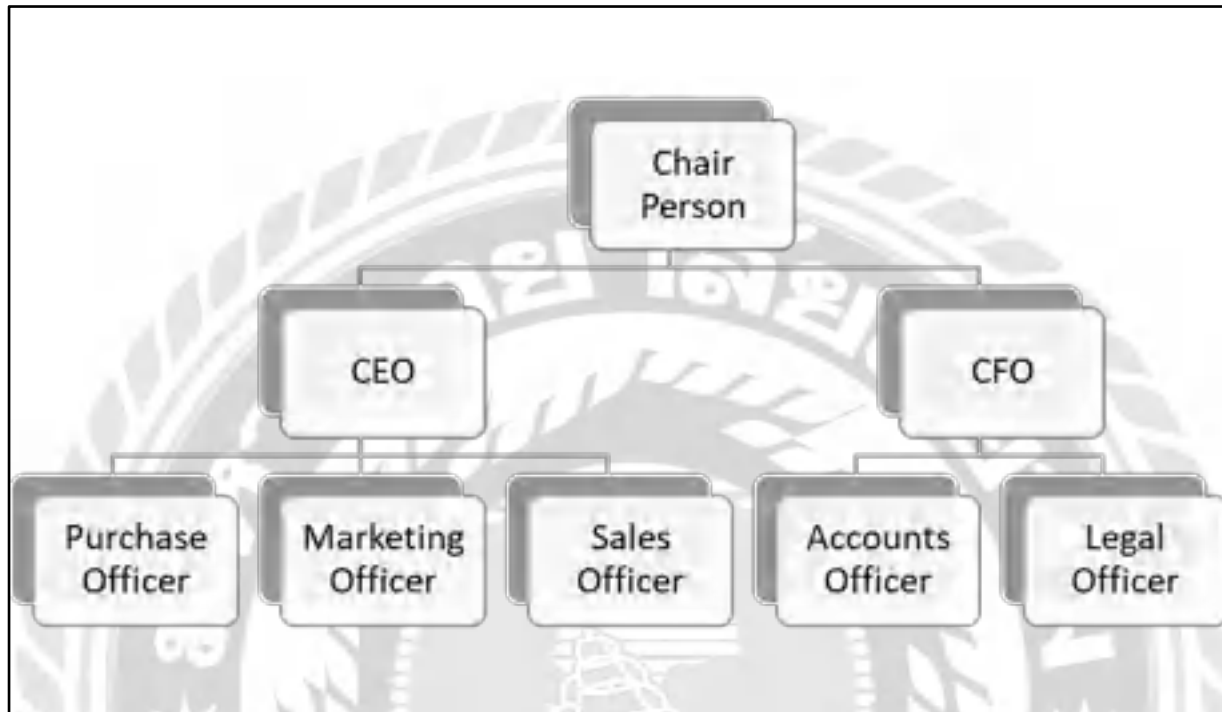


Fig 2: Organizational Structure of Tokla Tea

The departments have their own distinct roles. They work together and support one another which ensures the smooth operations and production of the company.

Chairperson: The Chairperson is the highest authority in the organizational structure and is responsible for setting the overall strategic direction of the company. The role involves making key policy decisions, ensuring long-term growth, and overseeing the performance of top management. The Chairperson also represents the organization at a strategic level and ensures that the company operates in alignment with its vision and objectives.

Chief Executive Officer (CEO): The CEO is responsible for managing the overall operations of the company. This role involves implementing strategies, supervising different departments, and ensuring smooth coordination among operational functions. The CEO focuses on achieving business goals, improving performance, and maintaining efficiency across production, sales, and marketing activities.

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Chief Financial Officer (CFO): The CFO manages the financial aspects of the organization, including budgeting, financial planning, and reporting. The role ensures proper utilization of financial resources, cost control, and compliance with financial regulations. The CFO also supports strategic decision-making by providing financial insights and analysis.

Purchase Officer: The Purchase Officer is responsible for sourcing raw materials and managing procurement activities. This includes ensuring timely availability of tea leaves and other required materials, maintaining supplier relationships, and controlling procurement costs while maintaining quality standards.

Marketing Officer: The Marketing Officer focuses on promoting Tokla Tea and building brand awareness in the market. This role involves developing marketing strategies, conducting market research, managing promotional activities, and understanding consumer preferences to strengthen the company's market position.

Sales Officer: The Sales Officer is responsible for driving sales performance and managing distribution channels. This includes coordinating with dealers and retailers, ensuring product availability in the market, monitoring sales performance, and maintaining strong relationships with customers.

Accounts Officer: The Accounts Officer handles financial transactions, record-keeping, and reporting. Responsibilities include managing invoices, maintaining financial records, preparing reports, and ensuring accuracy in accounting processes.

Legal Officer: The Legal Officer ensures that the company operates within legal and regulatory frameworks. This role involves handling legal documentation, contracts, compliance issues, and providing legal guidance to minimize risks and protect the company's interests.

1.2.2. My Job Position

During my internship at Nepal Tea Development Corporation Limited (Tokla Tea), I worked as an MIS Intern, where my role mainly focused on data management, reporting, research, and supporting organizational operations. My responsibilities included managing entries related to the 2% Wholesale Scheme, processing BigMart purchase orders and invoice entries, maintaining records, and handling document filing and organization.

I was also responsible for entering and analyzing monthly HORECA sales data, preparing yearly log entries, and creating province-wise and dealer-wise sales reports by comparing sales data from the last two years. In addition, I conducted an eight-year sales analysis to identify strong and weak-performing regions and prepared TDS reports for laborers across multiple factories.

Apart from reporting tasks, I assisted in operational activities such as document stamping, arranging files based on GR numbers, and labeling gift boxes of tea products. I also conducted research on competitors, export opportunities to China through Kodari Port, Australia, US, UAE, Europe, Russia and market analysis for the HORECA and bulk tea segments using tools such as SWOT Analysis and Kapferer's Brand Identity Prism.

Furthermore, I was assigned as the project head for Bortree software implementation, where I handled communication between Tokla Tea and the Bortree team while supporting technical coordination and data management. Overall, my role allowed me to gain practical exposure in data analysis, business operations, research, and system coordination within the organization.

1.2.3. My Job Position in the Company's Organizational Structure

During my internship at Nepal Tea Development Corporation Limited (Tokla Tea), I was positioned under the Sales function within the organizational structure. I worked directly under the Sales Officer and reported through the operational hierarchy to the Chief Executive Officer (CEO). As an MIS Intern, my role acted as a support function connecting data management with sales operations. I was responsible for handling and organizing sales-related data, preparing reports, and ensuring accurate data entry for effective decision-making. My position required close coordination with the sales team, particularly in managing data for schemes, purchase orders, and

performance analysis. This placement allowed me to understand how data-driven insights support sales strategies and overall business operations within the organization.

