



Cooperative Education Report

Understanding Marketing Operations and Brand Promotion Practices
at Chaudhary Group

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**This report is submitted in partial fulfillment of the
requirements for Cooperative Education
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Title: Understanding Marketing Operations and Brand Promotion Practices at Chaudhary Group

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We have approved this Cooperative Report as a partial fulfillment of the
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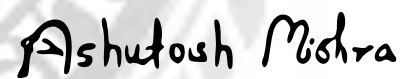
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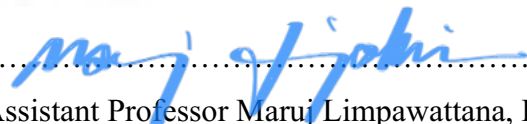
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Abstract

This Co-Operative Education report presents the experience and learning outcomes gained during the internship at CG Developers, the real estate division of Chaudhary Group, where I worked as a Sales and Marketing Intern. The internship provided practical exposure to marketing, customer engagement, project coordination, and operational activities within the real estate development sector. During the internship period, I was involved in projects such as CG Hills Premium and participated in activities including market research, lead generation, customer inquiry handling, site visit coordination, event participation, and pre-handover inspection support. These experiences provided valuable insight into how marketing strategies, CRM, and operational processes are applied within a large corporate organization.

The main objectives of this Co-Operative Education study are: (1) to apply theoretical knowledge gained through academic coursework in practical workplace situations, (2) to develop a better understanding of sales and marketing practices within the real estate industry, and (3) to gain professional experience in areas such as market research, customer analysis, communication, project coordination, and business operations.

This report describes the internship activities, responsibilities, and learning experiences gained throughout the Co-Operative Education program. It includes an overview of the organization, key responsibilities performed, coordination with colleagues, application of academic knowledge, skills developed, and challenges encountered during the internship. The report also presents observations regarding organizational practices, proposed solutions, recommendations, and the overall learning outcomes achieved through the experience.

Keywords: *Marketing Internship, Market Research, Real Estate Marketing, Feasibility Analysis*

Acknowledgement

I would like to express my sincere gratitude to **Chaudhary Group** for providing me with the opportunity to undertake my cooperative education internship as a Marketing Intern. This internship has provided me with valuable practical exposure and allowed me to develop a deeper understanding of marketing practices within a professional corporate environment.

I would like to extend my heartfelt appreciation to my **Job Supervisor, Mr. Anuj Shrestha**, for his continuous guidance, support, and encouragement throughout the internship period. His mentorship and willingness to share professional insights have greatly contributed to my learning experience and helped me understand the practical aspects of marketing and business operations.

I am also sincerely thankful to my **Academic Advisor, Mr. Bikash Dahal**, for his valuable guidance and support during the preparation of this cooperative education report. His academic advice and encouragement have played an important role in shaping this study.

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Table of Contents

Abstract iii

Acknowledgement iv

List of Figures vii

List of Abbreviations viii

Chapter 1: Introduction 1

1.1 Company Profile 1

1.1.1 Mission of the Company 2

1.1.2 Vision of the Company 2

1.1.3 Strategies of the Company 3

1.2 Organizational Structure 3

1.2.1 Diagram of the Organizational Structure 4

1.2.2 Your Job Position 4

1.2.3 Your Job Position in the Company’s Organizational Structure 5

1.3 Your Intention and Motivation to Choose this Company 5

1.4 Strategic Analysis of the Company 6

1.5 Objectives of this Co-operative Studies 8

Chapter 2: CO-OP Study Activities 9

2.1 My Job Description 9

2.2 My Job Responsibilities 10

2.3 Activities in Coordinating with Co-Workers 15

2.4 Job Process Diagram 15

2.5 Contributions as a Co-Op Student in the Company 18

Chapter 3: Learning Process 19

3.1 Problems/Issues of the Company 19

3.2 Proposed Solutions to the Identified Problems 20

3.3 Solutions to Problems and Recommendations to the Company 21

3.4 Learning Outcome from the Co-Op Studies 21

3.5 Application of the Knowledge from Coursework to the Real Working Situation 22

3.6 Special Skills and New Knowledge I Learned from this Co-Op Studies 23

Chapter 4: Conclusion 25

4.1 Summary of Highlights of My Co-Op Studies at Chaudhary Group 25

4.2 My Evaluation of the Work Experience 25

4.3 Limitation of the Co-Op Studies 26

4.4 Recommendations for the Company 26

Appendix	28
Weekly Internship Tracker	28
Photo Gallery	37



List of Figures

Figure 1: Chaudhary Group Logo

Figure 2: CG Developers Logo

Figure 3: Organizational Structure of CG Developers

Figure 4: SWOT Analysis of CG

Figure 5: Survey Response Dashboard for Market Analysis

Figure 6: Prospective Customer Database Developed for Lead Generation

Figure 7: Participation in the NRNA Conference for Project Promotion & CG Corporate Event

Figure 8: Field Observation of Potential Residential Development Area

Figure 9: Pre- Handover Villa Inspection & Quality Assessment

Figure 10: Job Process for Market Research and Customer Analysis

Figure 11: Job Process for Lead Generation and Marketing Support

Figure 12: Job Process for Customer Interaction and Event Participation

Figure 13: Job Process for Site Visit and Field Observation Process

Figure 14: Job Process for Pre-Handover Inspection and Quality Assessment

Figure 15: Job Process for Coordination and Reporting

Figure 16: Internship Workspace and Official Identification

Figure 17: Glimpses of the CG Developers Office

Figure 18: Co-Operative Education Final Presentation Session

List of Abbreviations

Abbreviation	Full Form
CG	Chaudhary Group
CRM	Customer Relationship Management
HR	Human Resource
HRPD	Human Resource and Personality Development
IMC	Integrated Marketing Communications
NRNA	Non-Resident Nepali Association
NRN	Non-Resident Nepali
STP	Segmentation, Targeting, Positioning
SWOT	Strengths, Weaknesses, Opportunities, Threats

Chapter 1: Introduction

This chapter presents the study's context and gives a summary of the organization where the cooperative education internship was conducted. It contains a brief overview of the Chaudhary Group, including its mission, vision, and overall business strategy. The chapter also describes the role held throughout the internship and shows the company's organizational structure. The reasons for selecting this firm for the cooperative education program are also covered, and a strategic study of the business comes next. The chapter concludes by summarizing the goals and importance of the cooperative education study.

1.1 Company Profile

Chaudhary Group (CG) is one of the largest and most diversified business conglomerates in Nepal. Established in 1968 by Binod Chaudhary, CG has grown from a traditional trading business into a multinational corporation with a strong presence across various industries. Its business operations span sectors such as Fast-Moving Consumer Goods (FMCG), hospitality, banking and finance, real estate, cement, electronics, energy, and education.

Over the years, CG has expanded its footprint beyond Nepal and currently operates in more than 30 countries. The organization is widely recognized for its commitment to innovation, quality, and strategic expansion. One of its most globally recognized brands, Wai Wai, has established a strong international presence and reflects the group's capability to compete in global markets.



Figure 1: Chaudhary Group Logo

In addition to its consumer-focused businesses, CG has made significant investments in real estate and infrastructure development. Through its various subsidiaries and divisions, the group has been involved

in the development of residential projects, commercial complexes, and hospitality ventures, contributing to urban development and economic growth in Nepal.

Among its diversified business sectors, this cooperative education (CO-OP) internship was undertaken within the real estate division of the group, specifically under CG Developers, which focuses on residential and commercial development projects.



