



**CO-OPERATIVE EDUCATION REPORT**  
**Co-operative Education Report on Project Sales Operations at Arghakhanchi**  
**Cement Limited**

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**Title:** Co-operative Education Report on Project Sales Operations at Arghakhanchi Cement Limited

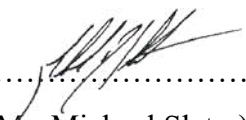
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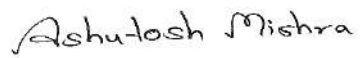
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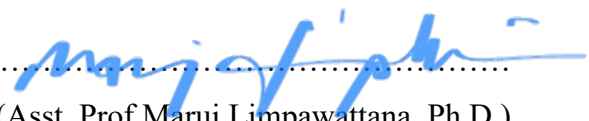
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### **ABSTRACT**

This report presents the Co-operative Education internship experience completed at Arghakhanchi Cement Limited as a Project Sales Intern. The internship focused on understanding project-based cement sales, client handling, market research, and coordination within the cement industry. During the internship period, the major tasks included researching ongoing and upcoming construction projects, contacting potential clients, visiting project offices and construction sites, collecting project-related information, observing cement sample testing, and learning about financial documentation such as Bank Guarantees, cheque guarantees, and Letter of Credit deposits.

The internship provided practical exposure to how project sales operates in a manufacturing-based organization. It helped connect academic concepts such as sales, marketing, the 4Ps, pricing strategies, procurement, branding, BTL marketing, STP, accounts, and supply chain management with real working situations. The experience also developed important professional skills, including communication, client management, market research, teamwork, problem-solving, and relationship-building. Overall, the internship enhanced my understanding of the cement industry and provided valuable practical knowledge for future career development in sales, marketing, and business development.

**Keywords:** *Arghakhanchi Cement Limited, Project Sales, Cement Industry, Market Research, Client Relationship Management, Co-operative Education, Sales Internship*

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I would also like to thank Arghakhanchi Cement Limited for giving me the opportunity to work as a Project Sales Intern. This internship helped me gain practical knowledge of the cement industry, project sales, client handling, market research, and interdepartmental coordination.

I am especially thankful to my job supervisor, Mr. Abhinay Jayaswal, for his mentorship and continuous support. His guidance helped me understand real business practices related to project sales and client relationship management.

Furthermore, I would like to thank my colleagues and team members at Arghakhanchi Cement Limited for their cooperation and encouragement throughout my internship. Finally, I am grateful to my family and friends for their constant support and motivation during this journey.

**Sincerely,**

**Neshish Shrestha**

**6508040068**

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**LIST OF ABBREVIATIONS**

- **ACL:** Arghakhanchi Cement Limited
- **VRM:** Vertical Roller Mill
- **OPC:** Ordinary Portland Cement
- **PPC:** Portland Pozzolana Cement
- **BG:** Bank Guarantee
- **WHRS:** Waste Heat Recovery System
- **ESP:** Electrostatic Precipitator
- **CFO:** Chief Financial Officer
- **DOED:** Department of Urban Development and Building Construction
- **STP:** Segmentation, Targeting, and Positioning
- **BTL:** Below-the-Line
- **LC:** Letter of Credit
- **ADB:** Asian Development Bank
- **MCC:** Millennium Challenge Corporation
- **NS:** Nepal Standard
- **KMC:** Kathmandu Metropolitan City

## CHAPTER 1: INTRODUCTION

Arghakhanchi Cement Limited (ACL) is one of Nepal's leading cement manufacturing companies and plays an important role in supporting the country's construction and infrastructure development. As the demand for durable and high-quality cement continues to grow due to urban expansion, hydropower development, road construction, housing projects, and commercial infrastructure, ACL has positioned itself as a reliable brand in Nepal's cement industry.

This chapter provides an overview of Arghakhanchi Cement Limited, including its company profile, vision, mission, product portfolio, core objectives, organizational structure, internship position, motivation for choosing the company, strategic analysis, and objectives of the Co-operative Education study.

*Figure 1: Official Logo of Arghakhanchi Cement Limited*



### 1.1 COMPANY'S PROFILE

Arghakhanchi Cement Limited is a prominent cement manufacturer in Nepal, known for producing high-quality Ordinary Portland Cement (OPC) and Portland Pozzolana Cement (PPC). The company operates a modern production plant in Siyari Rural Municipality-2, Rupandehi, and has established itself as one of the country's major cement producers.

ACL has an annual production capacity of approximately one million tons and uses advanced technologies such as Vertical Roller Mill (VRM), Rotary Kiln technology, Waste Heat Recovery System (WHRS), and Electrostatic Precipitator (ESP). These technologies support efficient production, consistent quality, energy recovery, and environmentally responsible

operations. According to the company, its Waste Heat Recovery System generates 2.5 MW of energy, while ESP helps reduce dust particles and supports cleaner production practices.

The company has also received the Nepal Standard Mark, NS: 572, from the Government of Nepal, which reflects its compliance with national quality standards. In addition to serving the domestic market, ACL has expanded into the Indian market with relevant certifications, strengthening its presence beyond Nepal.

ACL serves a wide range of customers, including individual builders, contractors, construction companies, dealers, distributors, and large-scale project clients. Its products are used in residential, commercial, industrial, hydropower, road, irrigation, and other infrastructure projects. Through its focus on quality, strength, timely supply, and customer relationships, ACL continues to contribute to Nepal's construction and infrastructure sector.

### **1.1.1 COMPANY'S VISION**

The vision of Arghakhanchi Cement Limited is: **“To achieve perfection in everything we undertake with a commitment to excel.”**

This vision reflects the company's focus on quality, excellence, continuous improvement, and long-term commitment to the cement industry.

### **1.1.2 COMPANY'S MISSION**

The mission of Arghakhanchi Cement Limited is: **“To provide outstanding products and services, keeping pure dedication and excellence at the heart.”**

This mission highlights ACL's commitment to delivering reliable cement products and maintaining service excellence for its customers and stakeholders.

### **1.1.3 PRODUCT PORTFOLIO**

Arghakhanchi Cement Limited offers a focused range of cement products designed to meet the requirements of Nepal's construction and infrastructure market. Its main products include

Ordinary Portland Cement (OPC) and Portland Pozzolana Cement (PPC). ACL produces 53 Grade OPC, 43 Grade OPC, and PPC cement through its production facilities.

***Table 1: Product Portfolio***

<b>PRODUCT</b>	<b>DESCRIPTION</b>	<b>COMMON USES</b>
<b>53 Grade OPC</b>	A high-strength cement suitable for projects requiring strong early strength and durability.	Hydropower projects, bridges, high-rise buildings, industrial construction, and major infrastructure.
<b>43 Grade OPC</b>	A reliable cement option for general construction requiring strength and consistency.	Residential buildings, commercial structures, concrete works, and general construction.
<b>PPC</b>	A cement type known for long-term strength, durability, and improved workability.	Masonry work, plastering, residential construction, and general structural applications.

Through this product portfolio, ACL serves both retail and project-based customers across Nepal and selected export markets.

#### **1.1.4 COMPANY CORE OBJECTIVE**

The core objectives of Arghakhanchi Cement Limited focus on maintaining quality, expanding market reach, strengthening customer relationships, and ensuring sustainable growth. The major objectives of the company include:

- **Quality Leadership:**

ACL aims to maintain high product quality through advanced technology, quality control systems, laboratory testing, and compliance with national and international standards.

- **Market Expansion:**

The company focuses on expanding its presence in both domestic and international markets, including project sales, dealer networks, and exports to India.

- **Customer Satisfaction:**

ACL seeks to build long-term relationships with customers by providing reliable products, timely delivery, technical support, and consistent service.

- **Operational Efficiency:**

The company uses modern production technology such as VRM, Rotary Kiln systems, WHRS, and ESP to improve efficiency, reduce waste, and support sustainable operations.

- **Project-Based Growth:**

ACL actively targets large-scale infrastructure, hydropower, housing, and commercial projects, which strengthens its role in Nepal's development sector.

- **Sustainability and Responsibility:**

The company focuses on environmentally responsible practices through systems that reduce emissions, manage dust particles, and improve energy efficiency.