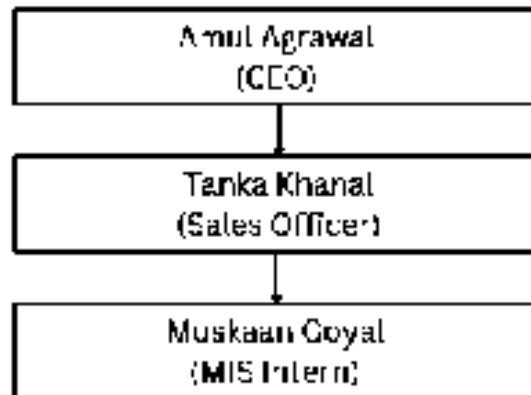


Fig 3: My Job Position in Organizational Structure

1.3 My Intention and Motivation to choose this company as my Co-Op Studies workplace

I chose Nepal Tea Development Corporation Limited (Tokla Tea) as my co-op studies workplace because of its strong reputation and long-standing contribution to Nepal's tea industry. Being one of the most established tea companies in the country, it provided me with an excellent opportunity to gain practical exposure in a real business environment. I was particularly interested in working in a data-driven role, and the MIS position aligned well with my academic background and career interests. The organization's involvement in large-scale operations, sales management, and market presence allowed me to develop a deeper understanding of how data supports decision-making in a business. Additionally, the opportunity to work with real-time data, reporting systems, and software like Bortree motivated me to choose this company, as it helped me enhance both my technical and analytical skills.

1.4 Strategic Analysis of the Company

The strategic position of Tokla Tea reflects a well-established brand with strong market presence and consistent product quality. The company benefits from a wide distribution network and loyal customer base, but faces challenges such as limited appeal to younger consumers and weak digital marketing. There are opportunities for growth through product diversification and increasing demand for premium and herbal tea. However, strong competition and changing consumer preferences remain key challenges for the company.

SWOT Analysis of Tokla Tea

Strengths:

Strong Brand Recognition in Nepal: Tokla Tea is a well-established and trusted brand with a long history in the Nepali tea market, making it highly recognizable among consumers.

Strong Trust among Traditional Consumers: The brand has built strong loyalty among households and tea shop owners who prefer its consistent taste and reliability.

Wide Distribution Network: Tokla Tea has an extensive distribution system covering multiple regions, ensuring easy availability of its products in both urban and rural markets.

Consistent Product Quality and Taste: The Company is known for maintaining a consistent strong milk tea taste, which is highly preferred in the Nepali market.

Experienced and Established Tea Producer: With decades of experience, NTDC has strong expertise in tea production, supply, and understanding of consumer preferences.

Strong International Presence: Tokla Tea has expanded its presence to more than nine countries worldwide (As of 2026), promoting the identity of Nepali tea in international markets through exports and participation in global exhibitions such as Gulfood Dubai 2026.

Weaknesses:

Limited Appeal to Younger Consumers: Tokla Tea is perceived as a traditional brand and struggles to connect with younger audiences who prefer modern and premium brands.

Weak Digital and Marketing Presence: The Company has limited presence on digital platforms and lacks strong social media marketing compared to competitors.

Traditional Packaging and Branding: Existing packaging is less attractive for modern consumers and premium markets such as cafes and hotels.

Low Brand Visibility in Tea Shops: When tea is served in tea shops without packaging, customers are often unaware of the brand, reducing brand recall.

Limited Differentiation in Bulk Market: The Company faces difficulty in differentiating its products in bulk sales where price becomes the main factor.

Opportunities:

Growing Demand for Premium and Herbal Tea: There is increasing consumer interest in green tea, herbal tea, and health-focused beverages, which creates expansion opportunities.

Expansion through Digital Marketing: Social media and influencer marketing provide an opportunity to improve brand visibility and attract younger consumers.

Growth of Café Culture and Tourism: Increasing number of cafes, hotels, and tourist areas creates demand for premium tea products and partnerships.

Product Innovation and Diversification: The Company can introduce new packaging, specialty teas, and customized products for different segments such as HORECA.

Events, Promotions, and Activations: Participation in exhibitions, sampling campaigns, and promotional activities can help increase brand awareness and market penetration.

Threats:

Strong Competition from International Brands: Brands such as Red Label and other imported teas create strong competition in both domestic and premium markets.

Emerging Nepali Brands: New local brands like Rakura Tea are targeting premium segments with better branding and marketing strategies.

Price Competition from Loose Tea: Many consumers prefer cheaper loose tea options, making it difficult for branded products to compete in price-sensitive markets.

Changing Consumer Preferences: Consumers are shifting towards premium, lifestyle, and health-oriented tea options, which may reduce demand for traditional products.

Dependence on Indian Market: Heavy reliance on India for exports creates risks related to pricing, regulations, and market dependency.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Established tea brand in Nepal • Strong trust among traditional consumers • Wide retail and tea shop distribution • Experienced and credible tea producer • Strong understanding of Nepali tea culture • Strong International Presence 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Weak appeal to younger consumers • Limited digital and social media presence • Poor marketing for new products • Traditional packaging and branding • Low influencer and advertising investment
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Rising demand for premium & herbal tea • Growth of social media marketing • Opportunity to target younger consumers • Events, sponsorships, and exhibitions 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Competition from international brands (e.g., Red Label) • Emerging Nepali brands (e.g., Rakura) • Imported Indian tea brands • Shift toward lifestyle/premium tea brands • Many small local competitors

Figure 4: SWOT Analysis of Tokla Tea

1.5 Objectives of this Co-Operative Studies

This report is a detailed reflection of my experiential learning as an MIS Intern at Nepal Tea Development Corporation Limited (Tokla Tea), undertaken as part of my Co-Operative Education Studies. The purpose of this report is to integrate both academic knowledge and professional experience. It has allowed me to document the practical application of my academic learning and gain hands-on experience in data management, reporting, and business operations within a real organizational setting.

The main objectives of this Co-Op study are:

1.To apply academic knowledge in a practical environment: I was able to apply classroom concepts related to Management Information Systems, data handling, and business analysis into real-world business operations through tasks such as data entry, report preparation, and analysis.

2.To understand organizational data management and reporting systems: By working on sales reports, TDS reports, and scheme-related data, I gained a clear understanding of how data is managed, processed, and used for decision-making within the organization.

3. To develop professional and technical skills: Through my involvement in data handling, software usage (Bortree), and coordination tasks, I improved my technical skills, communication abilities, attention to detail, and overall workplace readiness.

4. To gain exposure to real business operations and decision-making: My role allowed me to understand how departments such as sales and finance operate and how data-driven insights support business strategies and performance evaluation.

5. To contribute to organizational efficiency: By assisting in data management, reporting, and system coordination, I was able to support the organization in maintaining accurate records and improving operational efficiency.



Chapter - 2

CO-OP STUDY ACTIVITIES

This chapter provides a detailed overview of my internship activities at Nepal Tea Development Corporation Limited (Tokla Tea). It highlights the responsibilities assigned to me, the processes I was involved in, and the practical knowledge and skills I developed during the internship period. The chapter also reflects my involvement in data management, reporting, research activities, operational support, and coordination tasks that contributed to the organization's daily operations and decision-making processes. Through this internship, I gained practical exposure to the real working environment and understood how different business functions are interconnected within an organization.

2.1 Job Description

As an MIS Intern at Nepal Tea Development Corporation Limited (Tokla Tea), my role was primarily focused on data management, reporting, research, and operational support. The internship provided me with practical exposure to business operations, sales analysis, reporting systems, and coordination activities within a corporate environment.