Figure 2: CG Developers Logo

1.1.1 Mission of the Company

The mission of Chaudhary Group (CG) is to understand consumer insights and meet their needs by delivering safe, effective, and world-class products and services. The organization aims to build strong and long-term relationships by integrating its dealers, distributors, retailers, suppliers, and joint venture partners into the CG ecosystem.

CG is also committed to recruiting, developing, and retaining highly capable talent by providing a challenging and growth-oriented work environment. The company strives to foster a strong sense of ownership, unity, and responsibility among its employees while maintaining high standards of corporate governance.

Furthermore, CG aims to emerge as a model corporate institution by contributing significantly to the economic and social development of Nepal. With a long-term vision of becoming one of the most admired companies, the group continues to expand its global presence while promoting Nepal in the international market.

1.1.2 Vision of the Company

To establish itself as a leading global business conglomerate with strong capabilities across key sectors such as food and beverages, financial services, infrastructure, real estate, and hospitality. The organization aims to achieve sustained growth and position itself among the leading companies in Asia.

1.1.3 Strategies of the Company

The strategies of CG are focused on achieving long-term growth, diversification, and value creation across its business operations. The key strategies of the company include:

- **Diversification Strategy**

CG operates across multiple sectors such as FMCG, hospitality, real estate, and financial services to reduce risk and ensure sustainable growth.

- **Global Expansion Strategy**

The company focuses on expanding its presence internationally by entering new markets and strengthening its global distribution network.

- **Customer Value Creation**

CG emphasizes delivering high-quality products and services that meet consumer needs and enhance customer satisfaction, which is a core guiding principle of the organization.

- **Strategic Partnerships and Alliances**

The group collaborates with international partners, suppliers, and joint ventures to strengthen its operational capabilities and market reach.

- **Human Resource (HR) Development**

CG focuses on attracting, developing, and retaining skilled human resources while promoting a strong organizational culture based on teamwork and ownership.

- **Contribution to Economic and Social Development**

The company actively contributes to national economic growth by creating employment opportunities and engaging in social responsibility initiatives.

1.2 Organizational Structure

The organizational structure of CG reflects its diversified business operations across multiple sectors and subsidiaries. As a large conglomerate, CG follows a structured hierarchy with top-level management overseeing various business divisions, each operating with a degree of autonomy. Among these divisions, CG Developers represents the real estate arm of the organization, focusing on residential and commercial development projects. This section presents an overview of the organizational structure, with particular emphasis on the division in which my internship was undertaken.

1.2.1 Diagram of the Organizational Structure

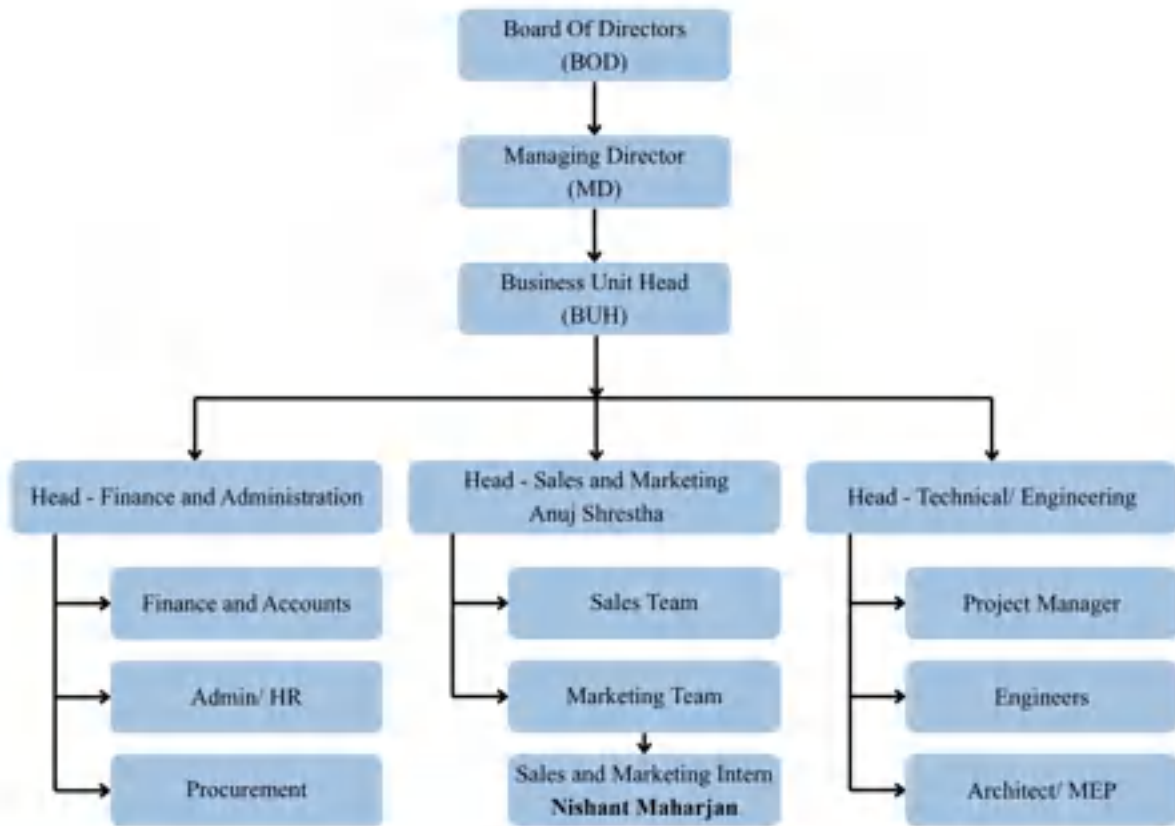


Figure 3: Organizational Structure of CG Developers

1.2.2 Your Job Position

During the cooperative education internship, the position held was Sales & Marketing Intern within the real estate division of the company. The role primarily involved assisting the marketing team in various research and coordination activities related to residential and commercial development projects.

The responsibilities associated with this position included conducting market research, identifying potential customers and corporate partners, assisting in outreach activities for advertising opportunities, and maintaining documentation related to marketing leads and communication records. The position also involved analyzing market trends, observing competitor projects, and supporting feasibility research for potential real estate developments.

Through this role, practical exposure was gained in areas such as market analysis, customer segmentation, marketing communication, and documentation of marketing-related data.

1.2.3 Your Job Position in the Company's Organizational Structure

Within the organizational hierarchy, my position functions as a supporting role within the marketing team of the real estate division. The position operates under the supervision of the job supervisor, Mr. Anuj Shrestha, who provides guidance and assigns tasks related to marketing research and project promotion activities.

Although the internship position does not involve direct decision-making authority, it provides an opportunity to assist the marketing team in various operational activities while gaining practical knowledge about how marketing functions are implemented within a large corporate organization such as Chaudhary Group. The position also allows the intern to observe how different departments collaborate in planning and executing marketing strategies for real estate development projects.

1.3 Your Intention and Motivation to Choose this Company

Selecting an appropriate organization for cooperative education is an important step in gaining meaningful practical exposure and connecting academic knowledge with real-world business practices. The decision to undertake the internship at the Chaudhary Group was primarily influenced by the organization's reputation as one of the largest and most diversified business conglomerates in Nepal. The group's strong presence across multiple industries and its contribution to the national economy made it an ideal environment to gain professional experience and understand large-scale business operations.