## **1.2. ORGANIZATIONAL STRUCTURE**

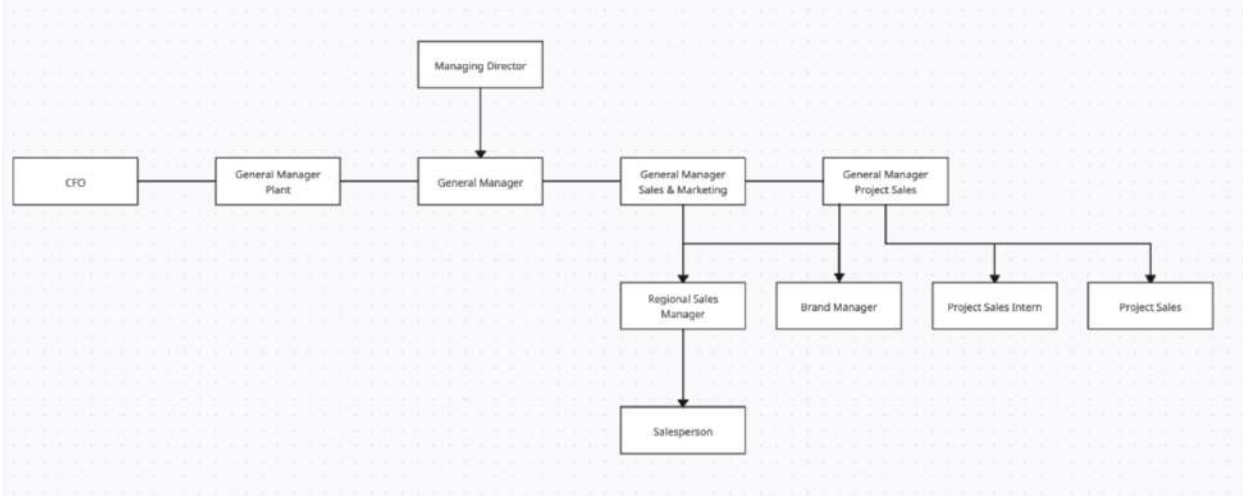
The organizational structure of Arghakhanchi Cement Limited is designed to support coordination among different departments such as Sales, Marketing, Finance, Production, Plant Operations, Quality Control, Supply Chain, and Project Sales. This structure allows the company to manage manufacturing, distribution, client relationships, and project-based sales more effectively.

A clear organizational structure is important in a manufacturing company like ACL because sales performance depends not only on the sales team but also on production planning, product quality, logistics, finance, and customer service. During my internship, I observed that project sales required regular coordination with multiple departments, especially when dealing with client requirements, quality testing, pricing, delivery, and documentation.

### 1.2.1 Diagram of the Organizational Structure

The diagram below is a simplified ACL organizational structure:

**Figure 2: Diagram of the Organizational Structure**



ACL consists of several key leadership and functional roles that contribute to the company's overall performance.

- **Chief Financial Officer (CFO):**

The CFO is responsible for financial planning, budgeting, cost control, reporting, and overall financial management. This role supports strategic decision-making and ensures the company's financial stability.

- **General Manager - Plant:**

The General Manager of the plant oversees production activities, quality control, operational efficiency, and plant-level supervision. This role is essential for ensuring that cement is produced consistently and according to required quality standards.

- **General Manager - Project Sales:**

The General Manager of Project Sales manages large-scale clients, including contractors, construction companies, hydropower projects, and infrastructure developers. This role involves client relationship management, price negotiation, project tracking, and coordination with internal departments.

- **General Manager - Operations / Supply Chain:**

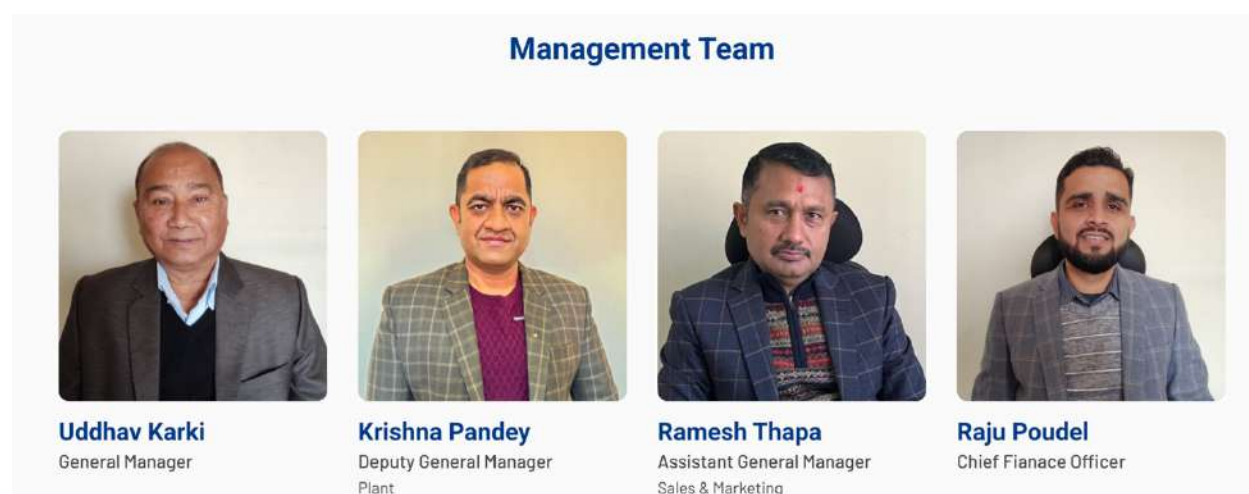
This role focuses on logistics, distribution, supply coordination, and timely delivery of cement products. Efficient supply chain management is important for meeting customer demand and maintaining strong market performance.

- **General Manager - Sales and Marketing:**

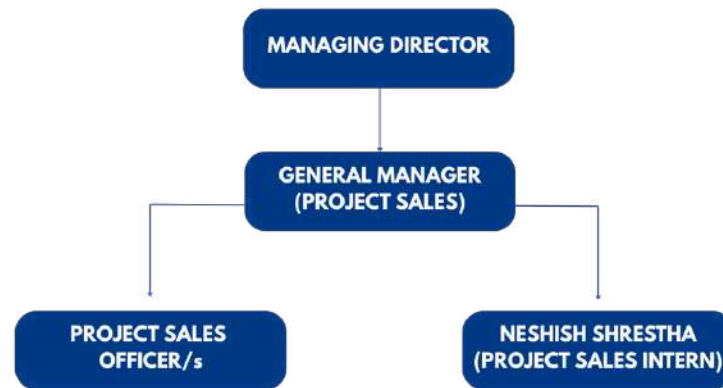
The General Manager of Sales and Marketing oversees sales activities across regional markets, dealer networks, distributors, and wholesale channels. This role helps strengthen ACL's market presence and sales performance.

Together, these departments support the company's ability to produce, distribute, and sell cement efficiently across Nepal and selected export markets.

**Figure 3: Management Team**



**Figure 4: My Working Line Structure at ACL**



The working line structure shows the reporting relationship and flow of supervision within the Project Sales Department during my internship at Arghakhanchi Cement Limited. It explains how my position as a Project Sales Intern was placed within the department and how I coordinated with senior members while carrying out my assigned tasks.

At the top of the structure is the Managing Director, who holds the highest level of authority and provides overall direction for the company. The Managing Director is responsible for major strategic decisions and overall organizational leadership.

Under the Managing Director is the General Manager - Project Sales, who directly oversees the project sales function. The General Manager is responsible for supervising project sales activities, managing key clients, guiding the sales team, and ensuring that project-based sales opportunities are properly followed up on.

Below the General Manager - Project Sales are the Project Sales Officers and the Project Sales Intern. The Project Sales Officers are responsible for handling routine sales activities, including communicating with clients, visiting construction projects, following up with

contractors, coordinating with project stakeholders, and supporting cement sales for large-scale projects.

My position as Project Sales Intern was under the General Manager - Project Sales and I worked alongside the Project Sales Officers. I supported the department by conducting project research, making cold calls, visiting client offices and construction sites, collecting project-related information, and assisting with sales coordination.

This working line structure helped me clearly understand my reporting line, responsibilities, and position within the department. It also allowed me to learn from senior team members while contributing to the department's daily project sales activities.

### **1.2.2 My Job Position**

**Role Title:** Intern, Project Sales Department

**Company:** Arghakhanchi Cement

**Duration:** 4 months (16 weeks)

**Department:** Project Sales

**Reporting To:** Mr. Abhinay Jayaswal

During my internship at Arghakhanchi Cement Limited, I worked as a Project Sales Intern under the Sales Department. My role focused mainly on supporting project-based sales activities and gaining practical exposure to the cement industry.

As a Project Sales Intern, I assisted senior team members in identifying potential clients, visiting construction sites, communicating with contractors and companies, collecting market information, and understanding project requirements. I was also involved in observing client meetings, price discussions, and sales-related follow-ups.