The job primarily required the following responsibilities:

A. Data Management and Reporting

Managed entries related to the 2% Wholesale Scheme and maintained proper filing and documentation records.

Processed BigMart purchase orders and invoice entries while ensuring data accuracy and proper record maintenance.

Prepared province-wise and dealer-wise sales reports by comparing sales data from the previous two years.

Conducted comparative analysis of sales data over the last eight years to identify strong and weak-performing regions.

Entered and analyzed monthly HORECA sales data and maintained yearly log entry records.

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Prepared TDS reports for laborers across multiple tea factories by compiling and organizing required data.

B. Research and Market Analysis

Conducted research on competitors in the HORECA and bulk tea segments to understand market positioning and competition.

Applied marketing tools such as SWOT Analysis, Kapferer's Brand Identity Prism, and Performance-Perception Matrix for competitor analysis.

Researched export possibilities of Tokla Tea to China through Kodari Port, Australia, US, Russia, U.A.E through Kodari Port and studied related trade opportunities.

Suggested the use of customer perception surveys through questionnaires to better understand consumer preferences and market behavior.

C. Software and Technical Coordination

Worked on research and coordination related to the implementation of Bortree software within the organization.

Assigned as the project head for Bortree software communication and coordination activities.

Coordinated between Tokla Tea and the Bortree team regarding technical and operational requirements.

Assisted in ensuring proper data formatting and management for software implementation.

D. Administrative and Operational Support

Assisted in stamping official documents and arranging records according to GR numbers for proper documentation and filing.

Organized and maintained files and records to support smooth office operations.

Assisted in preparing and labeling tea gift boxes for company distribution and promotional activities.

E. Field Visit and Market Observation

Participated in field visits to outlets such as BigMart, Sales Berry, Suiro Teas, Nina's Hanger, and Grocer stores to observe product placement and market presence.

Analyzed tea product visibility, shelf placement, and competitor activities within retail outlets.

Observed customer preferences and market competition to better understand consumer buying behavior and market trends.

F. Team Coordination and Communication

Coordinated with sales and operational teams for data collection and reporting activities.

Maintained communication with internal departments and external software teams regarding operational tasks.

Participated in discussions and reporting activities that supported organizational decision-making and workflow efficiency.

2.2 My Duties and Responsibilities

My key responsibilities as an MIS Intern at Nepal Tea Development Corporation Limited (Tokla Tea) were diverse, providing me with practical exposure to data management, reporting, research, operational support, and software coordination activities. The key responsibilities were:

Data Management and Reporting:

- Managed entries related to the 2% Wholesale Scheme and maintained proper filing and documentation records.
- Processed BigMart purchase orders and invoice entries while ensuring data accuracy.
- Prepared province-wise and dealer-wise sales comparison reports for performance analysis.
- Conducted monthly HORECA sales data entry and maintained yearly log records.
- Assisted in preparing TDS reports for laborers across multiple factories.

Sales Analysis and Research:

- Conducted comparative analysis of sales data to identify strong and weak-performing regions.
- Performed competitor analysis for HORECA and bulk tea segments using marketing tools such as SWOT Analysis and Kapferer's Brand Identity Prism.
- Researched export opportunities of Tokla Tea to China through Kodari Port.
- Suggested customer perception surveys through questionnaires to understand consumer preferences.

Software Coordination and Technical Support:

- Assisted in the implementation and coordination of Bortree software within the organization.
- Managed communication between Tokla Tea and the Bortree team regarding operational and technical requirements.
- Assisted in maintaining proper data formatting and data management for software implementation.

Administrative and Operational Support:

- Assisted in stamping official documents and arranging files according to GR numbers.
- Maintained organized filing systems and official records.
- Assisted in labeling and preparing tea gift boxes for distribution and promotional purposes.

Field Visit and Market Observation:

- Participated in field visits to outlets such as BigMart, Sales Berry, Suiro Teas, Nina's Hanger, and Grocer stores.
- Observed product placement, competitor activities, and customer preferences within retail outlets.

2.3 Activities in Coordinating with Co-Workers

Throughout my internship at Nepal Tea Development Corporation Limited (Tokla Tea), coordination and communication with co-workers played an important role in my daily activities. As an MIS Intern, I worked closely with different departments, especially the sales, accounts, and administrative teams, to ensure accurate data management, reporting, and smooth operational workflow. Effective communication with team members helped me complete assigned tasks efficiently and maintain proper coordination within the organization.

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

I regularly coordinated with the sales team while handling province-wise and dealer-wise sales reports, HORECA and sales data entry. Communication with the sales department was important to ensure that the data received was accurate and properly formatted for reporting and analysis purposes. I also worked closely with senior staff while managing entries related to the 2% Wholesale Scheme, maintaining records, and organizing official documents.

In coordination with the accounts department, I assisted in preparing TDS entries and compiling related data for laborers across multiple factories. This helped me understand financial documentation processes and the importance of accuracy in record management.

During the implementation process of Bortree software, I actively coordinated with both the Tokla Tea team and the Bortree team regarding technical requirements, data formatting, and operational communication. This responsibility improved my communication, teamwork, and problem-solving skills while allowing me to understand the importance of coordination in software implementation projects.

Additionally, I accompanied the Marketing Head during field visits to outlets such as BigMart to observe product placement, market visibility, and competitor activities. I also participated in visits to Sales Berry, Suiro Teas, Nina's Hanger, and Grocer stores to better understand customer preferences and retail market competition. These experiences enhanced my understanding of teamwork, coordination, and practical market operations within the organization.

2.4 Job Process flow

Below is a step-by-step breakdown of my job responsibilities and the associated workflows during my internship at Nepal Tea Development Corporation Limited (Tokla Tea):

1. Sales Data Entry and Reporting Workflow:

- Received sales data, purchase orders, invoices, and SKU-related information from the Sales Team Senior and the Director.
- Organized and verified the received data before entry and analysis.

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

- Prepared province-wise and dealer-wise sales comparison reports and SKU comparison reports.
- Conducted sales analysis using historical sales data and market performance information.
- Prepared presentations and reports based on the analysis findings.
- Presented the reports and analysis findings to the Director, Sales Team, and CFO.

2. HORECA Sales Data Workflow:

- Received monthly HORECA sales data from the Executive Assistant.
- Entered and maintained monthly HORECA sales records and yearly log entries.
- Organized and updated sales data in the required reporting format.
- Assisted in maintaining accurate records for future analysis and reporting.

3. Bortree Software Coordination Workflow:

- Coordinated with the Sales Team and Purchase Officer regarding required operational data and documents.
- Collected and organized files, reports, and required information for Bortree software implementation.
- Communicated with the Bortree team regarding technical and operational requirements.
- Assisted in data formatting and workflow coordination for smooth software implementation.

4. TDS Reporting and Documentation Workflow:

- Received TDS-related tasks and manual VR sheet log entry work from the Accounts Officer.
- Compiled and organized labor-related data from multiple factories.
- Prepared TDS entries and maintained manual log records accurately.
- Filed and maintained records for future reference and documentation purposes.

5. Filing and Administrative Workflow:

- Received GR filing and document stamping tasks from the Executive Assistant.

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

- Arranged official documents according to GR numbers.
- Stamped, organized, and maintained files systematically for office record management.