Another important factor that motivated the selection of this organization was the opportunity to gain exposure to the real estate development sector through CG Developers. The real estate industry in Nepal has been experiencing steady growth due to urban expansion, infrastructure development, and increasing demand for modern residential and commercial spaces. Being able to observe and participate in marketing-related activities within this sector provided a valuable opportunity to understand how real estate projects are researched, positioned, and promoted in the market.

Furthermore, working within a large corporate environment such as Chaudhary Group offers opportunities to interact with experienced professionals and observe how different departments coordinate to achieve business objectives. The internship was expected to provide practical learning in areas such as market research, customer identification, competitive analysis, and professional communication, which are essential skills for a career in marketing and business development.

Overall, the opportunity to gain practical exposure within a well-established organization, combined with the possibility of learning about real estate marketing and project development, served as the main motivation for selecting Chaudhary Group for the cooperative education internship.

1.4 Strategic Analysis of the Company

Strategic analysis helps organizations evaluate their current position in the market and identify factors that may influence their long-term growth and competitiveness. For a diversified business conglomerate such as Chaudhary Group, strategic analysis is essential in understanding both internal capabilities and external market conditions. As this cooperative education internship was conducted within the real estate development division of the organization, the strategic analysis focuses mainly on factors influencing the real estate sector and the company's ability to compete within it.

Among various strategic analysis tools, Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis is widely used to examine an organization's internal strengths and weaknesses, as well as external opportunities and threats. This framework provides a clear overview of the company's competitive position and the challenges it may face in the business environment.

Strengths:

Chaudhary Group benefits from a strong brand reputation, extensive experience, and financial stability. Its diversified portfolio across multiple industries allows it to manage risk while investing in large-scale real estate projects. The company's well-established business networks, professional management, and successful track record in residential and commercial development enhance its market credibility and operational efficiency.

Weaknesses:

Despite its strengths, the company faces challenges related to complex operations and high capital requirements. Real estate projects are resource-intensive and require long development timelines, which can delay revenue realization. Coordination across multiple divisions and dependence on market conditions for sales may also limit flexibility in project execution and pricing.

Opportunities:

The real estate sector in Nepal offers significant growth potential. Rapid urbanization, rising middle-class population, and infrastructure development in areas such as Bhaishepati, Satungal, and Bharatpur create opportunities for residential and commercial projects. Additionally, increasing interest from

Non-Resident Nepali (NRNs) and emerging marketing tools like digital platforms provide avenues for market expansion and project promotion.

Threats:

External threats include economic fluctuations, increasing competition, and regulatory challenges. Inflation, interest rate changes, and political uncertainties can affect property investment decisions. Additionally, the rise of competing developers in Kathmandu Valley and evolving government regulations on land use and construction may impact project timelines and marketing strategies.



Figure 4: SWOT Analysis of CG

Overall, the SWOT analysis highlights that while Chaudhary Group possesses strong brand value, financial capability, and market experience, it must continuously adapt to changing market conditions and increasing competition within the real estate industry. Understanding these strategic factors is essential for developing effective business strategies and ensuring long-term growth in the sector.

1.5 Objectives of this Co-operative Studies

This report presents a detailed reflection of the experiential learning gained during the Co-operative Education (Co-op) internship at Chaudhary Group (CG), specifically within CG Developers. The purpose of this report is to bridge the gap between academic knowledge and practical industry experience by documenting the tasks performed, skills developed, and insights gained during the internship period. It also highlights the application of marketing concepts in real-world business scenarios within the real estate and commercial development sector.

The main objectives of this Co-op study are:

- **To apply academic knowledge in a practical work environment:**
The internship provides an opportunity to implement theoretical concepts related to marketing, market research, and business analysis into real-world situations within the organization.
- **To gain understanding of marketing practices in the real estate sector:**
Through involvement in projects such as residential and commercial developments, the study aims to understand customer targeting, branding, and promotional strategies used in the industry.
- **To develop professional and communication skills:**
The internship helps in enhancing interpersonal communication, corporate interaction, documentation, and coordination skills required in a professional work environment.
- **To gain exposure to market research and feasibility analysis:**
By engaging in tasks such as competitor analysis, customer identification, and location-based research, the study aims to build analytical skills and understand decision-making processes in business development.

Chapter 2: CO-OP Study Activities

2.1 My Job Description

During my internship at Chaudhary Group under the CG Developers division, I worked as a Sales and Marketing Intern, where my primary role was to support the planning, research, and execution of real estate marketing activities. My position was centered around assisting in market research, lead generation, project positioning, and customer engagement strategies for residential projects such as CG Hills Premium and upcoming apartment developments.

The role provided me with practical exposure to the real estate development process from a marketing perspective, where I was involved in analyzing market feasibility, understanding customer behavior, and identifying potential buyers. A significant part of my responsibility included conducting area-based research, particularly for new project planning in locations such as Satungal, where I assessed demographic profiles, infrastructure development, land pricing, rental trends, and overall market potential.

In addition to research-oriented tasks, I was also engaged in direct marketing activities, including assisting in lead generation strategies, preparing outreach plans targeting potential homebuyers, and supporting promotional campaigns. I gained hands-on experience in interacting with prospective clients during events and site visits, where I explained project features, housing categories, and value propositions.

Furthermore, my role extended to operational exposure, where I participated in site inspections and pre-handover evaluations of residential units. This allowed me to understand the quality standards, finishing requirements, and coordination between construction and marketing teams before delivering properties to clients.

Overall, my position as a Sales and Marketing Intern enabled me to bridge theoretical knowledge from my BBA program with real-world applications in real estate marketing, customer analysis, and project planning, while contributing to the company's objective of effectively positioning and selling its residential developments.

2.2 My Job Responsibilities

My key responsibilities as a Sales and Marketing Intern at Chaudhary Group under CG Developers were diverse and practical in nature, providing me with exposure to both strategic and operational aspects of real estate marketing. My responsibilities extended beyond routine tasks and involved active participation in research, planning, and execution phases of various projects. The major responsibilities were as follows:

A. Market Research and Customer Analysis

One of my primary responsibilities was conducting market research and customer analysis to support project planning and marketing activities. This involved studying residential locations, housing colonies, and apartment communities to understand market demand, customer preferences, and the competitive environment. I analyzed factors such as accessibility, surrounding infrastructure, availability of essential services, demographic characteristics, and lifestyle patterns of residents.

In addition, I assisted in identifying potential customer segments by observing housing trends and evaluating the suitability of different customer groups for premium residential projects. The research findings provided useful insights into buyer behavior and helped support marketing and customer targeting initiatives.