My role gave me field-level exposure to how project sales are conducted in the cement industry. I learned how sales teams approach large-scale clients, how customer relationships are maintained, and how technical factors such as cement quality, testing, and product specifications influence purchasing decisions.

In addition, I supported market research by collecting information on upcoming projects, competitor pricing, contractors, companies, and potential sales opportunities. I also gained exposure to coordinating with departments such as the laboratory and finance, especially regarding quality testing and Bank Guarantee-related processes.

This position helped me develop practical skills in communication, observation, market research, client handling, coordination, and business development.

### **1.2.3 My Job Position in the Company Organizational Structure**

My position was in the Project Sales Department, under the supervision of the General Manager - Project Sales. As an intern, I performed a support role and worked closely with senior members of the sales team.

Within the organizational structure, the Project Sales Department operates alongside the broader Sales and Marketing function. However, it specifically focuses on large-scale customers such as construction companies, contractors, developers, hydropower projects, government-related projects, and infrastructure clients.

My responsibilities involved assisting the project sales team in daily activities such as client visits, market research, project tracking, documentation support, and interdepartmental coordination. Although my position was entry-level, it allowed me to understand how managerial sales strategies are implemented at the operational level.

This placement also helped me understand the importance of coordination between different departments. For example, project sales activities often required communication with the quality control team for testing-related matters, the finance department for payment and Bank Guarantee processes, and the logistics team for product delivery.

### **1.2.4 My Intention and Motivation to Choose This Company as My Co-Op Studies Workplace**

I chose Arghakhanchi Cement Limited as my Co-operative Studies workplace to gain practical exposure to sales, business development, and Nepal's construction industry. Since ACL

is one of the leading cement manufacturers in Nepal, it provided a strong platform for understanding how a large manufacturing company operates in a competitive market.

My main motivation was to learn beyond classroom concepts and experience real business situations. Project sales interested me because it involves direct client interaction, market observation, negotiation, relationship management, and strategic follow-up. These areas aligned with my academic interests in marketing and sales.

Another reason for choosing ACL was its involvement in major infrastructure and hydropower projects. This gave me the opportunity to understand how cement companies work with contractors, developers, and project-based clients. I was also interested in learning about the technical side of cement sales, including product quality, testing standards, and how technical information supports sales decisions.

Overall, ACL provided an ideal learning environment where I could connect academic knowledge with practical experience in sales, market research, and client relationship management.

### **1.3 STRATEGIC ANALYSIS OF THE COMPANY**

A strategic analysis of Arghakhanchi Cement Limited can be conducted using the SWOT framework. SWOT analysis helps identify the company's internal strengths and weaknesses, as well as external opportunities and threats in the cement industry.

#### **SWOT Analysis of Arghakhanchi Cement Limited**

- **Strengths**

ACL has built a strong reputation in Nepal's cement industry through consistent product quality, modern production technology, and reliable market presence. Its use of advanced systems such as VRM, Rotary Kiln technology, WHRS, and ESP supports efficient and sustainable production. The company's involvement in large-scale infrastructure and hydropower projects strengthens its position in the project sales segment. Its export presence in India also adds to its market credibility and growth potential.

- **Weaknesses**

ACL has built a strong reputation in Nepal's cement industry through consistent product quality, modern production technology, and reliable market presence. Its use of advanced systems such as VRM, Rotary Kiln technology, WHRS, and ESP supports efficient and sustainable production. The company's involvement in large-scale infrastructure and hydropower projects strengthens its position in the project sales segment. Its export presence in India also adds to its market credibility and growth potential.

- **Opportunities**

Nepal's growing infrastructure sector presents major opportunities for ACL. Hydropower projects, road construction, urban development, housing, and commercial projects can increase cement demand. The company also has opportunities to further expand its exports to India and strengthen its project sales network. Additionally, digital marketing, stronger brand communication, and improved customer relationship systems can help ACL reach a wider market and improve brand visibility.

- **Threats**

ACL faces strong competition from domestic and international cement brands. Fluctuations in raw material, fuel, and transportation costs, as well as policy changes, can affect profitability. Delays in infrastructure projects, economic instability, and regulatory requirements related to environmental standards may also influence business performance. Since cement is a price-sensitive product, aggressive pricing by competitors can create additional pressure in the market.

**Figure 5: SWOT Analysis**



This SWOT analysis shows that ACL has a strong foundation in quality, technology, and project sales. However, to sustain long-term growth, the company must continue improving cost efficiency, customer relationships, brand differentiation, and market expansion strategies.

### 1.4 Objectives of the Co-operative Study

The main objective of this Co-operative Education study is to connect academic learning with practical work experience. As a Project Sales Intern at Arghakhanchi Cement Limited, I used this study to understand how sales, marketing, client handling, and business development are applied in the cement industry.

The specific objectives of the Co-operative Study are:

- **To apply academic knowledge in a practical work environment:** To use the concepts learned in marketing, sales, management, and business communication in real workplace situations.

- **To understand project sales operations:** To learn how project-based sales are conducted in the cement industry, including client visits, pricing discussions, negotiation, follow-ups, and relationship management.
- **To gain knowledge of the cement industry:** To understand cement products, quality standards, market competition, customer behavior, and factors affecting demand in the construction sector.
- **To develop professional skills:** To improve communication, teamwork, problem-solving, market research, coordination, and client-handling skills through practical exposure.
- **To understand interdepartmental coordination:** To observe how departments such as sales, finance, laboratory, logistics, and production work together to serve project clients.
- **To contribute to the organization:** To support the Project Sales Department through market research, client data collection, field visits, documentation support, and sales-related coordination.

Through this internship, I gained valuable professional exposure and developed a better understanding of how project sales operates within a manufacturing organization like Arghakhanchi Cement Limited.

## **CHAPTER 2: CO-OPERATIVE STUDY ACTIVITIES**

This chapter explains the activities carried out during my internship at Arghakhanchi Cement Limited as a Project Sales Intern. It includes my job description, responsibilities, coordination with co-workers, job process diagram, and my contribution to the company during the Co-operative Education period.

### **2.1 JOB DESCRIPTION**

During my internship at Arghakhanchi Cement Limited, I worked as a Project Sales Intern under the Project Sales Department. My role was mainly focused on supporting the sales team in identifying potential project-based clients and understanding the process of selling cement to large construction and infrastructure projects.

Project sales in the cement industry differ from regular retail sales because they involve working with contractors, construction companies, hydropower projects, government offices, developers, and institutional clients. These clients usually require large quantities of cement and often evaluate suppliers based on quality, pricing, technical specifications, test reports, credit terms, delivery capacity, and relationship reliability.

My job involved conducting research on ongoing and upcoming construction projects across Nepal, contacting project stakeholders, visiting project sites and client offices, and collecting project-related information that could support future sales opportunities. I also observed how the sales team communicated with clients, handled inquiries, negotiated terms, coordinated sample testing, and followed up with potential customers.

Through this role, I gained practical exposure to field sales, market research, client communication, project tracking, and interdepartmental coordination in the cement industry.

### **2.2 JOB RESPONSIBILITIES AND WORK DUTIES**

As a Project Sales Intern, I was assigned several responsibilities that helped me gain a practical understanding of cement sales and business development. My major responsibilities and work duties included the following:

- Researching Construction Projects

One of my main responsibilities was to conduct research on ongoing and upcoming construction projects across Nepal. This included identifying projects related to hydropower, commercial buildings, housing, roads, infrastructure, and institutional construction. I collected information about project locations, project owners, contractors, consultants, and possible cement requirements.

This research helped the Project Sales Department identify potential customers and future sales opportunities.

- Contacting Project Stakeholders

I was also involved in contacting project stakeholders and construction offices to introduce Arghakhanchi Cement products. This included making cold calls to potential clients, construction companies, contractors, and project offices. The purpose of these calls was to gather basic project information, identify the decision-makers, and understand whether there was a possible requirement for cement supply.

Cold calling helped me improve my communication skills and taught me how to professionally approach potential clients.

- Visiting Client Offices and Project Sites

Another important part of my internship was visiting client offices and project sites with senior members of the sales team. These visits helped me better understand client requirements and observe how business relationships develop in project sales.

During these visits, I learned how the sales team presents the company, discusses product quality, understands the client's cement requirements, and follows up on future sales opportunities. I also visited government and institutional offices, such as Kathmandu Metropolitan City and the Department of Electricity Development, as well as organizations related to infrastructure and development projects, including the World Bank, the Asian Development Bank, and IPPAN-related project sources.

