



Cooperative Education Report

SaaS Sales in Practice: A Business Development Experience at Vrit Technologies

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Title: SaaS Sales in Practice: A Business Development Experience at Vrit Technologies

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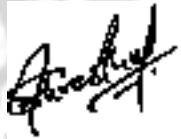
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Abstract

This cooperative education report presents my internship experience as a Sales and Business Development Intern at Vrit Technologies, an IT company focused on delivering SaaS solutions and digital products. The internship primarily centered on promoting Chairlyo, a Salon Management Software designed to improve salon operations through features such as appointment scheduling, billing, customer management, and reporting.

During the internship, I was actively involved in key stages of the sales and business development process. My work began with researching the beauty industry and identifying potential salon clients. I generated and organized leads, which were then targeted through high-volume cold calling, averaging 90 to 120 calls per day over a period of one to two weeks. In these interactions, I introduced the product, identified client needs, and positioned Chairlyo as a solution to their operational challenges. I also managed follow-ups to maintain engagement and convert interest into scheduled demos.

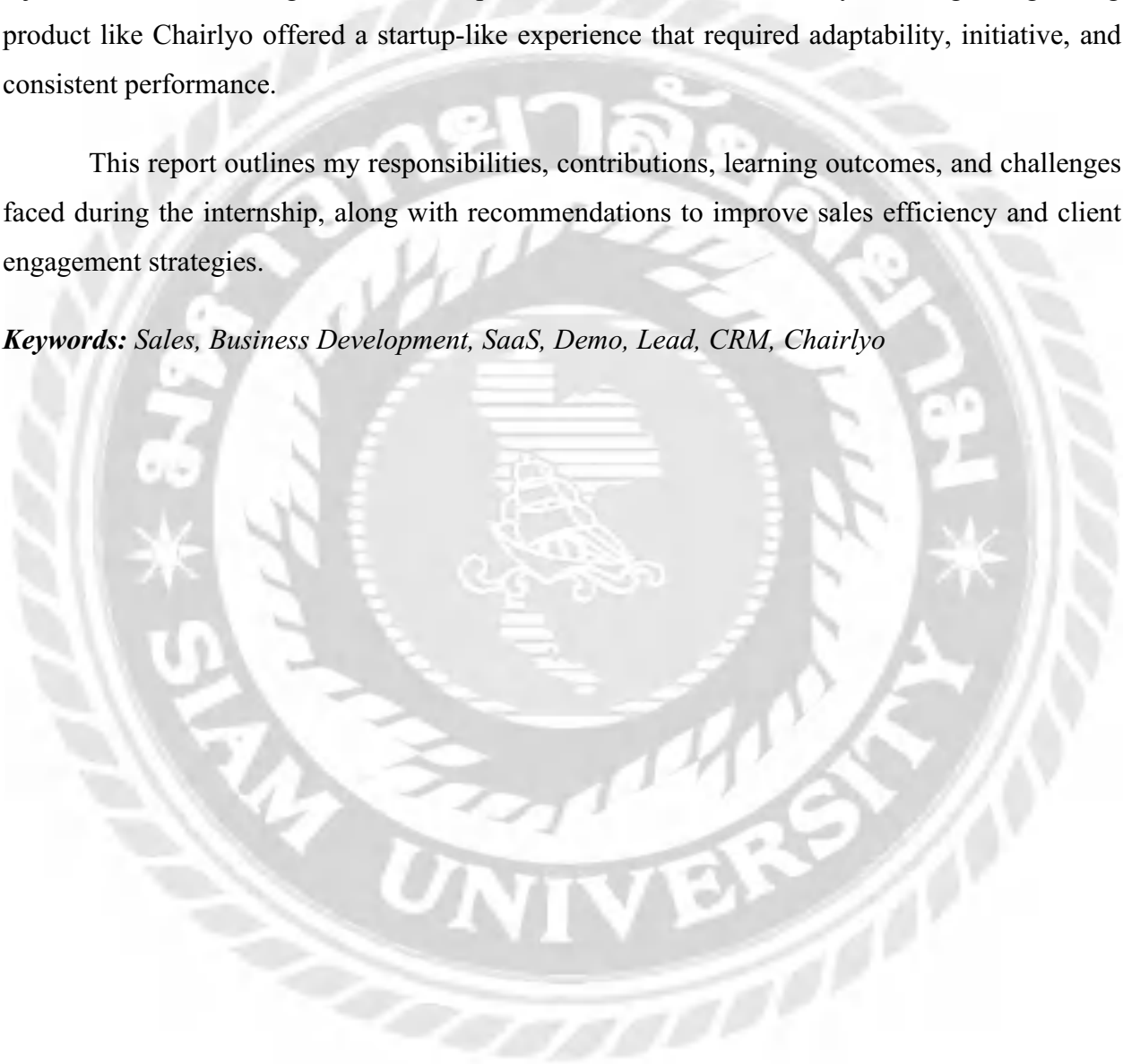
As part of the conversion process, I participated in conducting product demonstrations at client salons, where I explained the software's functionality and practical benefits. I further supported the onboarding phase by assisting in software installation and training salon staff to ensure effective usage. Alongside sales activities, I contributed to marketing efforts by creating