6. Research and Market Analysis Workflow:

- Received research assignments directly from the Director regarding competitors, market analysis, and export opportunities.
- Conducted research on competitors within HORECA and bulk tea segments.
- Applied marketing tools such as SWOT Analysis, Kapferer's Brand Identity Prism, and Performance-Perception Matrix.
- Researched export opportunities of Tokla Tea to China through Kodari Port.
- Suggested customer perception surveys through questionnaires for market understanding.

7. Field Visit and Market Observation Workflow:

- Participated in field visits with the Marketing Head to outlets such as BigMart, Sales Berry, Suiro Teas, Nina's Hanger, and Grocer stores.
- Observed product placement, shelf visibility, and competitor activities in retail outlets.
- Collected market insights and competitor information during field visits.
- Collaboratively prepared presentations and market observation reports with the Marketing Head.

8. Packaging and Labeling Support Workflow:

- Received labeling tasks for tea gift boxes from the Personal Assistant of the Chairperson.
- Assisted in sticking labels and organizing tea gift boxes for distribution and promotional activities.

2.5 Contributions as a Co-Op Student in the Company

As an MIS Intern at Nepal Tea Development Corporation Limited (Tokla Tea), my primary contribution was supporting the organization in data management, reporting, research, and operational coordination activities. Through accurate data entry, report preparation, and documentation management, I contributed to improving workflow efficiency and maintaining organized records within the company.

My involvement in preparing province-wise and dealer-wise sales reports, HORECA sales entries, yearly log maintenance, and comparative sales analysis supported the management team in understanding sales performance and market trends. I also contributed by preparing presentations and analysis reports that were presented to the Director, Sales Team, and CFO for decision-making purposes.

In addition, I contributed as a coordination of Bortree software by acting as a communication link between Tokla Tea and the Bortree team. This helped improve coordination related to technical requirements, data formatting, and operational workflow. My research work on competitors, export opportunities, and market analysis also supported the company in understanding competition and identifying potential growth opportunities within the HORECA and bulk tea segments.

Furthermore, I assisted in administrative and operational activities such as document filing, GR record management, labeling tea gift boxes, and supporting field visits for market observation. Overall, my internship allowed me to contribute to both operational efficiency and data-driven decision-making while gaining practical exposure to real organizational operations.

Chapter - 3 Learning Process and Outcomes

This chapter highlights the challenges and learning experiences encountered during my internship at Nepal Tea Development Corporation Limited (Tokla Tea). It explains the practical learning process, problem-solving experiences, and the skills developed throughout the internship period. The chapter also reflects how theoretical concepts learned in academics were applied in a real organizational environment through data management, reporting, research, coordination, and operational activities.

3.1 Challenges Encountered

Throughout my internship at Nepal Tea Development Corporation Limited (Tokla Tea), I faced several challenges that helped me improve my adaptability, communication, analytical thinking, and problem-solving skills. These challenges mainly arose from handling large amounts of organizational data, coordinating with different departments, and managing multiple responsibilities simultaneously.

A. Data Management and Reporting Challenges

One of the major challenges was handling and organizing large volumes of sales and operational data accurately. Tasks such as province-wise sales analysis, HORECA sales entry, yearly log maintenance, and 2% Wholesale Scheme entries required a high level of attention to detail. Minor errors in data entry or reporting could affect analysis and decision-making, making accuracy and time management extremely important.

B. Coordination and Communication Challenges

One of the challenges I faced during my internship involved coordinating for BigMart invoice and purchase order entries. In the initial phase, there was some difficulty in receiving the required data and documents on time from the concerned personnel, which affected the workflow and delayed the completion of entries. Since I was newly introduced to the working environment, establishing smooth communication and coordination initially took time. However, with proper guidance from senior management and continuous interaction, the coordination process gradually improved, allowing tasks to be completed more efficiently and professionally.

C. Software and Technical Challenges

During the coordination process of Bortree software implementation, I faced challenges related to understanding system requirements, managing data formatting, and maintaining communication between Tokla Tea and the Bortree team. Adapting to software-related tasks and technical coordination required continuous learning and problem-solving.

D. Research and Market Analysis Challenges

Conducting competitor analysis and market research for the HORECA and bulk tea segments was another challenging task. The research required both theoretical analysis and practical market observation. For this purpose, I visited outlets such as BigMart, Sales Berry, Suir Teas, and other retail stores to observe product placement, competitor presence, customer preferences, and market trends. Applying marketing tools such as SWOT Analysis, Kapferer's Brand Identity Prism, and Performance-Perception Matrix in real market situations initially required significant analytical understanding and observation skills.

E. Time Management and Multitasking Challenges

Managing multiple responsibilities simultaneously was another challenge during the internship. Along with reporting and research tasks, I was also involved in administrative activities such as filing, document stamping, labeling tea gift boxes, and field visits. Balancing these tasks within deadlines helped me improve my time management and organizational skills.

3.2 Proposed Solutions to the Identified Problems

Based on the challenges encountered during my internship at Nepal Tea Development Corporation Limited (Tokla Tea), several solutions can be recommended to improve operational efficiency, coordination, and workflow management within the organization.

1. Improved Interdepartmental Communication and Coordination:

One of the major challenges faced during the internship was the delay in receiving required data and documents from different departments for reporting and entry-related tasks. To improve this, the organization can strengthen communication and coordination among departments by maintaining clear communication channels and regular follow-ups. Proper coordination between departments such as sales, accounts, administration, and operations can help ensure timely

sharing of information and smoother workflow management. Conducting regular team discussions and maintaining a more collaborative work environment can also help improve professional relationships and reduce delays in operational activities.

2. Increased Use of Digital Systems and Automation:

Many operational activities within the organization still involve manual documentation, filing, and record management processes, which increase the possibility of errors and consume additional time. Increasing the use of digital systems and automated reporting tools can help improve efficiency, reduce manual workload, and maintain more accurate records. The implementation of software systems such as Bortree can further support better coordination, centralized data management, and faster reporting processes across departments.

3. Standardized Data Entry and Documentation Process:

Since multiple departments handle sales records, invoices, purchase orders, HORECA data, and other operational documents, maintaining a standardized data format can improve consistency and reduce confusion. Establishing proper guidelines for data entry, report preparation, and documentation management can help ensure better accuracy and easier accessibility of information for future reference and analysis.

4. Strengthening Market Research and Consumer Analysis:

The company can further improve its market position by conducting regular market visits, competitor analysis, and customer perception studies. Collecting customer feedback through surveys and questionnaires can help the organization better understand consumer preferences, product perception, and changing market trends. This information can support better marketing strategies, product positioning, and decision-making for both HORECA and retail segments.

5. Better Workflow Planning and Task Management:

Managing multiple responsibilities simultaneously can become challenging when tasks are assigned without proper workflow planning. Creating a more structured task management system with clear timelines, responsibilities, and reporting procedures can help improve productivity and reduce operational delays. Proper planning and prioritization of activities can also help employees manage their workload more efficiently and maintain accuracy in their responsibilities.

3.3 Recommendations to the Company

Based on the identified challenges and proposed solutions, the following recommendations are suggested to improve operational efficiency, coordination, and overall business performance within Nepal Tea Development Corporation Limited (Tokla Tea).