- Supporting Project Opportunity Identification

I assisted the sales team in identifying project opportunities where cement supply could be required. This involved collecting and organizing data on construction companies, contractors, developers, and infrastructure projects. The collected information helped the department prepare for future communication and follow-up.

This responsibility allowed me to understand how project sales depend on accurate market information and timely follow-up.

- Coordinating Cement Sample Testing

In project sales, product quality is a major factor in client decision-making. During my internship, I observed the cement sample testing process for specific projects. This included understanding how cement samples are submitted to laboratories and how quality testing supports the sales process.

Although project details were confidential, this activity helped me understand the importance of technical verification in cement sales. Clients often require test reports and quality assurance before finalizing a supplier, especially for large infrastructure projects.

- Observing Financial Documentation Processes

I also gained exposure to financial and documentation-related processes such as Bank Guarantees, cheque guarantees, Letter of Credit deposits, and bank-related procedures. These processes are important in project sales because large clients often require formal financial arrangements before placing major orders.

This helped me understand that project sales is not limited to client communication only. It also involves documentation, finance coordination, risk management, and payment security.

- Organizing Project Information

I helped collect and organize project-related information useful to the Project Sales Department. This included details of companies, contractors, project offices, contact persons, and potential cement requirements.

Maintaining organized information made it easier for the sales team to track prospects, plan follow-ups, and manage communication more effectively.

### **2.3 ACTIVITIES AND COORDINATING WITH CO-WORKERS**

During my internship, I worked closely with the Project Sales team and coordinated with other departments as needed. The internship was field-oriented, so most of my learning came from observing senior team members, visiting clients, collecting information, and participating in sales-related activities.

My coordination with co-workers mainly took place in the following areas:

- Coordination with Project Sales Team

I worked directly with the Project Sales team and supported them in daily sales activities. The team guided me in identifying potential projects, approaching clients, communicating professionally, and gathering useful market information.

Before visiting project sites or client offices, I coordinated with senior team members to understand the purpose of the visit and the type of information that needed to be collected. After the visits, I discussed the findings with the team to plan appropriate follow-up.

- Coordination During Client Visits

During client visits, I observed how senior team members communicated with contractors, project managers, engineers, and company representatives. I learned how they introduced ACL products, explained product quality, discussed project requirements, and maintained professional relationships.

These visits helped me understand the importance of confidence, preparation, product knowledge, and relationship-building in sales.

- Coordination with Laboratory and Quality Testing Team

For certain projects, cement sample testing was required. In such cases, coordination with the laboratory and quality-related personnel was important. I observed how cement samples were handled and how quality testing was connected with the sales process.

This coordination helped me understand that technical quality assurance plays a strong role in project-based cement sales.

- Coordination with Finance and Banking Processes

I also observed coordination related to Bank Guarantees, cheque guarantees, Letter of Credit deposits, and other banking procedures. These activities helped me understand how the finance side supports sales operations, especially when dealing with large project clients.

This gave me practical knowledge of how financial documentation helps protect both the company and the client in large-scale transactions.

- Coordination for Market Research

I coordinated with team members to gather information about different construction companies, contractors, and projects across Nepal. This included collecting data from online sources, project offices, government offices, and development-related organizations.

Through this activity, I learned that proper market research is essential for identifying potential clients and building a project sales pipeline.

Overall, coordination with co-workers helped me understand how teamwork supports successful project sales. It also taught me that sales require cooperation between different departments, including sales, finance, laboratory, logistics, and management.

## 2.4 JOB PROCESS DIAGRAM

*Table 2: Job Process Diagram*

<b>Task name</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>
<b>Project Research</b>	Identified ongoing and upcoming construction projects across Nepal	Collected basic project details such as location, contractor, developer, and project type	Verified project information through online sources, offices, or field visits	Reported potential project opportunities to the Project Sales team
<b>Cold Calling and Client Approach</b>	Prepared a list of potential clients, contractors, and construction companies	Contacted project stakeholders and construction offices through phone calls	Introduced Arghakhanchi Cement products and asked about cement requirements	Recorded client responses and shared follow-up details with the sales team
<b>Client Office and Site Visits</b>	Visited construction companies, project offices, and client locations with senior team members	Observed project requirements and discussed possible cement supply needs	Collected information about decision-makers, project stage, and cement demand	Assisted the team in planning future follow-ups with potential clients
<b>Government and</b>	Visited offices such as Kathmandu	Searched for information about	Collected available project-related	Organized useful information for project tracking

<b>Institutional Visits</b>	Metropolitan City, Department of Electricity Development, and other related institutions	construction, infrastructure, and hydropower projects	details and contact information	and sales planning
<b>Cement Sample and Quality Testing Support</b>	Assisted in arranging cement samples for specific project requirements	Observed laboratory testing and quality verification procedures	Understood how test results support client confidence and sales decisions	Shared testing-related updates with the concerned sales team members
<b>Sales Documentation Support</b>	Observed documentation processes related to project sales	Learned about Bank Guarantee, cheque guarantee, and Letter of Credit deposit procedures	Coordinated basic information with finance or banking-related processes when required	Understood how financial documentation supports secure project transactions
<b>Project Data Organization</b>	Collected project, company, contractor, and contact details	Categorized information based on project type, location, and client status	Updated records for easy follow-up and future reference	Maintained organized data to support project sales activities

## **2.5 CONTRIBUTION AS A CO-OPERATIVE STUDENT IN THE COMPANY**

As a Co-operative Education student, my contribution to Arghakhanchi Cement Limited was mainly in supporting the Project Sales Department through research, fieldwork, client communication, and data collection.

One of my key contributions was helping the team identify ongoing and upcoming construction projects across Nepal. By researching various projects, construction companies, contractors, and institutional sources, I helped the department identify potential sales opportunities. This helped create useful project information for follow-up and future sales planning.

I also contributed by assisting in cold calling and contacting potential clients. Through these calls, I helped introduce ACL products, gather basic project details, and identify whether the client had a possible cement requirement. This activity supported the early stage of the sales process.

Another contribution was participating in client office visits and project site visits. During these visits, I assisted the sales team by observing client requirements, collecting relevant information, and understanding the type of cement demand in different projects. These visits helped strengthen client relationship-building efforts and supported the department's market presence.

I also contributed to organizing project-related information in a more structured manner. By collecting details about contractors, companies, project offices, and contact persons, I helped the team maintain useful records for future follow-ups.

Additionally, I gained exposure to cement sample testing and financial documentation processes such as Bank Guarantees, cheque guarantees, and Letter of Credit deposits. Although I was mainly observing and assisting, this helped me understand how technical and financial processes support project sales.

## **CHAPTER 3: LEARNING PROCESS**

This chapter explains the learning process during my internship at Arghakhanchi Cement Limited as a Project Sales Intern. It includes the problems encountered during the internship, solutions to those problems, recommendations for the company, major takeaways, the application of academic coursework in the real-world work environment, and the special skills and knowledge gained through the internship.

### **3.1 PROBLEMS FACED**

During my internship at Arghakhanchi Cement Limited, I was involved in project research, client communication, field visits, cold calling, and coordination with different stakeholders. While these activities helped me gain practical experience, I also faced several challenges during the internship.

One of the major problems I faced was the lack of proper information during project research. Many ongoing and upcoming construction projects in Nepal did not have complete information available online. Basic details such as project location, contractor name, project stage, contact person, and cement requirement were often difficult to find through online sources. As a result, office and field visits became necessary to collect accurate information.

Another challenge was that some offices and project stakeholders were not very responsive. In some cases, the concerned person was unavailable, while in other cases, the office staff were hesitant to share project-related information. Since some construction and infrastructure projects are confidential or handled through formal procedures, it was not always possible to receive detailed information immediately.

Rejection was also a common challenge in sales-related work. During cold calls and client visits, not all clients responded positively to the sales approach. Some clients were already working with other cement brands, while others were not interested in discussing cement supply at that moment. This helped me understand that rejection is a normal part of sales and that patience is important when dealing with potential customers.

Another problem was difficulty in identifying the right decision-maker. In project sales, the person who receives the call or meets the sales team may not always be the person responsible for purchasing decisions. Sometimes, the decision could be made by the project owner, contractor, procurement team, engineer, consultant, or finance team. This made the sales process longer and required continuous follow-up.

I also faced challenges in understanding some technical and financial terms during the initial stage of my internship. Terms related to cement quality testing and project documentation were new to me. It took time to understand how these processes were connected with project sales.

### **3.2 PROBLEMS SOLVING**

To address the problems encountered during the internship, various practical approaches were employed. Since online information was not always complete, I understood that project research should not depend only on digital sources. Field visits, office visits, phone calls, and personal networking were more effective in collecting accurate project information.