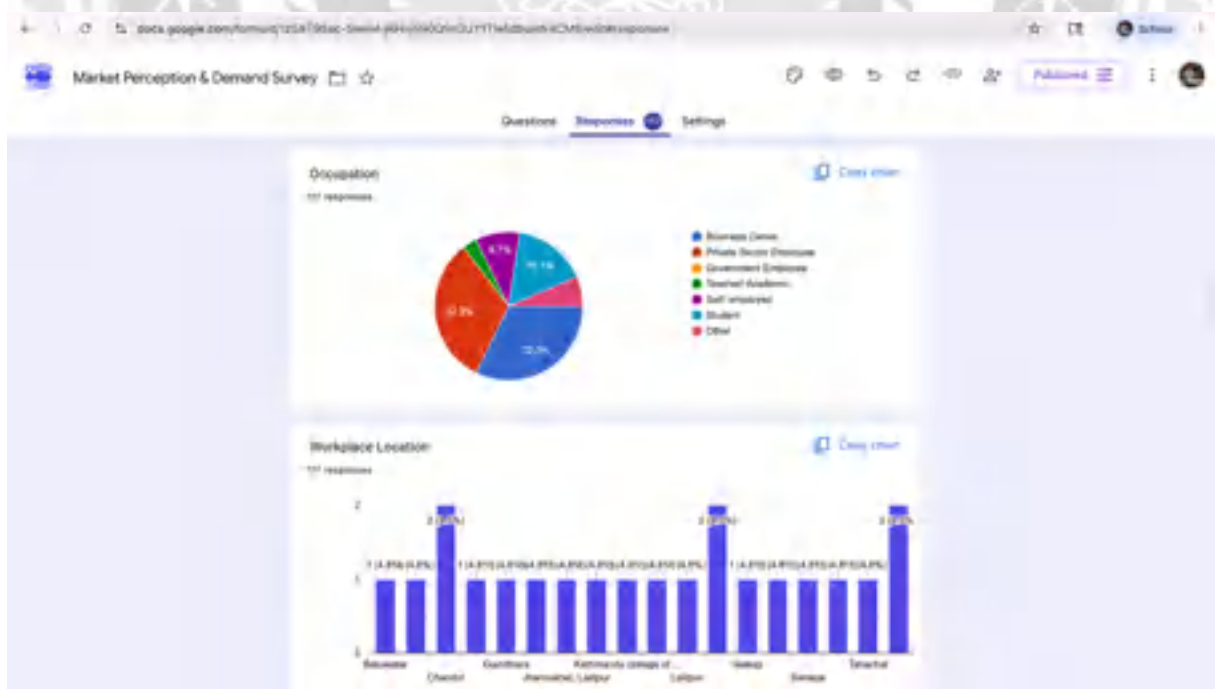
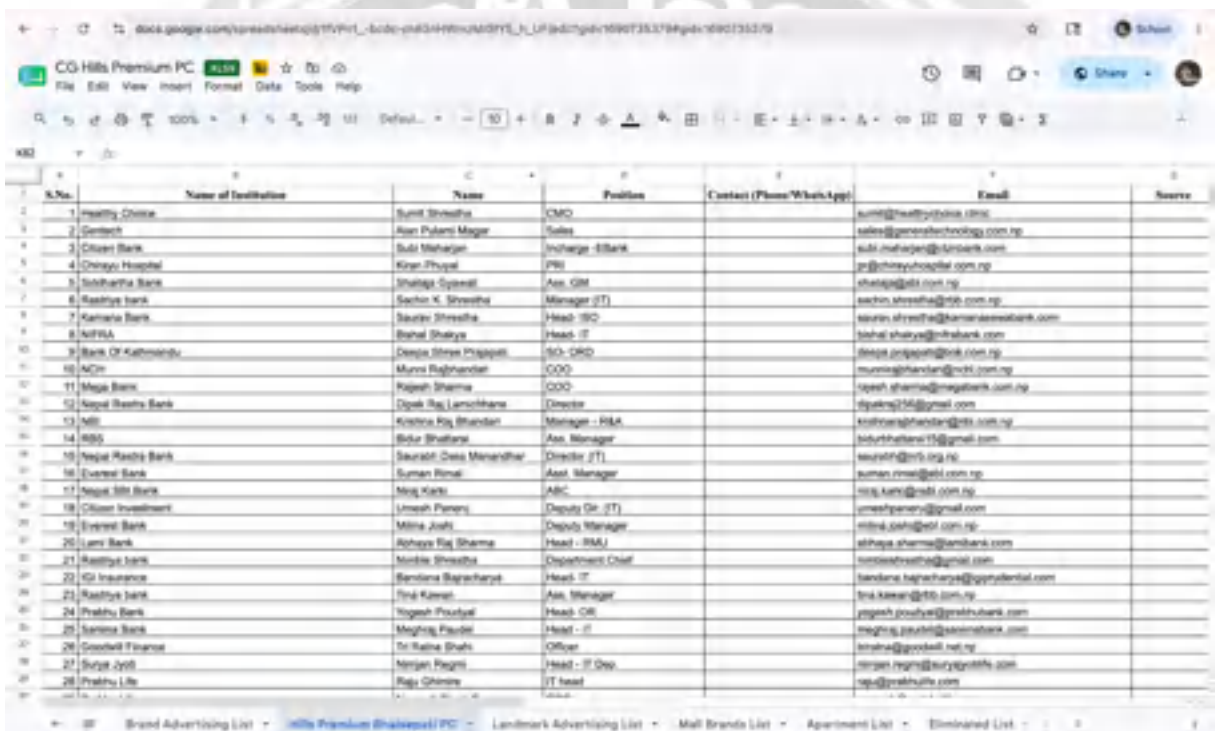


Figure 5: Survey Response Dashboard for Market Analysis

B. Lead Generation and Marketing Support

I supported lead generation and marketing activities aimed at increasing project awareness and identifying prospective customers. This included researching potential customer sources, studying existing residential communities, and exploring opportunities for targeted outreach. I also contributed ideas for localized promotional activities and customer engagement approaches that could help strengthen project visibility.

Through this responsibility, I gained practical exposure to how real estate companies attract, engage, and nurture potential buyers through planned marketing efforts and customer-focused strategies.



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1	Healthy Clinic	Sunit Shrestha	CMO		sunit@healthyclinic.com	
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4	Chang Hospital	Kiran Thapa	PM		pr@chnghospital.com.np	
5	Siddhanta Bank	Shruti Sanyal	Asst. GM		shruti@sb.com.np	
6	Rasthya Bank	Sachin K. Shrestha	Manager (IT)		sachin.shrestha@rb.com.np	
7	Kamaria Bank	Saurin Shrestha	Head - ITO		saurin.shrestha@kamariabank.com	
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17	Nepal SBI Bank	Hing Karki	ABC		hing.karki@sbi.com.np	
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19	Everest Bank	Milina Joshi	Deputy Manager		milina.joshi@eb.com.np	
20	Laxmi Bank	Rohaya Rij Sharma	Head - HRM		rohaya.sharma@laxmibank.com	
21	Rasthya Bank	Nandini Shrestha	Department Chief		nandini.shrestha@gmail.com	
22	IGI Insurance	Sandhya Bajracharya	Head - IT		sandhya.bajracharya@igidental.com	
23	Rasthya Bank	Trina Karki	Asst. Manager		trina.karki@rb.com.np	
24	Prabhu Bank	Yogesh Poudyal	Head - CB		yogesh.poudyal@prabhubank.com	
25	Sarvika Bank	Meghna Poudyal	Head - IT		meghna.poudyal@sarvikabank.com	
26	Goodwill Finance	Dr. Ratna Shah	Officer		ratna@goodwill.net.np	
27	Surya Life	Nirjan Rajni	Head - IT Dev		nirjan.rajni@suryalife.com	
28	Prabhu Life	Raja Sharma	IT head		raj@prabhulife.com	

Figure 6: Prospective Customer Database Developed for Lead Generation

C. Customer Interaction and Event Participation

Customer engagement formed an important part of my internship experience. I participated in promotional activities and represented CG Hills Premium during events such as the Non-Resident Nepali Association (NRNA) Conference. My role involved interacting with visitors, sharing project information, explaining villa categories and key features, and addressing general customer inquiries.

This responsibility provided valuable exposure to customer-facing activities and allowed me to observe how prospective buyers evaluate residential projects. It also helped me develop professional

communication skills while gaining a deeper understanding of customer expectations, concerns, and purchasing considerations in the real estate sector.