1. Strengthen Digital Data Management Systems:

The company should continue improving its digital systems for data entry, reporting, and record management. Increasing the use of centralized software systems such as Bortree can help reduce manual errors, improve data accessibility, and enhance coordination between departments. Proper digital integration can also support faster reporting and more efficient operational management.

2. Improve Interdepartmental Communication:

Maintaining effective communication between departments such as sales, accounts, administration, and operations can help reduce delays in data sharing and task completion. Regular coordination meetings and structured communication channels can improve workflow efficiency and strengthen teamwork within the organization.

3. Standardize Reporting and Documentation Processes:

The company should establish standardized formats and procedures for sales reports, purchase orders, invoices, and operational records. A more structured documentation system can improve consistency, reduce confusion, and support easier record maintenance and future reference.

4. Improve Product Packaging and Promotional Activities:

The company can further enhance its market appeal by improving the packaging design of its products to make them more attractive and visually appealing to consumers. Additionally, when introducing new products, the company should focus more on promotional activities such as product launch events, sampling campaigns, and in-store marketing to increase customer awareness and product visibility.

5. Increase Sponsorship and Promotional Event Participation:

Tokla Tea can strengthen its market presence by participating in sponsorships, exhibitions, fairs, and public events. Setting up promotional stalls during events can help the company reach more

consumers, improve brand visibility, and create stronger customer engagement in a competitive market.

6. Increase Market Research and Consumer Engagement:

Conducting regular market visits, competitor analysis, and customer feedback surveys can help the company better understand consumer preferences and market trends. This can support better product positioning, improved marketing strategies, and stronger competitiveness within the HORECA and retail tea segments.

3.4 Learning Outcome from the Co-Op Studies

My internship at Nepal Tea Development Corporation Limited (Tokla Tea) provided me with valuable practical exposure and a deeper understanding of how data management, reporting, research, and operational coordination are carried out within an organization. The internship allowed me to apply theoretical knowledge in a real business environment while developing both technical and professional skills.

My key learning outcomes include the understanding of:

- The importance of accurate data management and reporting in supporting organizational decision-making and business operations.
- The process of handling sales data, HORECA reports, TDS entries, purchase orders, and invoice management within a corporate environment.
- The significance of coordination and communication between departments such as sales, accounts, administration, and operations for maintaining workflow efficiency.
- The practical application of marketing and analytical tools such as SWOT Analysis, Kapferer's Brand Identity Prism, and Performance-Perception Matrix in competitor and market analysis.
- The importance of market observation, product placement analysis, and customer behavior study through field visits to retail outlets such as BigMart, Sales Berry, and Suiro Teas.
- The role of digital systems and software such as Bortree in improving organizational efficiency, coordination, and data management processes.

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

- The importance of documentation, filing systems, and maintaining organized records within daily business operations.
- Professional skills such as communication, teamwork, time management, adaptability, analytical thinking, and problem-solving in a workplace environment.

Overall, this co-op experience helped me bridge the gap between academic learning and practical application while enhancing my confidence, professional understanding, and workplace readiness for future career opportunities.

3.5 Application of the Knowledge from Coursework to the Real Working Situation

During my internship at Nepal Tea Development Corporation Limited (Tokla Tea) as an MIS Intern, I was able to apply various theoretical concepts and practical skills gained throughout my academic coursework into real organizational activities. The subjects studied during my academic journey helped me better understand business operations, marketing, communication, leadership, taxation, research, and data analysis, all of which contributed significantly to my performance during the internship.

The knowledge gained from marketing-related subjects such as Principles of Marketing, Consumer Behavior, Brand Management, Product and Price Management, Marketing Planning, and Digital Marketing helped me understand customer preferences, product positioning, branding strategies, and market competition. These concepts were especially useful while conducting competitor analysis for the HORECA and bulk tea segments, observing product placement during field visits, and applying marketing tools such as SWOT Analysis, Kapferer's Brand Identity Prism, and Performance-Perception Matrix. I was also able to understand how factors such as packaging, shelf placement, pricing, discounts, and product attractiveness influence customer buying behavior in a highly competitive market.

Consumer Behavior and marketing subjects also helped me understand changing customer preferences, especially the growing demand for health-oriented and refreshing tea products. This understanding supported my analysis regarding the need for attractive packaging, better product

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

visibility, and the development of products that address customer needs and preferences in the current market.

Subjects such as Taxation and Financial concepts were helpful while working on TDS reports and understanding tax slabs, entries, and financial documentation processes. Similarly, Mathematics and Market Research & Data Analysis supported me in handling calculations, analyzing data, understanding graphs, and preparing reports more effectively.

Courses such as Business Economics helped me understand market trends, pricing conditions, and consumer purchasing power, while Principles of Management and Sales Management provided insights into inventory management, product placement, workflow coordination, and operational efficiency within an organization.

The subject Business Law helped me understand legal concepts related to trademark registration, intellectual property rights, and business regulations, which was beneficial during my research on international trademark registration and export-related activities. Likewise, International Business helped me understand globalization, export processes, and the importance of expanding products into international markets, which supported my research regarding exporting Tokla Tea to China.

In addition to academic subjects, my involvement in extracurricular activities at college also contributed significantly to my professional development. Serving as the Secretary of the Social Welfare Club in the second year and Vice President in the third year helped me develop leadership, communication, teamwork, and responsibility management skills. These experiences increased my confidence in handling responsibilities, delegating work, coordinating with teams, and communicating effectively in a professional environment. These leadership and coordination skills were particularly useful when I was assigned as the project head for Bortree software coordination within the company.

Furthermore, classroom presentations, public speaking activities in Human Relations and Personality Development, and regular group assignments helped improve my fluency, confidence, and communication skills. These experiences allowed me to confidently present reports and analysis findings to the Director, CFO, and Sales Team during my internship.

Overall, the combination of academic knowledge and extracurricular experiences helped me effectively apply theoretical learning into practical situations, enhance my professional skills, and better understand real organizational operations and business practices.

3.6 Special Skills and New Knowledge Gained

Technical Skills Learned:

- **Data Management and Reporting:**

I learned how to manage organizational data, maintain HORECA sales records, yearly log entries, and prepare province-wise and dealer-wise sales reports with accuracy and proper documentation.

- **Sales and Market Analysis:**

I developed analytical skills by conducting comparative sales analysis and evaluating market performance using sales reports and data trends.

- **Research and Competitor Analysis:**

I gained practical knowledge in conducting competitor analysis for HORECA and bulk tea segments using marketing tools such as SWOT Analysis, Kapferer's Brand Identity Prism, and Performance-Perception Matrix.

- **Software Coordination and Technical Support:**

Through my involvement in the Bortree software project, I learned about software coordination, data formatting, workflow management, and communication between operational and technical teams.

- **Documentation and Filing Management:**

I gained practical experience in document stamping, GR filing, maintaining official records, and organizing company documentation systematically.

- **Market Observation and Retail Analysis:**

Through field visits to outlets such as BigMart, Sales Berry, and Suiro Teas, I learned about product placement, customer preferences, competitor activities, and retail market analysis.