For government-related and large infrastructure projects, project information should be published online in a structured, up-to-date manner. Details such as project status, contractor name, project location, and contact information would make research easier for companies, suppliers, and other stakeholders. This would also support transparency and improve communication between project offices and suppliers.

When offices or stakeholders did not respond properly, follow-up became important. Instead of relying on a single call or visit, repeated professional follow-ups increased the likelihood of receiving information. I learned that patience and consistency are important in sales because clients may not respond immediately.

To handle rejection, it was important to stay professional and not take the response personally. If a client was not interested at the moment, their information could still be recorded for future follow-up. A rejection at one stage of the project does not always mean a permanent loss of opportunity, as cement requirements may arise later.

To solve the issue of identifying the right decision-maker, the sales approach needed to be more structured. Instead of only asking about cement requirements, it was useful to ask who was responsible for procurement, purchase decisions, quality approval, or supplier selection. This helped in reaching the correct person and improving the effectiveness of follow-up.

To address technical and financial knowledge gaps, observing and discussing with senior team members helped me better understand the process. By observing sample testing and client discussions, I gradually learned how technical quality support project sales.

### **3.3 RECOMMENDATIONS TO THE COMPANY**

Arghakhanchi Cement Limited has a strong position in the cement industry and is already active in project sales. However, based on my internship experience, there are a few recommendations that could help improve project sales activities further.

Firstly, the company can develop a more structured project database. Information about ongoing projects, upcoming projects, contractors, consultants, developers, contact persons, project locations, and follow-up status can be maintained in a digital format. This would make it easier for the sales team to track opportunities and avoid repeated work.

Secondly, the company can strengthen its follow-up system. Since project sales requires continuous communication, a proper follow-up schedule can help the team contact potential clients at the right time. This is important because cement demand may not exist at the beginning of a project but may arise during later construction stages.

Thirdly, ACL can improve digital presence for project-based clients. Although cement sales depend heavily on relationships and field visits, digital marketing can support brand visibility. Information about product quality, project applications, technical strengths, certifications, and successful project involvement can help strengthen the brand image among contractors and developers.

### **3.4 LEARNINGS**

My internship at Arghakhanchi Cement Limited provided me with valuable insights into the cement industry, project sales, client management, and professional work practices. Since my

role was field-oriented, most of my learning came from observing real sales activities and participating in research, calls, visits, and coordination.

One of the major learnings was understanding how project sales works in the cement industry. I learned that selling cement to project clients is not only about offering a product. It involves research, client identification, communication, quality assurance, pricing discussion, documentation, delivery planning, and relationship management.

I also learned the importance of market research. Before approaching a client, it is necessary to know the project type, location, contractor, project stage, and possible cement requirement. Proper research helps the sales team approach the right client with the right information.

Another important learning was client communication. During cold calls and office visits, I understood that the way a salesperson communicates can influence the client's response. A salesperson must be confident, polite, patient, and clear while introducing the company and its products.

I learned that relationship management plays a major role in project sales. Contractors and project clients do not make decisions only based on price. They also consider trust, product quality, previous experience, service reliability, delivery timing, and after-sales support.

I also gained basic knowledge about cement sample testing and quality verification. This helped me understand that technical quality is a strong factor in project-based sales. For large projects, clients often require testing and quality confirmation before selecting a cement supplier.

Furthermore, I learned about financial documentation such as Bank Guarantees, cheque guarantees, Letter of Credit deposits, and related banking processes. This showed me that project sales also involves financial security and proper documentation.

### 3.5 APPLICATION OF COURSE-WORK AND REAL WORKING SITUATION

During my internship at Arghakhanchi Cement Limited, I was able to connect several concepts learned in the classroom to real-world work situations. One of the most relevant concepts was the 4Ps of Marketing: Product, Price, Place, and Promotion. In terms of product, ACL offers

cement products such as OPC and PPC, where quality, strength, durability, and testing standards play an important role in customer decision-making. I understood that in the cement industry, the product is not judged only by its brand name but also by its performance, technical reliability, and suitability for different types of construction projects. Price was another important factor because the cement market is highly competitive and price-sensitive. Project clients often compare prices across cement brands before making purchase decisions, so pricing needs to balance competitiveness, quality, transportation costs, project size, and profitability. Place was also clearly visible through ACL's distribution and supply system, as timely delivery of cement is very important for construction projects. If cement is not supplied on time, it can delay the work of contractors and affect customer satisfaction. Promotion of project sales was mainly done through direct communication, client visits, cold calls, product explanations, sample testing, technical discussions, and relationship-building, rather than solely through mass advertising.

The sales concepts learned during my coursework were directly applied throughout my internship. I observed that sales is not just about convincing customers to buy a product, but about identifying the right clients, understanding their needs, communicating product value, handling objections, and maintaining long-term relationships. In project sales, the sales process begins with research and client identification, followed by cold calling, meetings, site visits, product discussions, price negotiations, sample testing, and ongoing follow-up. I learned that a salesperson must be patient, well-prepared, confident, and consistent because project clients may not make immediate decisions. Sales in the cement industry also requires strong product knowledge because clients such as contractors, engineers, and project managers often ask about cement quality, test results, strength, and suitability for specific construction work.

Procurement was another important concept I observed during the internship. In large construction and infrastructure projects, purchasing decisions are usually made through a proper procurement process. Clients may compare different suppliers based on price, quality, delivery capacity, credit terms, technical specifications, and company reputation before selecting a cement supplier. This helped me understand sales from the buyer's perspective. I realized that a salesperson must understand how procurement teams evaluate suppliers so that the company can present its offer more effectively. The procurement process also showed me the importance of

documents such as quotations, quality reports, company profiles, Bank Guarantees, cheque guarantees, Letter of Credit deposits, and other formal requirements in project-based sales.

The internship also helped me apply concepts and related strategies to pricing. Pricing decisions in project sales are more complex than regular retail sales because project clients usually purchase cement in large quantities. Price discussions depend on factors such as order volume, delivery location, competitor pricing, payment terms, transportation cost, and relationship with the client. I learned that a lower price does not always guarantee sales because clients also consider product quality, supply reliability, technical support, and trust in the company. Therefore, pricing strategy must support both customer satisfaction and company profitability.

Concepts of marketing and branding were also visible in real working situations. ACL's brand value is built through quality, consistency, trust, market presence, and relationships with contractors and project clients. I understood that in an industrial market like cement, branding is shaped not only by advertising but also by customer experience, product performance, timely delivery, and the company's ability to support large projects. A strong brand image helps the company gain confidence from clients, especially when they are choosing suppliers for important construction work.

I was also able to relate the concept of STP, which stands for Segmentation, Targeting, and Positioning. ACL serves various market segments, including individual buyers, dealers, distributors, contractors, construction companies, hydropower projects, government-related projects, and infrastructure developers. In project sales, the main target segment includes large-scale construction and infrastructure clients who require cement in bulk. ACL positions itself as a reliable and quality-focused cement brand suitable for both general construction and major projects. This helped me understand how companies do not approach all customers in the same way, but instead adjust their communication and sales approach based on the type of customer.

The concept of BTL Marketing was highly relevant to my internship because most project sales activities involved direct and targeted communication. Activities such as cold calling, client visits, project site visits, direct meetings with contractors, sample testing, and relationship-building are examples of Below-the-Line marketing. Unlike mass advertising, BTL marketing focuses on specific customers and creates direct interaction. Through this, I understood that BTL marketing

is very useful in business-to-business and project-based industries because personal communication and trust are important for sales conversion.

I also applied basic knowledge of accounts and finance during the internship. In project sales, financial processes are closely connected with sales activities. I observed processes related to Bank Guarantees, cheque guarantees, Letter of Credit deposits, payment terms, and bank-related documentation. These activities helped me understand that sales transactions, especially in large projects, require financial security and proper documentation. It also showed me the importance of coordination between the sales and finance departments to complete business deals smoothly.

Lastly, I was able to understand the importance of supply chain management in the cement industry. Cement sales do not end after receiving an order because the product must be delivered to the right place at the right time. Supply chain coordination is necessary to ensure that cement reaches construction sites without delay. This requires proper communication between sales, production, logistics, and clients. Through my internship, I learned that effective supply chain management directly affects customer satisfaction, especially in project sales where construction schedules are strict and delays can create major problems for clients.

Overall, the internship helped me understand how classroom concepts such as the 4Ps of Marketing, sales, procurement, pricing strategies, branding, STP, BTL marketing, accounts, and supply chain management are applied in real business situations. It showed me that these theories are not separate from practical work but are closely connected to daily decision-making, client communication, sales planning, and business operations.