social media content, including visuals and client testimonials, which helped enhance brand visibility and trust.

This internship provided practical exposure to real-world sales processes, customer behavior, and SaaS product positioning. It strengthened my communication skills, ability to handle rejection, and time management in a fast-paced environment. Additionally, working on a growing product like Chairlyo offered a startup-like experience that required adaptability, initiative, and consistent performance.

This report outlines my responsibilities, contributions, learning outcomes, and challenges faced during the internship, along with recommendations to improve sales efficiency and client engagement strategies.

Keywords: *Sales, Business Development, SaaS, Demo, Lead, CRM, Chairlyo*



Acknowledgement

I would like to express my sincere gratitude to **Vrit Technologies** for providing me with the opportunity to undertake my internship and gain practical exposure in the field of Sales and Business Development. The experience has been highly valuable in bridging my academic knowledge with real-world application.

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I am equally grateful to **Siam University and Kathmandu College of Management** for providing me with the academic foundation and the opportunity to participate in this cooperative education program.

Finally, I would like to thank my family and friends for their constant support and encouragement throughout this journey.

This report stands as a reflection of the knowledge, skills, and experience I have gained during my internship.

Sincerely,
Pranil Kayastha
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Table of Contents

<i>Abstract</i>	3
<i>Acknowledgement</i>	5
Table of Contents	6
List of Tables	7
List of Figures	7
List of Abbreviations	8
Chapter 1: Introduction	9
1.1 Company Profile	9
1.1.1 Vision	10
1.1.2 Mission	10
1.1.3 SaaS Products	10
1.2 Organizational Structure	10
1.2.1 My Job Position	11
1.3 Motivation to Join the Company	12
1.4 Objectives of the Internship	13
1.5 Strategic Analysis of the Company	13
Chapter 2: Co-Op Study Activities	16
2.1 Job Description	16
2.2 Job Responsibilities	16
2.3 Workflow Process	17
Chapter 3: Learning Process	20
3.1 Key Learnings	20
3.2 Skills Developed	21
3.3 Problems Faced	22
3.4 Proposed Solutions	23
3.5 Recommendations to the Company	24
3.6 Application of Academic Knowledge	25
Chapter 4: Conclusion	26
4.1 Summary of Highlights	26
4.2 Evaluation of the Work Experience	27
4.3 Limitations of the Co-op Studies	28
4.4 Recommendations for the Company	28
References	30

Appendices	31
Photo Gallery	37

List of Tables

<i>Table 1: Various SAAS Products of Vrit Technologies</i>	10
<i>Table 2: My Daily Work Update Diary</i>	31