Soft Skills Developed:

- **Communication and Coordination:**

Regular interaction with departments such as sales, accounts, administration, and external software teams improved my communication and coordination skills in a professional environment.

- **Leadership and Responsibility Handling:**

Being assigned as the project head for Bortree software coordination enhanced my leadership abilities, responsibility management, and decision-making skills.

- **Presentation and Confidence Building:**

Preparing reports and presenting findings to the Director, CFO, Sales Team, and Marketing Head improved my presentation skills, confidence, and professional communication abilities.

- **Analytical and Problem-Solving Skills:**

Conducting sales analysis, research activities, and competitor studies strengthened my analytical thinking and problem-solving capabilities.

- **Time Management and Multitasking:**

Managing reporting tasks, research work, filing activities, and field visits simultaneously improved my ability to manage time and prioritize responsibilities efficiently.

- **Adaptability and Teamwork:**

Working in a professional organizational environment helped me adapt to workplace culture, collaborate with team members, and perform effectively under different responsibilities.

Chapter 4: Conclusion

4.1 Summary of Highlights of my Co-op Studies at Nepal Tea Development Corporation Limited (Tokla Tea)

My co-op experience at Nepal Tea Development Corporation Limited (Tokla Tea) was a valuable and transformative learning journey. This internship provided me with practical exposure to data management, reporting, research, market analysis, and organizational coordination within a professional business environment. The experience allowed me to apply academic knowledge in real working situations while developing both technical and interpersonal skills.

During the internship, I was able to:

- Gain practical experience in data management, sales reporting, HORECA sales entry, TDS reporting, and documentation management.
- Develop analytical skills through province-wise and dealer-wise sales analysis, competitor research, and market observation activities.
- Apply marketing concepts and tools such as SWOT Analysis, Kapferer's Brand Identity Prism, and Performance-Perception Matrix in practical business situations.
- Improve communication, teamwork, leadership, and coordination skills by working with different departments and external software teams.
- Gain exposure to software coordination and digital workflow management through involvement in the Bortree software project.
- Understand customer preferences, product placement, and market competition through field visits to retail outlets such as BigMart, Sales Berry, and Suiro Teas.
- Strengthen presentation, problem-solving, time management, and professional communication skills through reporting and presentation activities.

Overall, this internship experience provided me with a strong foundation in organizational operations, market analysis, and business coordination. It enhanced my confidence, professional understanding, and workplace readiness while helping me bridge the gap between academic learning and practical application.

4.2 My Evaluation of the Work Experience

My internship at Nepal Tea Development Corporation Limited (Tokla Tea) was an enriching and valuable learning experience. Through this internship, I gained practical exposure to data management, reporting, research, market analysis, and organizational coordination within a professional business environment. The experience significantly improved my technical knowledge, communication abilities, analytical thinking, and professional confidence.

The hands-on exposure I received while preparing sales reports, managing HORECA data, handling TDS entries, maintaining records, and conducting market and competitor analysis was highly beneficial. Being entrusted with responsibilities such as coordinating the Bortree software project, preparing presentations, and presenting reports to the Director, CFO, and Sales Team helped me develop leadership, responsibility management, and presentation skills.

The working environment at Tokla Tea was supportive and professional, allowing me to continuously learn from senior staff and improve my workplace understanding. Coordinating with departments such as sales, accounts, administration, and marketing helped me strengthen my teamwork and communication skills while understanding how different organizational functions are interconnected.

Field visits to outlets such as BigMart, Sales Berry, and Suiro Teas further enhanced my understanding of customer preferences, product placement, branding, and market competition. These practical experiences helped me connect theoretical concepts learned in academics with real market situations.

Overall, my internship at Tokla Tea was both professionally and personally rewarding. It enhanced my confidence, practical understanding, and workplace readiness while motivating me to further explore areas related to marketing, business analysis, and organizational management in the future.

4.3 Limitations of My Co-Op Studies

During my internship at Nepal Tea Development Corporation Limited (Tokla Tea), there were a few limitations that affected the overall learning experience and work efficiency. The limitations I faced were:

- **Manual Documentation and Filing System:**

Many operational activities still relied heavily on manual filing, document stamping, and physical record management. This made documentation and data handling more time-consuming and increased the possibility of errors or delays.

- **Delay in Receiving Data and Documents:**

Some tasks required coordination with multiple departments for data collection and approvals. At times, delays in receiving invoices, purchase orders, and required documents affected workflow efficiency and timely completion of reporting tasks.

- **Limited Digital Marketing and Product Promotion Exposure:**

Although I was involved in market analysis and competitor research, there was limited exposure to practical digital marketing campaigns and promotional activities for newly launched products. This reduced opportunities to observe large-scale marketing execution directly.

- **Challenges in Managing Multiple Responsibilities:**

Handling reporting tasks, research activities, documentation work, software coordination, and field visits simultaneously sometimes made workload management challenging, especially during busy operational periods.

Despite these limitations, the internship experience greatly improved my adaptability, communication, analytical thinking, and professional confidence. It provided me with valuable practical exposure and helped me better understand how organizational operations, reporting systems, and market activities function in a real business environment.

4.4 Recommendations for the Company

Based on my internship experience at Nepal Tea Development Corporation Limited (Tokla Tea), I would like to suggest the following recommendations to further improve operational efficiency, employee coordination, and overall organizational growth.

- **Improve Product Packaging and Branding:**

The company can focus on making product packaging more attractive and modern to appeal to a wider range of consumers, especially younger customers. Attractive packaging and better shelf visibility can help strengthen brand perception in a competitive market.

- **Increase Promotional Activities for New Products:**

When introducing new products, the company should conduct promotional activities such as product launch events, sampling campaigns, digital promotions, and in-store marketing. This can help increase customer awareness and improve market acceptance of new products.

- **Enhance Digital Marketing Presence:**

The organization can further strengthen its digital marketing strategies through social media promotions, influencer collaborations, and online campaigns. Increased digital visibility can help improve customer engagement and brand recognition.

- **Strengthen Interdepartmental Coordination:**

Better communication and coordination between departments can help reduce delays in data sharing, documentation, and workflow processes. Structured communication channels and regular updates can improve efficiency and teamwork.

- **Increase the Use of Digital Systems:**

Expanding the use of software systems and digital documentation processes can help reduce dependency on manual filing and improve operational accuracy and efficiency.

- **Increase Participation in Sponsorships and Public Events:**

Participating in exhibitions, sponsorships, fairs, and public events by setting up promotional stalls can help improve market visibility and allow the company to reach a larger audience in a competitive tea market.

- **Conduct Regular Market Research and Consumer Surveys:**

The company should regularly collect customer feedback and conduct market research to better understand consumer preferences, changing trends, and competitor activities. This can support better marketing and product development strategies.