### **3.6 SPECIAL SKILLS AND NEW KNOWLEDGE LEARNT**

During my internship, I developed several special skills and gained new knowledge that will be useful for my future career in sales, marketing, and business development.

One of the most important skills I learned was how to become a better salesperson. I understood that a good salesperson must not only speak well but also listen carefully. Understanding the client's requirement is more important than only trying to sell the product. A salesperson must know the product, understand the market, remain confident, and follow up consistently.

I also learned the importance of client management. In project sales, maintaining relationships is very important because clients may not place an order immediately. A good relationship can create future opportunities. I understood that if a company does not take care of its customers, competitors will take advantage of that gap.

Another important skill I developed was communication. Cold calling, client visits, and interaction with project stakeholders helped me improve my ability to speak professionally. I learned how to introduce the company, ask relevant questions, collect information, and respond politely even when the client was not interested.

I also gained knowledge about handling rejection. In sales, rejection is common, but it should not discourage the salesperson. Instead, rejection should be treated as part of the learning process. A salesperson must remain patient, respectful, and prepared for future opportunities.

Market research was another skill I improved during the internship. I learned how to search for project information, identify potential clients, collect relevant details, and organize data for follow-up. This helped me understand how research supports sales planning.

I also learned basic technical knowledge about cement, including the importance of cement quality, sample testing, and product suitability for different projects. This helped me understand that technical knowledge strengthens sales communication, especially when dealing with engineers, contractors, and project managers.

Furthermore, I gained practical exposure to financial and documentation-related knowledge, including Bank Guarantees, cheque guarantees, Letter of Credit deposits, and project-related payment procedures. This was new to me and helped me understand how large-scale sales transactions are secured.

## CHAPTER 4: CONCLUSION

This chapter presents the conclusion of my Co-operative Education internship at Arghakhanchi Cement Limited. It summarizes the overall internship experience, evaluates the work exposure gained during the internship, discusses the limitations of the Co-operative Studies program, and provides recommendations for the company regarding future interns.

### 4.1 SUMMARY

The Co-operative Education internship at Arghakhanchi Cement Limited was a valuable learning experience that helped me understand the practical operations of project sales in the cement industry. During the internship, I worked as a Project Sales Intern under the Project Sales Department, where I was involved in activities such as project research, cold calling, client visits, construction site visits, government and institutional office visits, cement sample testing observation, and sales-related documentation support.

The internship helped me understand that project sales is a structured and relationship-driven process. It not only involves selling cement but also includes identifying potential projects, understanding client requirements, approaching the right decision-makers, providing product and quality-related information, supporting sample testing, discussing pricing, and maintaining regular follow-ups. I also learned that in large-scale construction and infrastructure projects, factors such as product quality, timely delivery, pricing, technical reliability, payment terms, and trust play important roles in client decision-making.

Throughout the internship, I gained exposure to various project clients, including contractors, construction companies, government offices, hydropower organizations, and infrastructure stakeholders. I also learned about financial and documentation processes such as Bank Guarantees, cheque guarantees, Letter of Credit deposits, and other banking-related procedures connected to project sales.

Overall, this internship allowed me to apply my academic knowledge in a real business environment. Concepts related to sales, marketing, pricing, procurement, branding, BTL marketing, STP, accounts, and supply chain management became clearer through practical observation and involvement. The experience helped me develop professional skills such as

communication, market research, client handling, teamwork, confidence, problem-solving, and relationship management. This section builds on the internship role and responsibilities described in the original report draft.

## **4.2 EVALUATION OF THE WORK EXPERIENCE**

My work experience at Arghakhanchi Cement Limited was highly useful because it gave me direct exposure to the real working environment of a manufacturing and sales-based organization. As a Project Sales Intern, I observed how sales activities are conducted in the cement industry and how different departments contribute to successful project-based selling.

One of the most valuable aspects of the internship was field exposure. Visiting client offices, project sites, construction companies, and government-related offices helped me understand how market research and sales communication happen outside the classroom. It showed me that real business situations are often more complex than theoretical examples. Clients may not always respond immediately, project information may not always be available online, and sales opportunities require continuous effort and follow-up.

The internship also helped me understand the importance of communication in sales. Through cold calling and client interactions, I learned how to introduce the company, ask relevant questions, listen to client needs, and handle rejection professionally. I realized that a good salesperson must be confident, patient, prepared, and consistent. Sales is not only about convincing customers but also about building trust and maintaining long-term relationships.

Another important part of the work experience was understanding the role of product quality in cement sales. Since cement is directly connected to construction safety and durability, clients are careful about quality, test reports, technical specifications, and brand reliability. Observing cement sample testing and quality-related discussions helped me understand how technical assurance supports sales decisions.

I also gained exposure to the financial and documentation side of project sales. Processes such as Bank Guarantees, cheque guarantees, Letter of Credit deposits, and payment-related coordination helped me understand that sales is closely connected with finance and risk

management. In large project transactions, proper documentation is necessary to protect both the company and the client.

Overall, I evaluate my internship experience as productive, practical, and career-enhancing. It helped me improve my confidence, communication skills, market understanding, and professional discipline. It also gave me a clearer understanding of sales and business development as possible career paths.

#### **4.3 LIMITATION OF COOPERATIVE STUDIES**

Although the Co-operative Education program was highly beneficial, there were some limitations during the internship period. These limitations were mainly related to the availability of information, access to confidential data, time constraints, and limited decision-making authority as an intern.

One major limitation was the difficulty in accessing complete project information. Many ongoing and upcoming construction projects in Nepal lacked up-to-date information online. As a result, project research often required office visits, phone calls, and field visits. Even after visiting the offices, complete information was not always available because some project details were confidential or not handled by the person on site.

Another limitation was limited access to confidential company and client information. Since project sales involves pricing, client details, quotations, financial terms, Bank Guarantees, and competitive strategies, interns cannot be given full access to all internal documents. As a result, some learning was based on observation rather than direct involvement.

Time was also a limitation. Since the internship was conducted within a fixed academic period, it was not possible to observe the complete sales cycle from project identification to final order placement and delivery in every case. Project sales is often a long process that requires repeated follow-ups, negotiations, quality testing, payment discussions, and approval from different parties.

Another limitation was that, as an intern, my role was mainly supportive. I could assist in research, calls, visits, coordination, and documentation-related observation, but I could not

independently make decisions, negotiate final terms, or handle major clients directly. This is natural for an intern position, but it limited the depth of direct responsibility.

Additionally, some stakeholders and offices were not always responsive during calls or visits. This made research and client communication more challenging. Rejection and lack of response are common in sales, but they created delays in collecting information and identifying potential opportunities.

Despite these limitations, the internship still provided a strong learning experience. The challenges helped me understand the reality of field sales, client handling, and project-based business development.

#### **4.4 RECOMMENDATIONS FOR THE COMPANY IN TERMS OF CO-OPERATIVE STUDIES**

Arghakhanchi Cement Limited provided a valuable learning environment for my Co-operative Education internship. However, the internship experience could be made more structured and effective for future interns through a few improvements.

The company could maintain a structured project database where interns can help update information about contractors, construction companies, project sites, government offices, and potential clients. This would support the Project Sales Department while also giving interns practical experience in market research and data organization.

Overall, Arghakhanchi Cement Limited is a suitable organization for Co-operative Education because it provides practical exposure to sales, marketing, research, coordination, and industrial business operations. With a more structured internship plan, and wider departmental exposure, the company can make the learning experience even more valuable for future Co-operative Education students.

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## APPENDICES

### ***Table 3: 16 Week Internship Daily Log***

**Company:** Arghakhanchi Cement Limited

**Position:** Project Sales Intern

**Internship Period:** January 7, 2026 to May 8, 2026

**Weekly Holiday:** Saturday

<b>Date</b>	<b>Day</b>	<b>Daily Work Log</b>
Jan 7, 2026	Wednesday	Joined Arghakhanchi Cement Limited as a Project Sales Intern and received orientation about the company, Project Sales Department, reporting structure, and internship responsibilities.
Jan 8, 2026	Thursday	Learned about ACL's cement products, including OPC and PPC, and understood how project sales differ from regular dealer-based sales.
Jan 9, 2026	Friday	Observed the Project Sales team's client approach process and prepared an initial list of construction companies for future visits.
Jan 11, 2026	Sunday	Researched ongoing and upcoming construction projects in Nepal and identified potential companies for project-based cement sales.
Jan 12, 2026	Monday	Visited Aashish Nirman Sewa and Ajay Nirman Sewa with the sales team to introduce Arghakhanchi Cement and understand their current project requirements.
Jan 13, 2026	Tuesday	Visited Ank Construction and Apex Makalu Builders to pitch ACL cement products and collect information about their ongoing construction work.
Jan 14, 2026	Wednesday	Visited Balkot Nirman and BG Group to understand their cement usage, existing suppliers, and possible future requirements.