Figure 7: Participation in the NRNA Conference for Project Promotion & CG Corporate Event

D. Site Visits and Field Observation

As part of my internship, I conducted site visits and field observations to gain a practical understanding of project locations and surrounding environments. During these visits, I observed factors such as road accessibility, transportation connectivity, neighborhood characteristics, commercial activities, and nearby social infrastructure.

These observations helped me understand the importance of location in real estate development and how external environmental factors influence customer perception and project attractiveness. The experience also enabled me to relate market research findings with actual ground realities.



Figure 8: Field Observation of Potential Residential Development Area

E. Pre-Handover Inspection and Quality Assessment

I was involved in pre-handover inspection activities for completed villas, where I assisted in identifying pending works and quality-related issues prior to customer handover. This included observing construction finishing standards, documenting issues related to paint works, plumbing, electrical fixtures, aluminum fittings, and other finishing elements.

The observations were organized into structured checklists and reports to facilitate coordination among relevant teams. Through this responsibility, I gained exposure to quality control procedures and developed an understanding of the importance of maintaining construction and finishing standards before delivering projects to customers.



Figure 9: Pre- Handover Villa Inspection & Quality Assessment

F. Coordination and Reporting

Throughout the internship, I assisted in documentation, reporting, and coordination activities related to research findings, field observations, and operational updates. I prepared structured reports, maintained records of observations, and communicated with supervisors and team members to collect and verify information.

This responsibility helped me understand the importance of effective communication and information flow within an organization. It also strengthened my reporting, organizational, and professional documentation skills while exposing me to cross-functional coordination practices within a real estate development company.

Overall, the internship provided a balanced combination of research, customer engagement, marketing support, field observation, and operational coordination responsibilities. These experiences allowed me to contribute meaningfully to ongoing activities while developing a practical understanding of the real estate industry and its business processes.

2.3 Activities in Coordinating with Co-Workers

Throughout my internship at CG Developers, coordination with supervisors, team members, and other functional units played an important role in the successful completion of assigned tasks. The collaborative work environment provided valuable exposure to professional communication and teamwork within a corporate setting.

I worked closely with the Sales and Marketing team while conducting market research, analyzing customer segments, and supporting lead generation activities. Regular discussions with my supervisor helped validate research findings and align them with practical business objectives. These interactions enhanced my understanding of how marketing decisions are developed through collective input and analysis.

In addition, I coordinated with colleagues during promotional activities and events such as the NRNA Conference, where teamwork was essential for effectively communicating project information and addressing customer inquiries. Working alongside team members allowed me to observe how consistent messaging and coordination contribute to successful customer engagement.

My coordination also extended to site visits and pre-handover inspections, where I interacted with technical staff and supervisors to document pending works and quality-related observations. This exposure helped me understand the importance of cross-functional collaboration between marketing, operations, and technical teams in real estate projects.

Furthermore, I maintained regular communication with my supervisor to provide progress updates, receive feedback, and ensure the timely completion of assigned responsibilities. Through these experiences, I developed stronger interpersonal, communication, and teamwork skills while gaining a deeper appreciation for collaborative work practices in a professional environment.

2.4 Job Process Diagram

Below is a step-by-step breakdown of my key job responsibilities and the associated workflows during my internship at Chaudhary Group under CG Developers:

A. Market Research and Customer Analysis

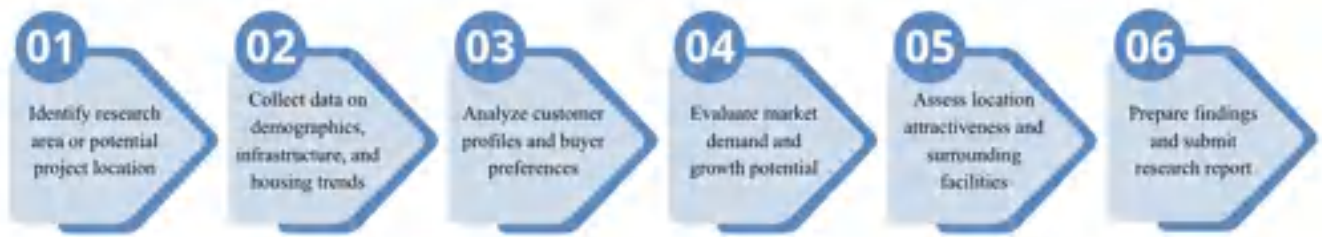


Figure 10: Job Process for Market Research and Customer Analysis

B. Lead Generation and Marketing Support

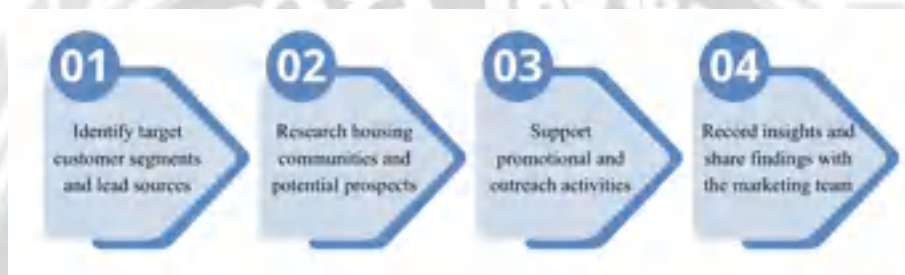


Figure 11: Job Process for Lead Generation and Marketing Support

C. Customer Interaction and Event Participation



Figure 12: Job Process for Customer Interaction and Event Participation

D. Site Visit and Field Observation Process



Figure 13: Job Process for Site Visit and Field Observation Process

E. Pre-Handover Inspection and Quality Assessment



Figure 14: Job Process for Pre-Handover Inspection and Quality Assessment

F. Coordination and Reporting

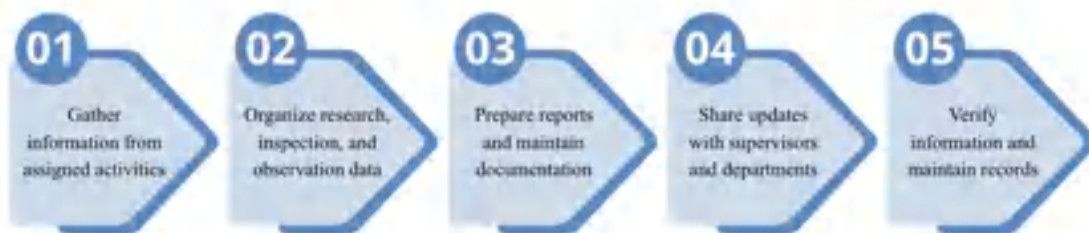


Figure 15: Job Process for Coordination and Reporting

These structured workflows enabled me to understand how different functions such as research, marketing, customer engagement, and technical inspection are interconnected in the real estate development process, enhancing both my analytical and practical skill set.

2.5 Contributions as a Co-Op Student in the Company

As a Sales and Marketing Intern at CG Developers, I contributed to various research, customer engagement, and operational support activities that assisted the team in ongoing project planning and execution. Although my role was primarily supportive in nature, it provided an opportunity to contribute meaningfully to several aspects of the organization's day-to-day functions.

One of my key contributions was supporting market research initiatives by collecting and analyzing information related to residential communities, customer preferences, and location characteristics. The findings generated through these activities helped provide insights into potential customer segments and market trends, supporting the team's understanding of target audiences within the residential real estate sector.

I also contributed to marketing and customer engagement efforts through participation in promotional activities and events. By assisting in customer interactions and providing project-related information to prospective buyers, I supported the organization's efforts to enhance project awareness and maintain effective communication with potential customers.