References

Nepal Tea Development Corporation Limited. (n.d.). About NTDC. Retrieved from <https://ntdc.com.np/about-ntdc/>

Nepal Tea Development Corporation Limited. (n.d.). Tokla brochure. Retrieved from https://ntdc.com.np/wp-content/uploads/2024/05/Tokla_Brochure-Individual.pdf



Appendices

Table 2: My Daily Work Update Diary

Week 1	Date	Day	Task Assigned
Day 1	16/01/2026	Friday	Orientation at Nepal Tea Development Corporation Limited (Tokla Tea) and introduction to departments and workflow
Day 2	18/01/2026	Sunday	Research on Registration of the company in UAE, US, Russia
Day 3	19/01/2026	Monday	Learned about filing systems, sales documentation, and operational workflow
Day 4	20/01/2026	Tuesday	Assisted in organizing sales files and maintaining records
Day 5	21/01/2026	Wednesday	Observed 2% Wholesale Scheme entry process and reporting system
Day 6	22/01/2026	Thursday	Assisted in invoice verification and documentation handling
Day 7	23/01/2026	Friday	Research on Registration of the company in UAE, US, Russia

Week 2	Date	Day	Task Assigned
Day 1	25/01/2026	Sunday	Assisted in organizing operational and sales records
Day 2	26/01/2026	Monday	Assisted in regular BigMart purchase order and invoice entries along with maintaining related records
Day 3	27/01/2026	Tuesday	Maintained sales data records and updated documentation files
Day 4	28/01/2026	Wednesday	Learned report formatting and sales analysis methods
Day 5	29/01/2026	Thursday	Assisted in arranging GR files, document stamping, and maintaining official documentation records

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Day 6	30/01/2026	Friday	Conducted regular entries related to the 2% Wholesale Scheme and maintained proper filing documentation
-------	------------	--------	---

Week 3	Date	Day	Task Assigned
Day 1	01/02/2026	Sunday	Updated filing records and assisted in data organization
Day 2	02/02/2026	Monday	Started research on export possibilities of Tokla Tea to countries such as UAE and USA
Day 3	03/02/2026	Tuesday	Conducted research regarding export procedures and international market opportunities
Day 4	04/02/2026	Wednesday	Collected information related to trademark registration and export requirements
Day 5	05/02/2026	Thursday	Organized research findings and prepared notes for reporting
Day 6	06/02/2026	Friday	Submitted and discussed export research findings with seniors

Week 4	Date	Day	Task Assigned
Day 1	08/02/2026	Sunday	Assisted in maintaining sales and invoice documentation
Day 2	09/02/2026	Monday	Assisted in HORECA sales data entry and organization
Day 3	10/02/2026	Tuesday	Updated monthly HORECA sales records
Day 4	11/02/2026	Wednesday	Conducted SKU-wise comparison of tea products
Day 5	12/02/2026	Thursday	Prepared comparative sales report for analysis
Day 6	13/02/2026	Friday	Organized official records and filing documentation

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Week 5	Date	Day	Task Assigned
Day 1	15/02/2026	Sunday	Started province-wise and dealer-wise sales data analysis and data compilation
Day 2	16/02/2026	Monday	Continued province-wise sales data comparison and report preparation
Day 3	17/02/2026	Tuesday	Finalized province-wise and dealer-wise sales analysis for presentation
Day 4	18/02/2026	Wednesday	Coordinated with sales department for additional sales data collection
Day 5	19/02/2026	Thursday	Updated yearly log entry records and sales sheets
Day 6	20/02/2026	Friday	Presented province-wise and dealer-wise sales analysis findings to Director, CFO, and Sales Team

Week 6	Date	Day	Task Assigned
Day 1	22/02/2026	Sunday	Assisted in maintaining yearly sales and HORECA records
Day 2	23/02/2026	Monday	Assisted in preparing TDS entries for laborers.
Day 3	24/02/2026	Tuesday	Coordinated with accounts department for TDS records
Day 4	25/02/2026	Wednesday	Worked on manual VR sheet log entry records.
Day 5	26/02/2026	Thursday	Organized labor-related documentation and records
Day 6	27/02/2026	Friday	Assisted in maintaining financial documentation records

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Week 7	Date	Day	Task Assigned
Day 1	01/03/2026	Sunday	Organized TDS-related files and documentation records
Day 2	02/03/2026	Monday	Conducted market and competitor research for tea brands
Day 3	03/03/2026	Tuesday	Analyzed HORECA and bulk tea segment competition
Day 4	04/03/2026	Wednesday	Prepared market analysis notes and observations
Day 5	05/03/2026	Thursday	Election Day Holiday
Day 6	06/03/2026	Friday	Conducted competitor comparison using SWOT analysis

Week 8	Date	Day	Task Assigned
Day 1	08/03/2026	Sunday	Prepared notes for market and competitor analysis activities
Day 2	09/03/2026	Monday	Participated in field visit to BigMart with Marketing Head for market observation
Day 3	10/03/2026	Tuesday	Conducted market visit to SalesBerry and Suiro Teas for competitor analysis
Day 4	11/03/2026	Wednesday	Analyzed field visit observations using marketing concepts and competitor analysis tools
Day 5	12/03/2026	Thursday	Worked on competitor analysis using SWOT Analysis and Kapferer's Brand Identity Prism
Day 6	13/03/2026	Friday	Started preparing PPT based on market research findings and analysis

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Week 9	Date	Day	Task Assigned
Day 1	15/03/2026	Sunday	Continued preparation of market research PPT and competitor analysis report
Day 2	16/03/2026	Monday	Finalized market research PPT and analysis findings
Day 3	17/03/2026	Tuesday	Presented market research and competitor analysis findings to seniors
Day 4	18/03/2026	Wednesday	Worked on recommendations related to customer perception and market visibility
Day 5	19/03/2026	Thursday	Updated competitor analysis records and presentation materials
Day 6	20/03/2026	Friday	Assisted in organizing market analysis documentation and reports

Week 10	Date	Day	Task Assigned
Day 1	22/03/2026	Sunday	Updated competitor analysis reports and presentation materials
Day 2	23/03/2026	Monday	Conducted research on exporting Tokla Tea to China through Kodari Port
Day 3	24/03/2026	Tuesday	Researched international trademark registration procedures
Day 4	25/03/2026	Wednesday	Collected information regarding export documentation
Day 5	26/03/2026	Thursday	Organized research findings and prepared reports
Day 6	27/03/2026	Friday	Submitted research reports to management.

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Week 11	Date	Day	Task Assigned
Day 1	29/03/2026	Sunday	Assisted in organizing export research documentation
Day 2	30/03/2026	Monday	Attended meeting regarding Bortree software implementation and coordination
Day 3	31/03/2026	Tuesday	Collected required operational data from sales team for Bortree implementation
Day 4	01/04/2026	Wednesday	Coordinated with Purchase Officer regarding required files and data collection
Day 5	02/04/2026	Thursday	Organized and maintained data in the required format for Bortree software
Day 6	03/04/2026	Friday	Sent formatted operational data and documents to Bortree team

Week 12	Date	Day	Task Assigned
Day 1	05/04/2026	Sunday	Organized operational records and updated filing documentation
Day 2	06/04/2026	Monday	Conducted regular BigMart invoice and purchase order entries
Day 3	07/04/2026	Tuesday	Maintained 2% Wholesale Scheme entries and related documentation
Day 4	08/04/2026	Wednesday	Arranged GR files and completed document stamping activities
Day 5	09/04/2026	Thursday	Coordinated with Bortree team regarding required operational data and updates
Day 6	10/04/2026	Friday	Updated sales records and maintained organized filing documentation