Jan 15, 2026	Thursday	Visited BKOI Builders and Bonafide Construction with senior sales officers and observed client communication and product pitching methods.
Jan 16, 2026	Friday	Updated visit notes, organized client details, and prepared follow-up remarks for the companies visited during the week.
Jan 18, 2026	Sunday	Researched potential infrastructure and commercial construction clients and prepared company-wise approach notes.
Jan 19, 2026	Monday	Visited CAB and DC Builders to introduce ACL cement and collect details about their procurement process and project stage.
Jan 20, 2026	Tuesday	Visited the Department of Electricity Development (DOED) to gather hydropower-related project information and understand possible project leads.
Jan 21, 2026	Wednesday	Visited the Department of Urban Development and Building Construction (DUDBC) to understand public construction activities and collect available project information.
Jan 22, 2026	Thursday	Visited Eh Infrastructure and Elite Construction to discuss ACL's cement quality, pricing approach, and supply possibilities.
Jan 23, 2026	Friday	Prepared a weekly summary of client visits, potential leads, contact persons, and follow-up requirements for the Project Sales team.
Jan 25, 2026	Sunday	Conducted research on contractors involved in government, commercial, and hydropower-related projects.
Jan 26, 2026	Monday	Visited Gajar Mukhi Construction and Gauri Parbati Nirman Sewa to pitch ACL products and understand their purchase decision process.
Jan 27, 2026	Tuesday	Visited Ghising Construction (Dhulikhel) and discussed their project requirements, cement brand preference, and possible future demand.
Jan 28, 2026	Wednesday	Visited Gobi & Ganga and Heva A Hydropower to collect project details and introduce Arghakhanchi Cement for bulk supply consideration.

Jan 29, 2026	Thursday	Made follow-up calls to previously visited companies and recorded client responses regarding price, supplier preference, and project timing.
Jan 30, 2026	Friday	Updated the project lead database and submitted weekly progress notes to the supervisor.
Feb 1, 2026	Sunday	Prepared visit plans for builders, hydropower companies, and infrastructure clients based on project priority.
Feb 2, 2026	Monday	Visited Himalaya Builders and HM Construction to introduce ACL cement and understand their current project material requirements.
Feb 3, 2026	Tuesday	Visited Infra Pro and Isho Khola Hydropower with the sales team and observed project sales pitching for construction and hydropower clients.
Feb 4, 2026	Wednesday	Visited Jade Consultant and Jay Shree Mahalaxmi Multipurpose to understand their role in project planning and possible cement procurement links.
Feb 5, 2026	Thursday	Visited Kabindra Nirman Sewa and Kamaljit to discuss cement supply possibilities and collect contact details for follow-up.
Feb 6, 2026	Friday	Organized client visit notes and categorized leads based on immediate requirement, future requirement, and follow-up needed.
Feb 8, 2026	Sunday	Researched hydropower and infrastructure-related companies and prepared questions for upcoming client visits.
Feb 9, 2026	Monday	Visited Kanki Devi Nirman Sewa and Khadka Nirman Sewa to pitch ACL cement and understand their supplier selection criteria.
Feb 10, 2026	Tuesday	Visited Kshamadevi Construction and Lama Construction to introduce the company's cement products and collect information about current projects.
Feb 11, 2026	Wednesday	Visited Lok Priya Nirman Sewa and discussed their ongoing construction activities, cement demand, and follow-up possibilities.

Feb 12, 2026	Thursday	Researched and collected project information related to the Lumbini Region for potential sales expansion and construction project leads.
Feb 13, 2026	Friday	Prepared a weekly report on company visits, client responses, and potential project sales opportunities.
Feb 15, 2026	Sunday	Reviewed previous client responses and prepared follow-up plans for companies showing possible interest in ACL cement.
Feb 16, 2026	Monday	Visited MCC & ADB-related project sources to identify infrastructure projects and understand donor-funded construction opportunities.
Feb 17, 2026	Tuesday	Visited Mountain Infra and Nepal Adarsh Nirman to introduce Arghakhanchi Cement and understand their current cement supplier relationships.
Feb 18, 2026	Wednesday	Visited Nita Engineering Hydropower and discussed hydropower project cement requirements and quality expectations.
Feb 19, 2026	Thursday	Visited Paramax Construction and Parasamsha Construction (Bharatpur) to pitch ACL cement and collect project-related information.
Feb 20, 2026	Friday	Updated client information, prepared follow-up notes, and discussed the week's visits with senior sales officers.
Feb 22, 2026	Sunday	Conducted research on construction companies that could require bulk cement supply for upcoming projects.
Feb 23, 2026	Monday	Visited Pathivara Construction and PR Construction to introduce ACL cement products and understand their procurement process.
Feb 24, 2026	Tuesday	Visited Rabina Construction and Rayamajhi Construction to discuss cement supply possibilities and collect contact details.
Feb 25, 2026	Wednesday	Visited Religare Construction and RJ Construction to pitch Arghakhanchi Cement and observe client objections related to price and existing suppliers.

Feb 26, 2026	Thursday	Followed up with selected construction companies and recorded responses related to project stage and possible cement demand.
Feb 27, 2026	Friday	Prepared a weekly summary of project leads, client interest level, and companies requiring future follow-up.
Mar 1, 2026	Sunday	Prepared company profiles and visit priorities for the next phase of project sales visits.
Mar 2, 2026	Monday	Visited Roshan Construction and Sanima Hydropower to introduce ACL cement and understand technical and quality expectations.
Mar 3, 2026	Tuesday	Visited Sayana Construction and Sharma & Company with senior sales officers and observed professional project sales discussions.
Mar 4, 2026	Wednesday	Visited Sherpa Hydropower and discussed project requirements, cement quality needs, and procurement-related decision processes.
Mar 5, 2026	Thursday	Visited Shivalaya Builders and Sonam Infra to pitch ACL cement and collect information about upcoming construction requirements.
Mar 6, 2026	Friday	Updated the client database and prepared notes on project stage, decision-makers, and follow-up timing.
Mar 8, 2026	Sunday	Researched hydropower developers and infrastructure companies for a future client approach.
Mar 9, 2026	Monday	Visited Summit Energy Solution and Swayambhu Construction to discuss possible cement requirements for energy and construction-related projects.
Mar 10, 2026	Tuesday	Visited Synergy Builders and Thodong Construction to introduce ACL cement and understand their supplier selection process.
Mar 11, 2026	Wednesday	Visited Tundi Construction and discussed project-based cement supply, pricing expectations, and future follow-up possibilities.
Mar 12, 2026	Thursday	Observed cement sample testing procedures related to project sales and understood how quality reports support client confidence.