Another significant contribution involved assisting in pre-handover inspection activities. Through the preparation of structured checklists and documentation of pending works, I helped improve the organization and tracking of observations prior to project handover. This supported coordination among relevant teams and contributed to maintaining quality standards within the project.

In addition, I supported internal reporting and documentation processes by preparing research summaries, organizing field observations, and maintaining records of assigned activities. These efforts contributed to the availability of structured information for reference and decision-making purposes.

Overall, my contributions were focused on providing reliable support across research, customer engagement, documentation, and coordination activities. While working closely with different teams, I was able to contribute to ongoing organizational processes while simultaneously gaining valuable industry knowledge and professional experience.

Chapter 3: Learning Process

3.1 Problems/Issues of the Company

During my internship at CG Developers, I observed several operational and marketing-related challenges that are common within the real estate industry. The major issues observed are as follows:

A. Customer Follow-Up and Lead Conversion

One of the key challenges observed was converting customer inquiries into actual site visits and purchase decisions. Since customers in the premium housing segment often take longer to evaluate options and make investment decisions, maintaining consistent engagement throughout the sales process becomes crucial.

B. Coordination Between Departments

Real estate projects involve collaboration among multiple departments, including sales, site operations, technical teams, and project management. During activities such as villa inspections and handover preparation, coordination delays occasionally affected the timely flow of information and completion of pending tasks.

C. Manual Monitoring of Pending Works

During pre-handover inspections, pending works and quality-related observations were largely tracked through manual checklists and updates. Monitoring multiple units through manual processes required additional effort and made follow-up activities more time-consuming.

D. Managing Customer Information and Queries

Customers frequently requested detailed information regarding pricing, layouts, project specifications, and availability. Handling these inquiries required accurate and timely communication. Managing customer information and ensuring consistent follow-up across inquiries remained an important operational challenge within the sales process.

Overall, the issues observed were primarily related to customer management, interdepartmental coordination, and operational tracking processes, all of which directly influence efficiency and customer experience within the real estate business.

3.2 Proposed Solutions to the Identified Problems

Based on the issues observed during my internship at CG Developers, several practical solutions can be implemented to improve operational efficiency, customer management, and coordination processes.

A. Improving Customer Follow-Up and Lead Conversion

To strengthen lead conversion, the company can implement a more structured customer follow-up system. Maintaining a centralized customer database and tracking customer interactions can help the sales team provide timely follow-ups and personalized communication. In addition, targeted marketing efforts aimed at specific customer segments can improve the quality of leads and increase conversion opportunities.

B. Strengthening Interdepartmental Coordination

Coordination between sales, operations, and technical teams can be improved through regular progress updates and clearly defined communication channels. Establishing a structured reporting system for project updates and pending tasks can help ensure that information is shared efficiently among departments and reduce delays in decision-making and task completion.

C. Enhancing Monitoring and Documentation Processes

The efficiency of pending work monitoring and inspection activities can be improved through greater use of digital tools and standardized reporting formats. Digital checklists and centralized tracking systems can help maintain accurate records, improve accountability, and simplify the monitoring of project progress and handover readiness.

D. Improving Customer Information Management

Managing customer inquiries can be made more effective through organized customer information systems and standardized communication procedures. Maintaining updated project information, response templates, and customer records can help ensure that inquiries are handled accurately and consistently while improving the overall customer experience.

Overall, the implementation of structured communication systems, improved coordination practices, and digital monitoring tools can enhance both operational efficiency and customer satisfaction. These improvements can support CG Developers in delivering a more streamlined and customer-focused real estate experience.

3.3 Solutions to Problems and Recommendations to the Company

Based on my observations and learning experience during the internship, I would like to provide the following recommendations that could support the continued growth and operational effectiveness of CG Developers.

A. Strengthen Data-Driven Marketing

Utilize customer data, market insights, and buyer behavior analysis to support more targeted marketing strategies and improve decision-making.

B. Expand Digital Engagement

Increase the use of digital marketing, virtual project presentations, and online customer engagement initiatives to reach a wider audience, particularly NRNs and younger buyers.

C. Leverage Cross-Brand Opportunities

Collaborate with other CG Group businesses to create integrated offerings and enhance the overall customer value proposition.

D. Enhance Customer Experience

Continue improving customer communication, site visit experiences, and post-purchase support to strengthen customer satisfaction and trust.

E. Invest in Process Digitalization

Adopt more digital tools for customer management, reporting, and project coordination to improve operational efficiency and service quality.

3.4 Learning Outcome from the Co-Op Studies

The internship at CG Developers provided me with valuable practical exposure to the real estate industry and helped bridge the gap between academic learning and professional practice. Through my involvement in marketing, customer engagement, project coordination, and operational activities, I gained a deeper understanding of how different business functions work together to achieve organizational objectives.

One of the key learning outcomes was understanding the importance of customer-centric approaches in the premium real estate sector. I learned how effective communication, responsiveness, and relationship management influence customer experience and purchasing decisions.

The internship also enhanced my understanding of market research and customer analysis. I gained practical insights into how organizations identify potential customer segments, assess market opportunities, and develop strategies to reach their target audience.

In addition, I developed an appreciation for the importance of coordination and teamwork in project execution. Observing interactions among different departments helped me understand how collaboration and information sharing contribute to operational efficiency and successful project delivery.

Furthermore, the experience strengthened my professional skills, including communication, problem-solving, adaptability, time management, and workplace professionalism. It also increased my confidence in working within a corporate environment and handling responsibilities independently.

Overall, the internship provided meaningful industry exposure and practical learning experiences that have contributed significantly to my personal and professional development while preparing me for future career opportunities.

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

The knowledge and skills gained throughout my BBA program played a significant role in supporting my performance during the internship at CG Developers. The Co-Operative Education program provided an opportunity to apply theoretical concepts and frameworks learned in the classroom to real business situations.

One of the most relevant applications was the use of the Segmentation, Targeting, and Positioning (STP) framework in identifying potential customer groups for residential projects. While conducting market research and analyzing housing communities, I applied segmentation concepts to understand customer characteristics and evaluate suitable target markets for premium housing developments.

Knowledge gained from Integrated Marketing Communications (IMC), advertising, and brand management helped me understand how organizations communicate a consistent brand message across different channels. These concepts were useful while observing promotional activities, participating in the NRNA Conference, and understanding how CG Developers positions its projects in the premium real estate market.

The internship also allowed me to apply concepts related to consumer buying behavior. While interacting with customers and observing inquiry patterns, I gained practical insight into the factors

influencing purchasing decisions in the real estate sector, including customer needs, preferences, perceived value, and decision-making processes.

Courses such as Digital Literacy, Digital Competency, and Business Intelligence supported the use of digital tools for documentation, reporting, information organization, and data analysis. These skills helped me maintain structured records, prepare reports, and manage project-related information effectively. The concept of data-driven decision-making further highlighted the importance of accurate information in supporting business operations.

In addition, concepts learned in Principles of Management and Strategic Management enhanced my understanding of organizational coordination and workplace operations. The management functions of planning, organizing, leading, and controlling were evident in project execution, interdepartmental coordination, and task management throughout the internship.

Furthermore, the Human Resource and Personality Development (HRPD) course contributed to my professional growth by strengthening communication skills, workplace etiquette, confidence, and interpersonal effectiveness. These skills were particularly valuable while working with supervisors, colleagues, and customers in a professional environment.

Overall, the internship reinforced the practical relevance of academic learning by enabling me to apply business theories, marketing frameworks, and management concepts in real-world situations while developing professional and analytical competencies.