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Week 13	Date	Day	Task Assigned
Day 1	12/04/2026	Sunday	Assisted in software coordination follow-up activities
Day 2	13/04/2026	Monday	Assisted in labeling tea gift boxes for distribution
Day 3	14/04/2026	Tuesday	Organized promotional tea packages and records
Day 4	15/04/2026	Wednesday	Sick Leave
Day 5	16/04/2026	Thursday	Assisted in periodic GR file arrangement, document stamping, and official record maintenance according to GR numbers
Day 6	17/04/2026	Friday	Updated sales and operational records

Week 14	Date	Day	Task Assigned
Day 1	19/04/2026	Sunday	Organized operational records and documentation files
Day 2	20/04/2026	Monday	Prepared SKU-wise sales comparison reports and analysis records
Day 3	21/04/2026	Tuesday	Conducted SKU performance comparison and organized sales findings
Day 4	22/04/2026	Wednesday	Prepared presentation based on SKU-wise sales comparison analysis
Day 5	23/04/2026	Thursday	Sick Leave
Day 6	24/04/2026	Friday	Presented SKU-wise sales comparison findings to Director, CFO, and Sales Team

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)

Week 15	Date	Day	Task Assigned
Day 1	26/04/2026	Sunday	Assisted in updating sales analysis reports and records
Day 2	27/04/2026	Monday	Maintained HORECA sales records and yearly log updates
Day 3	28/04/2026	Tuesday	Organized operational records and filing documentation
Day 4	29/04/2026	Wednesday	Assisted in review of sales performance data
Day 5	30/04/2026	Thursday	Updated reporting sheets and analysis records
Day 6	01/05/2026	Friday	Labour Day Holiday

Week 16	Date	Day	Task Assigned
Day 1	03/05/2026	Sunday	Organized HORECA sales records and yearly log entries
Day 2	04/05/2026	Monday	Finalized pending reports and operational records
Day 3	05/05/2026	Tuesday	Assisted in organizing project and reporting documents
Day 4	06/05/2026	Wednesday	Conducted final review of sales and HORECA reports
Day 5	07/05/2026	Thursday	Coordinated with departments regarding final documentation
Day 6	08/05/2026	Friday	Completed internship tasks and handover of records

Photo Gallery



Figure 5: CFO Birthday Celebration at Tokla Tea

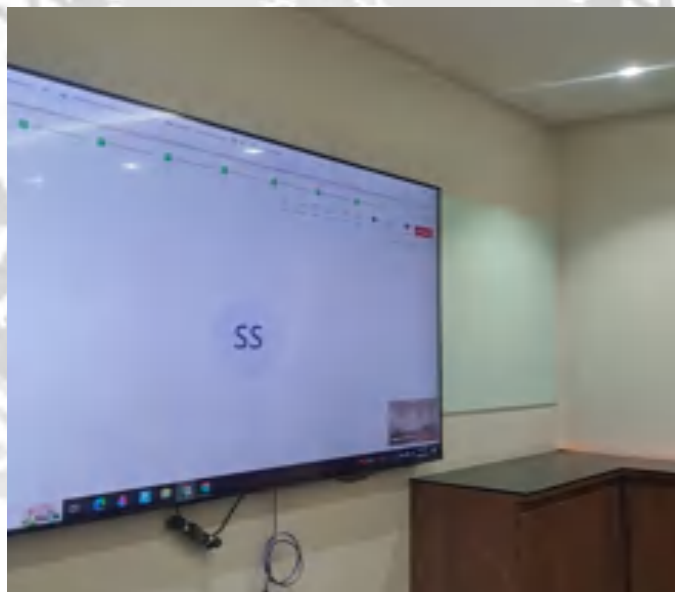


Figure 6: Zoom Meeting with Mr. Shailendra from Bortree Software

Data Management and Market Analysis Practices at Nepal Tea Development Corporation Limited (Tokla Tea)



Figure 7: Office Visit by College Faculty Mr. Amit Pyakurel with COO Mr. Amul Agrawal

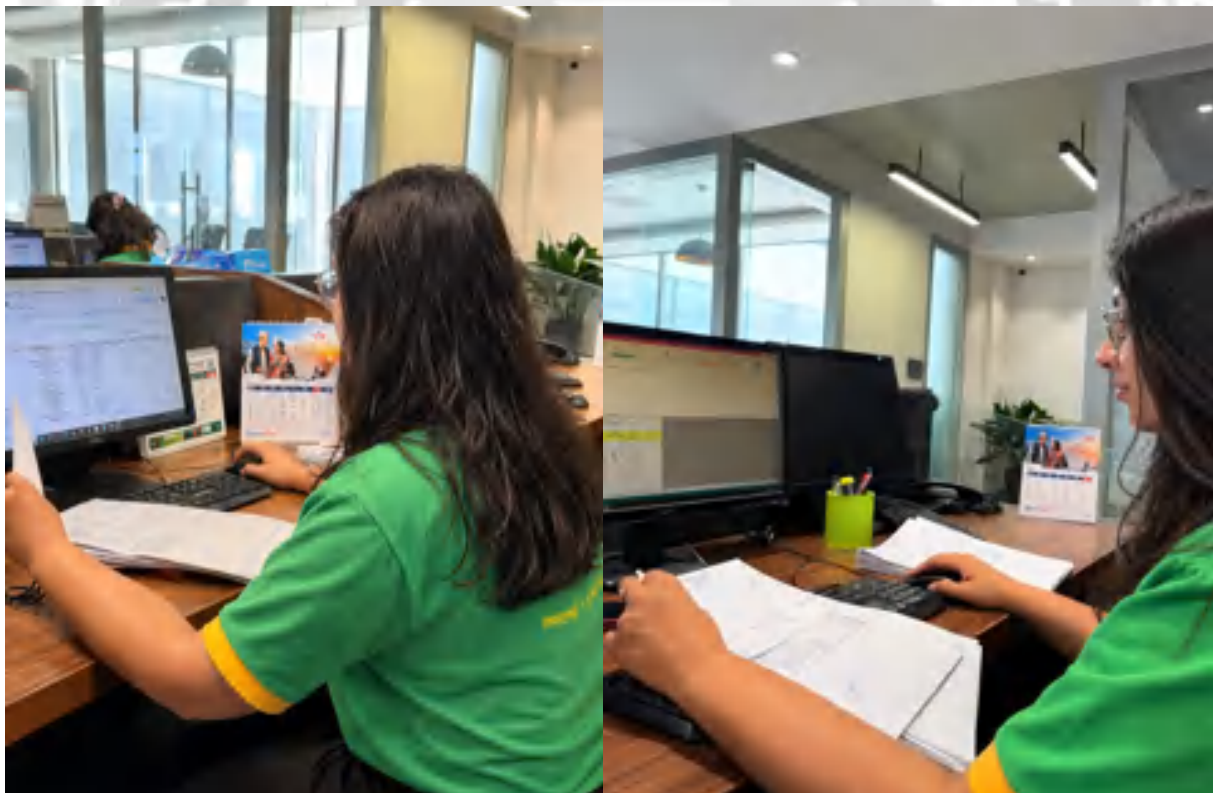


Figure 8 & 9: Working at Tokla Tea Wearing the Official T-Shirt



Figure 10: Women's Team Lunch Celebration on Women's Day