List of Figures

<i>Fig 1: Company Logo</i>	9
<i>Fig 3: My Job Position in Organizational Structure</i>	12
<i>Fig 4: SWOT Analysis of Vrit</i>	15
<i>Fig 5: My Workflow Process at Vrit</i>	18
<i>Fig 6 & 7: Demo & Client Testimonials</i>	38
<i>Fig 8: Monthly Team Meeting</i>	39
<i>Fig 9: Mr. Ritesh Thakur (Faculty Visit from KCM to Vrit)</i>	39
<i>Fig 10: Pokhara Trip from Vrit</i>	40

List of Abbreviations

SAAS: Software as a Service

BD: Business Development



Chapter 1: Introduction

1.1 Company Profile

Vrit Technologies, founded in 2019, started as an Information Technology startup with a clear mission to enable business growth through innovative digital solutions. Over the years, the company has evolved into a reliable and strategic technology partner for startups and established enterprises, helping them scale their operations through customized software, SaaS platforms, and digital transformation services. With a strong focus on turning ideas into actionable solutions, Vrit Technologies follows an end-to-end development approach, guiding clients from concept and strategy to product development and market deployment.



Fig 1: Company Logo

The company specializes in a wide range of services including SaaS and MVP development, mobile and web application development, UI/UX design, AI-driven solutions, and digital marketing. It also provides staff augmentation services, enabling businesses to access skilled technical talent and accelerate project delivery. By leveraging modern technologies and a scalable architecture, Vrit Technologies ensures that its solutions are secure, user-focused, and capable of supporting long-term growth.

With over seven years of industry experience, a team of more than 50 professionals, and a portfolio of 200+ satisfied clients, the company has successfully delivered projects worth over \$20 million. Its client-centric approach, emphasis on innovation, and commitment to excellence have positioned Vrit Technologies as a trusted partner for businesses aiming to enhance their digital presence and achieve sustainable growth in a competitive market.

1.1.1 Vision

To become a globally trusted technology partner delivering excellence and enabling limitless business scalability.

1.1.2 Mission

To empower businesses with innovative, scalable, and user-focused digital solutions.

1.1.3 SaaS Products





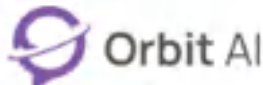
Product	Logo	Description
Chairlyo		Salon Management software
Enrollio		CRM Software for education consultancies
College Info Nepal		Educational Portals
Santitize Email		Email Validation Tool
Orbit AI		Web & Social Automation

Table 1: Various SAAS Products of Vrit Technologies

1.2 Organizational Structure

Vrit Technologies operates with a structured organizational hierarchy that enables effective coordination across multiple service lines and product teams. At the top of the hierarchy is the Co-

Founders, who oversees the overall strategic direction of the company. Reporting to the Co-Founders are functional heads responsible for software development, digital marketing, sales and business development, and operations.