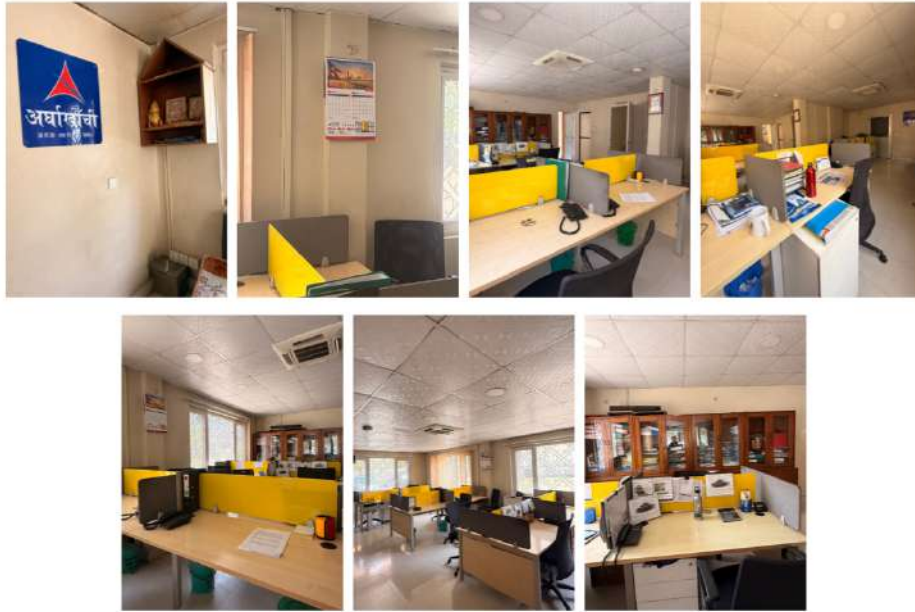
Mar 13, 2026	Friday	Prepared notes on cement quality testing and updated the sales team on clients who may require sample submission.
Mar 15, 2026	Sunday	Reviewed hydropower-related leads and prepared approach notes for remaining project clients.
Mar 16, 2026	Monday	Visited Upper Mine (Ilam) project-related contacts and collected information about cement demand and supply expectations.
Mar 17, 2026	Tuesday	Visited Vision Lumbini Urja to introduce ACL cement and understand hydropower project procurement requirements.
Mar 18, 2026	Wednesday	Visited Worldwide Construction and Zambala Construction to pitch ACL cement and collect follow-up information.
Mar 19, 2026	Thursday	Made follow-up calls to hydropower and construction companies visited earlier and updated client response status.
Mar 20, 2026	Friday	Summarized all project sales visits completed so far and categorized clients according to interest, future demand, and follow-up priority.
Mar 22, 2026	Sunday	Reviewed project sales documents and learned about quotations, client records, and sales follow-up formats.
Mar 23, 2026	Monday	Observed documentation related to Bank Guarantee and cheque guarantee processes used in project-based cement sales.
Mar 24, 2026	Tuesday	Learned about Letter of Credit deposit procedures and how banking processes support secure transactions with large clients.
Mar 25, 2026	Wednesday	Assisted in organizing sales and banking-related documents under supervision.
Mar 26, 2026	Thursday	Observed coordination between the Project Sales team and finance department for payment security and client documentation.
Mar 27, 2026	Friday	Prepared a short learning note on how financial documentation supports project sales and client trust.
Mar 29, 2026	Sunday	Researched competitor cement brands, pricing practices, and market presence among project-based clients.

Mar 30, 2026	Monday	Contacted selected previously visited companies to understand their current cement supplier and purchase preference.
Mar 31, 2026	Tuesday	Compared client responses based on price, quality, delivery reliability, and relationship with existing suppliers.
Apr 1, 2026	Wednesday	Participated in client follow-up planning and helped identify companies requiring second contact or future visits.
Apr 2, 2026	Thursday	Updated the list of active, potential, and low-priority project leads based on client response and project stage.
Apr 3, 2026	Friday	Prepared a weekly report on competitor observations, client objections, and project sales opportunities.
Apr 5, 2026	Sunday	Reviewed the full project visit database and checked missing contact details, project status, and follow-up remarks.
Apr 6, 2026	Monday	Made follow-up calls to construction companies where ACL cement had been introduced during earlier visits.
Apr 7, 2026	Tuesday	Recorded common client objections, including existing supplier relationships, price comparison, and delayed project timelines.
Apr 8, 2026	Wednesday	Observed how senior sales officers handled rejection professionally and maintained future relationship opportunities.
Apr 9, 2026	Thursday	Assisted in preparing follow-up reminders for companies that showed future interest but no immediate requirement.
Apr 10, 2026	Friday	Updated the lead tracking sheet and reviewed sales progress with the supervisor.
Apr 12, 2026	Sunday	Organized project sales information by company type, including builders, contractors, hydropower companies, and institutional sources.
Apr 13, 2026	Monday	Assisted the sales team in preparing a final summary of visited companies and possible future leads.

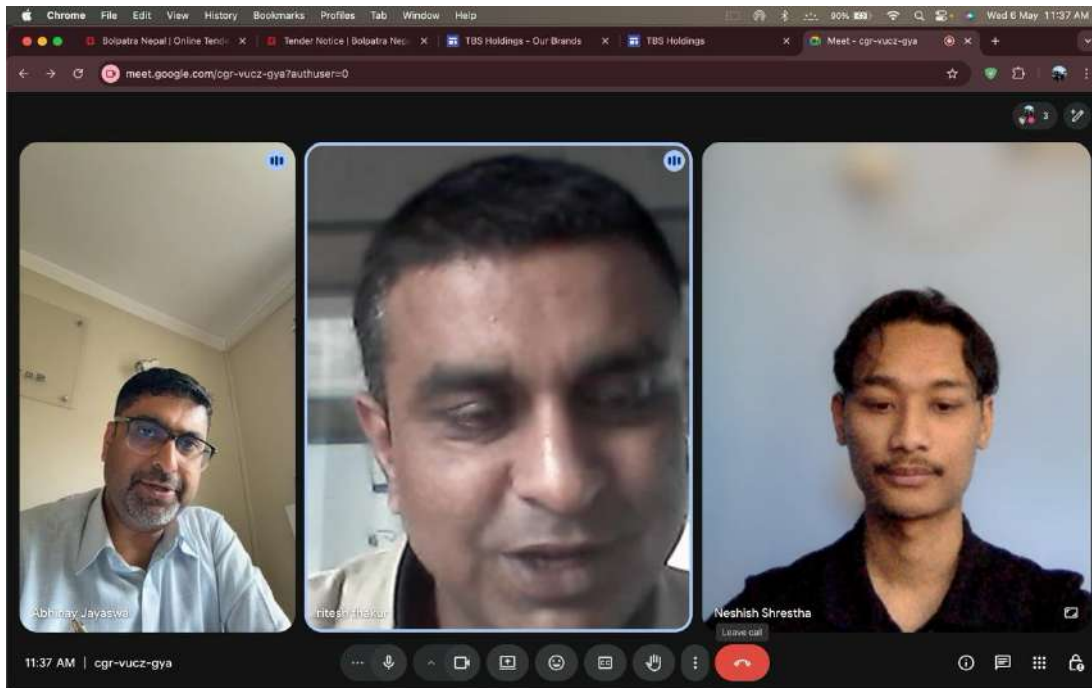
Apr 14, 2026	Tuesday	Helped review client visit notes and identified which companies required additional sales follow-up.
Apr 15, 2026	Wednesday	Assisted in organizing confidential project-related information under supervision and prepared handover notes.
Apr 16, 2026	Thursday	Followed up with selected stakeholders and updated project status information before transfer to the factory.
Apr 17, 2026	Friday	Prepared a final summary of project sales activities completed before shifting to ACL's factory in Butwal.
Apr 19, 2026	Sunday	Started work exposure at ACL's factory in Butwal and received orientation about factory operations, production flow, and departmental coordination.
Apr 20, 2026	Monday	Observed the production process and learned how raw materials move through different stages before cement is produced.
Apr 21, 2026	Tuesday	Learned about production planning and how daily production targets are connected with sales demand and supply requirements.
Apr 22, 2026	Wednesday	Observed coordination between the production department and dispatch team to understand how finished cement is prepared for delivery.
Apr 23, 2026	Thursday	Assisted in understanding supply chain activities, including order processing, stock movement, dispatch planning, and delivery coordination.
Apr 24, 2026	Friday	Learned how logistics and transportation planning support timely cement supply to dealers, distributors, and project clients.
Apr 26, 2026	Sunday	Observed procurement-related activities and understood how materials, spare parts, and factory requirements are managed.
Apr 27, 2026	Monday	Learned about the procurement process, including supplier coordination, purchase requirements, internal approvals, and documentation.

Apr 28, 2026	Tuesday	Observed how inventory records are maintained and how stock availability affects production and dispatch planning.
Apr 29, 2026	Wednesday	Assisted in understanding the relationship between procurement, production, warehouse, and supply chain departments.
Apr 30, 2026	Thursday	Observed quality control procedures at the factory and learned how cement quality is monitored before dispatch.
May 1, 2026	Friday	Reviewed how factory operations support project sales by ensuring product availability, quality consistency, and timely supply.
May 3, 2026	Sunday	Observed dispatch documentation and learned how delivery records, loading details, and transport coordination are managed.
May 4, 2026	Monday	Learned how production output, inventory level, and customer demand are balanced to avoid supply delays.
May 5, 2026	Tuesday	Observed coordination between factory departments and head office teams for order fulfillment and operational updates.
May 6, 2026	Wednesday	Prepared notes on factory learning, including production, procurement, supply chain, quality control, and dispatch processes.
May 7, 2026	Thursday	Discussed overall factory exposure with the supervisor and reviewed how different departments contribute to company operations.
May 8, 2026	Friday	Completed the internship period and finalized the overall work log, learning summary, and contribution notes.

**Figure 6: Working Environment at ACL**



**Figure 7: KCM Faculty and Job Supervisor Meeting**



*Figure 8: Kantipur Conclave Event (Agrakhanchi Sponsor)*