3.6 Special Skills and New Knowledge I Learned from this Co-Op Studies

Technical Skills Learned:

- **Professional Email Communication & Client Handling:**
Developed the ability to draft professional emails, respond to customer inquiries, and communicate project information clearly and professionally.
- **Market Research & Customer Analysis:**
Learned how to collect, organize, and analyze market information to identify customer segments and potential target markets.
- **Documentation, Reporting & Structured Tracking:**
Enhanced skills in preparing checklists, maintaining records, documenting observations, and presenting information in a structured format.

- **Coordination Across Departments & Project Teams:**

Gained experience in communicating and coordinating with sales, operations, and technical teams to support project-related activities.

- **Real Estate Industry Knowledge:**

Developed practical understanding of premium housing projects, customer preferences, pre-handover processes, and project operations.

Personal & Professional Growth

- **Confidence in Client Interactions:**

Improved confidence while interacting with customers, visitors, and professionals during meetings, events, and project discussions.

- **Time Management & Task Prioritization:**

Learned to manage multiple responsibilities efficiently by organizing tasks according to priority and deadlines.

- **Adaptability in a Corporate Environment:**

Developed the ability to adjust to workplace expectations, new responsibilities, and changing work requirements.

- **Teamwork & Responsibility Handling:**

Strengthened collaboration skills by working with different teams and taking ownership of assigned tasks.

- **Professionalism & Workplace Ethics:**

Learned the importance of accountability, punctuality, discipline, and maintaining professional conduct in the workplace.

Chapter 4: Conclusion

4.1 Summary of Highlights of My Co-Op Studies at Chaudhary Group

My Co-Operative Education experience at CG Developers provided valuable exposure to the practical workings of the real estate industry. Throughout the internship, I was involved in market research, customer communication, lead generation, project coordination, and pre-handover inspection activities, which allowed me to understand both the marketing and operational aspects of real estate development.

Some of the key highlights of the internship included conducting customer and market research, participating in promotional activities such as the NRNA Conference, assisting in customer inquiry handling, and supporting villa handover preparation through inspection and documentation processes. These experiences helped me connect academic concepts with real business practices while gaining a deeper understanding of customer engagement, project coordination, and organizational operations.

Overall, the internship provided meaningful industry exposure and contributed significantly to my professional growth and practical learning.

4.2 My Evaluation of the Work Experience

My internship at CG Developers was a highly rewarding learning experience that contributed to both my personal and professional development. The opportunity to work in a corporate environment allowed me to apply theoretical knowledge gained during my BBA studies while developing practical skills relevant to the workplace.

Through my involvement in various assignments, I improved my communication, research, coordination, and problem-solving abilities. The experience also increased my confidence in handling responsibilities independently and working collaboratively with different teams. Most importantly, it provided me with a clearer understanding of workplace expectations, professional conduct, and the real-world application of business concepts.

Overall, I consider the internship to be a valuable and enriching experience that has strengthened my career readiness and professional confidence.

4.3 Limitation of the Co-Op Studies

Although the internship was highly beneficial, there were certain limitations that affected the overall learning experience. Due to the limited internship duration, it was not possible to gain extensive exposure to all functional areas of the organization.

In addition, access to certain confidential information such as financial records, customer databases, and strategic business decisions was restricted, which limited deeper understanding of some organizational processes. As an intern, my involvement was primarily focused on supporting operational and marketing activities, resulting in limited exposure to higher-level managerial decision-making and strategic planning.

Despite these limitations, the internship provided valuable practical experience and meaningful learning opportunities.

4.4 Recommendations for the Company

Based on my observations and experience during the internship, I would like to offer the following recommendations:

- Strengthen targeted marketing initiatives to reach specific customer segments more effectively.
- Enhance Customer Relationship Management (CRM) through structured follow-up and customer tracking systems.
- Increase the use of digital tools for project monitoring, documentation, and reporting processes.
- Improve coordination and information sharing between departments during project execution and handover stages.
- Continue investing in customer experience initiatives to strengthen customer satisfaction and brand reputation.
- Explore greater cross-brand collaboration within the CG Group ecosystem to create additional value for customers.

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Appendix

Weekly Internship Tracker

Week 1

Date	Day	Work Performed
01/02	Sunday	Orientation program; introduced to CG Developers, company structure, and Sales & Marketing Department.
02/02	Monday	Reviewed CG Developers' project portfolio and gained understanding of ongoing real estate projects.
03/02	Tuesday	Studied CG Hills Premium project details, villa categories, amenities, and target market.
04/02	Wednesday	Familiarized with marketing materials, brochures, and customer communication procedures.
05/02	Thursday	Observed sales inquiry handling process and customer interaction methods.
06/02	Friday	Discussed internship objectives, reporting structure, and assigned responsibilities with supervisor.

Week 2

Date	Day	Work Performed
08/02	Sunday	Conducted preliminary market research on residential housing projects within Kathmandu Valley.
09/02	Monday	Analyzed competing housing projects and their product offerings.
10/02	Tuesday	Researched customer preferences and trends in premium residential developments.

11/02	Wednesday	Studied housing demand and customer demographics in Bhaisepati and surrounding areas.
12/02	Thursday	Sick Leave
13/02	Friday	Compiled market research findings and discussed observations with supervisor.

Week 3

Date	Day	Work Performed
15/02	Sunday	Conducted research on apartment projects and housing colonies as potential lead sources.
16/02	Monday	Identified potential customer segments for premium residential projects.
17/02	Tuesday	Studied pricing strategies and positioning of competing residential developments.
18/02	Wednesday	Assisted in collecting information regarding prospective customer profiles.
19/02	Thursday	Analyzed customer buying behavior and investment considerations in real estate.
20/02	Friday	Prepared summary report on market observations and customer segmentation.

Week 4

Date	Day	Work Performed
22/02	Sunday	Conducted area research focusing on accessibility, infrastructure, and surrounding facilities.
23/02	Monday	Evaluated schools, hospitals, transportation access, and lifestyle amenities near project sites.

24/02	Tuesday	Assisted in identifying potential marketing opportunities within targeted residential communities.
25/02	Wednesday	Leave
26/02	Thursday	Conducted field observations and documented findings for project assessment.
27/02	Friday	Sick Leave

Week 5

Date	Day	Work Performed
01/03	Sunday	Assisted in researching potential customer sources for CG Hills Premium.
02/03	Monday	Collected information on existing housing colonies and apartment communities in Kathmandu Valley.
03/03	Tuesday	Identified potential customer segments based on location and housing preferences.
04/03	Wednesday	Election (Public Holiday)
05/03	Thursday	Election (Public Holiday)
06/03	Friday	Election (Public Holiday)

Week 6

Date	Day	Work Performed
08/03	Sunday	Assisted in handling customer inquiries regarding project features and villa options.
09/03	Monday	Reviewed project brochures and marketing materials for customer communication.

10/03	Tuesday	Observed customer interactions and common questions raised by prospective buyers.
11/03	Wednesday	Assisted in sharing project information and responding to customer queries.
12/03	Thursday	Learned about customer relationship management and follow-up procedures.
13/03	Friday	Prepared records of customer inquiries and observations for reporting purposes.

Week 7

Date	Day	Work Performed
15/03	Sunday	Participated in project site visits to observe project surroundings and accessibility.
16/03	Monday	Evaluated nearby facilities including schools, hospitals, and transportation access.
17/03	Tuesday	Conducted field observations regarding neighborhood characteristics and infrastructure.
18/03	Wednesday	Sick Leave
19/03	Thursday	Documented site observations and discussed findings with the supervisor.
20/03	Friday	Assisted in preparing field observation summaries for future reference.