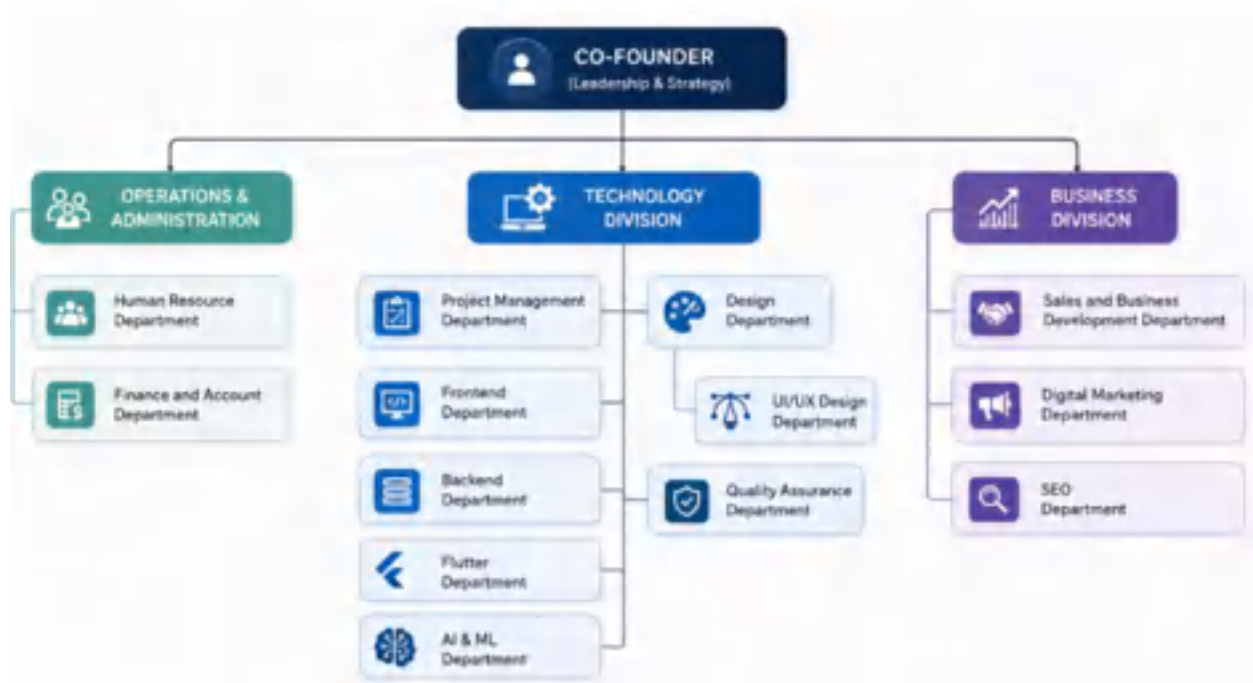


Fig 2: Organizational Structure of Vrit Technologies

The Sales and Business Development team, under which this internship was carried out, is responsible for client acquisition, product demonstrations, and post-sale relationship management for all SaaS products, including Chairlyo. The intern's position was embedded within this team, working directly under the supervision of the Business Development (BD) manager.

1.2.1 My Job Position

During my internship at Vrit Technologies, I worked as a Sales and Business Development Intern specifically for Chairlyo, a Salon Management SaaS product. My role was primarily focused on customer acquisition, lead generation, and promoting the software to potential clients within the beauty industry. This position required active involvement in identifying prospects, initiating outreach, and converting leads into customers through continuous engagement and product

demonstrations. It provided hands-on exposure to the complete sales cycle, from initial contact to onboarding.



Fig 3: My Job Position in Organizational Structure

1.3 Motivation to Join the Company

The decision to pursue the cooperative education placement at Vrit Technologies was driven by a strong personal interest in the intersection of technology, marketing, and entrepreneurship. As a student of Business Administration with a focus on Marketing, the opportunity to work in a real startup environment where products are still being launched and markets are being actively developed presented an ideal learning context.

Chairlyo, in particular, was an attractive product to work on because it was newly added to the company's SaaS portfolio and had not yet been widely adopted in the Nepalese beauty industry. This novelty meant that the internship would closely resemble working on one's own venture building something from the ground up, navigating real market uncertainty, and developing strategies in a highly dynamic environment. The chance to develop authentic business development skills through direct client interaction was the primary motivation for choosing this placement.

1.4 Objectives of the Internship

The primary objectives of my internship were centered on gaining practical exposure to sales and business development while building a strong foundation in SaaS-based selling. I aimed to understand how digital products are marketed and sold, particularly in terms of identifying customer pain points and aligning them with product features. Another key objective was to develop effective communication and negotiation skills, which are critical when engaging with diverse clients and handling objections. Additionally, I focused on learning client handling and relationship management, ensuring that interactions were not only transactional but also built trust and long-term engagement. Overall, the internship was designed to bridge theoretical knowledge with real-world application, equipping me with essential skills required in sales, business development, and customer-focused roles.