Week 8

Date	Day	Work Performed
22/03	Sunday	Conducted research on residential housing projects and apartment developments in Kathmandu Valley.

23/03	Monday	Collected information regarding housing communities and residential customer profiles.
24/03	Tuesday	Assisted in analyzing project positioning and competitive advantages.
25/03	Wednesday	Participated in internal discussions regarding marketing approaches and customer targeting.
26/03	Thursday	Organized collected research data and project information for reporting purposes.
27/03	Friday	Prepared weekly activity summary and discussed progress with supervisor.

Week 9

Date	Day	Work Performed
29/03	Sunday	Assisted in preparing project information and marketing materials for promotional activities.
30/03	Monday	Reviewed villa specifications, pricing structure, and project features for customer communication.
31/03	Tuesday	Participated in discussions regarding customer engagement and project promotion strategies.
01/04	Wednesday	Assisted in organizing project-related information for prospective buyers.
02/04	Thursday	Observed customer inquiries and noted common concerns and preferences.
03/04	Friday	Prepared activity notes and updated records related to marketing support tasks.

Week 10

Date	Day	Work Performed
05/04	Sunday	Assisted in preparations for participation in the NRNA Conference.
06/04	Monday	Reviewed project brochures, presentation materials, and promotional content.
07/04	Tuesday	Participated in the NRNA Conference and interacted with potential customers.
08/04	Wednesday	Explained project features, villa categories, and amenities to interested visitors.
09/04	Thursday	Assisted in recording customer inquiries and contact details collected during the event.
10/04	Friday	Prepared a summary of observations and customer feedback obtained from the conference.

Week 11

Date	Day	Work Performed
12/04	Sunday	Assisted in follow-up activities related to customer inquiries received during promotional events.
13/04	Monday	Coordinated project information and brochures for interested customers.
14/04	Tuesday	Nepali New Year Holiday
15/04	Wednesday	Conducted site visits to further understand project progress and surrounding developments.
16/04	Thursday	Documented site observations and discussed findings with team members.
17/04	Friday	Compiled customer feedback and project observations for reporting purposes.

Week 12

Date	Day	Work Performed
19/04	Sunday	Introduced to pre-handover inspection procedures for completed villas.
20/04	Monday	Participated in villa inspections and identified pending construction works.
21/04	Tuesday	Documented issues related to paint finishing, plumbing, and electrical works.
22/04	Wednesday	Assisted in recording observations related to aluminium fittings and finishing elements.
23/04	Thursday	Prepared inspection notes and organized pending work observations.
24/04	Friday	Coordinated inspection findings and submitted reports to the concerned team members.

Week 13

Date	Day	Work Performed
26/04	Sunday	Conducted pre-handover inspections of completed villas and identified pending works.
27/04	Monday	Documented issues related to paint finishing, putty work, and surface defects.
28/04	Tuesday	Recorded observations related to plumbing fixtures, water pressure, and sanitary fittings.
29/04	Wednesday	Inspected aluminium works, glass installations, and jali fittings in villas.
30/04	Thursday	Prepared house-wise snag lists and organized observations into structured reports.

01/05	Friday	Coordinated inspection findings with relevant project team members for rectification.
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Week 14

Date	Day	Work Performed
03/05	Sunday	Continued villa inspections and verification of previously identified pending works.
04/05	Monday	Monitored progress of rectification works and updated inspection records.
05/05	Tuesday	Documented structural observations including wall cracks, plaster defects, and terrace issues.
06/05	Wednesday	Inspected electrical fittings, switches, DB boxes, and fixture installations.
07/05	Thursday	Updated house-wise quality assessment reports and checklists.
08/05	Friday	Sick Leave

Week 15

Date	Day	Work Performed
10/05	Sunday	Assisted in organizing handover documentation and pending work records.
11/05	Monday	Prepared structured reports summarizing inspection observations and quality issues.
12/05	Tuesday	Coordinated with project personnel regarding completion status of outstanding works.
13/05	Wednesday	Assisted in maintaining project records and inspection tracking sheets.
14/05	Thursday	Compiled quality assessment findings for management review.

15/05	Friday	Updated documentation related to villa readiness and handover status.
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Week 16

Date	Day	Work Performed
17/05	Sunday	Began compiling internship records, reports, and supporting documentation.
18/05	Monday	Organized market research findings, site visit observations, and project reports.
19/05	Tuesday	Drafted sections of the internship report based on completed activities.
20/05	Wednesday	Reviewed internship experiences and documented key learning outcomes.
21/05	Thursday	Prepared presentation materials summarizing internship responsibilities and achievements.
22/05	Friday	Finalized internship report documentation and presentation materials for submission.

Photo Gallery



Figure 16: Internship Workspace and Official Identification



Figure 17: Glimpses of the CG Developers Office

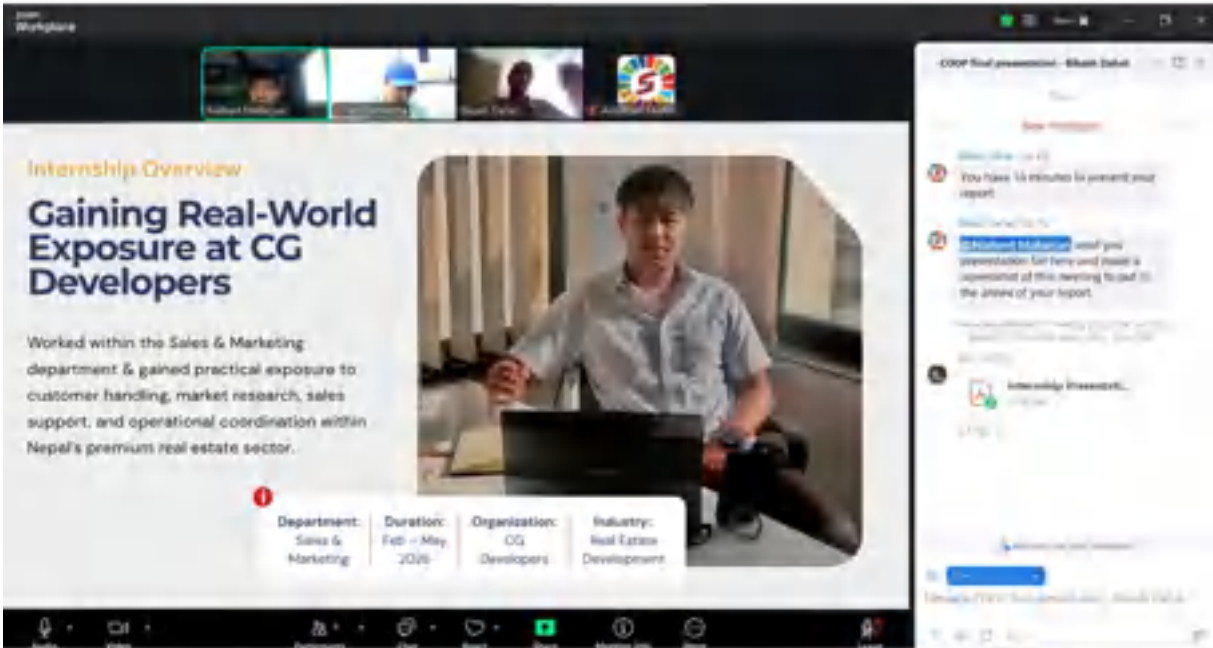


Figure 18: Co-Operative Education Final Presentation Session