1.5 Strategic Analysis of the Company

To better understand the competitive position and strategic direction of Vrit Technologies and its Chairlyo product, a **SWOT (Strengths, Weaknesses, Opportunities, and Threats)** analysis was conducted during the internship period.

Strengths

Vrit Technologies has a diverse portfolio of digital products and services, supported by an experienced technical team with expertise in software development, SaaS solutions, AI, and digital marketing. The company has established a reliable reputation within Nepal's technology sector through successful project delivery and strong client relationships. Chairlyo itself solves a significant problem in the beauty industry, as many salons in Nepal still depend on manual record-keeping and traditional management methods. By offering automation for appointments, billing, customer management, and reporting, the software provides a modern and efficient solution for salon businesses.

Weaknesses

As Chairlyo was still a newly launched product during the internship period, it lacked strong brand recognition and widespread market trust within the beauty industry. Many salon

owners were unfamiliar with salon management software and hesitant to shift from traditional systems. The product also had limited market validation, with fewer customer testimonials and case studies available to support sales efforts. In addition, limited marketing resources and promotional activities slowed the pace of awareness-building and customer acquisition.

Opportunities

The growing adoption of smartphones, internet services, and digital tools among businesses in Nepal creates strong opportunities for SaaS products like Chairlyo. The beauty and salon industry is expanding rapidly, and salon owners are increasingly looking for ways to improve operational efficiency and customer experience. Since the salon management software market in Nepal is still relatively underdeveloped, Chairlyo has the opportunity to gain a first-mover advantage and build long-term customer loyalty. Future opportunities also exist in expanding features, mobile accessibility, and partnerships within the beauty sector.

Threats

One of the major threats to Chairlyo is competition from international SaaS providers and more established software companies with larger financial and marketing resources. Another challenge is the resistance of traditional business owners who may view digital systems as complex, unnecessary, or expensive. Economic limitations among small businesses can also slow software adoption. Additionally, rapid technological changes in the SaaS industry require continuous updates and innovation to remain competitive in the market.



Fig 4: SWOT Analysis of Vrit

Chapter 2: Co-Op Study Activities

2.1 Job Description

During my internship, my role as a Sales and Business Development Intern for Chairlyo was centered around driving customer acquisition and supporting the end-to-end sales process. The position required a proactive approach to identifying potential clients, engaging them through structured outreach, and guiding them through the decision-making process until conversion. In addition to sales, I was also involved in the onboarding phase, ensuring that new clients were successfully integrated into the system. This role combined elements of sales execution, client relationship management, and operational support, giving me a holistic understanding of how a SaaS product is introduced, sold, and implemented in a real market environment.

2.2 Job Responsibilities

My responsibilities were divided across multiple stages of the sales funnel, each contributing to the overall goal of increasing product adoption.

1. Market Research & Lead Generation

Market Research and Lead Generation formed the foundation of my work. I conducted research on the beauty and salon industry in Nepal to understand market trends, customer behavior, and common operational challenges. Based on this, I collected and organized data on potential salon clients, creating a structured lead database that could be used for targeted outreach.

2. Cold Calling

Cold Calling was a major part of my daily activities. I reached out to approximately 90 to 120 salons per day, introducing Chairlyo and initiating conversations with business owners or managers. During these calls, I focused on identifying client pain points such as manual record-keeping, inefficient appointment management, or lack of customer tracking, and positioned the software as a solution tailored to their needs.

3. Follow-ups

Follow-ups played a critical role in moving leads through the sales pipeline. I maintained regular communication with interested prospects, addressing their concerns, providing additional information, and gradually building trust. This stage required persistence and strategic communication to keep potential clients engaged and move them closer to conversion.

4. Product Demo

Product Demonstrations were conducted for leads that showed strong interest. These were typically in-person sessions at the client's salon, where I presented the software interface, demonstrated its key features, and explained its practical benefits. The goal was to clearly show how Chairlyo could improve their daily operations and add value to their business.

5. Installation & Training

In the Installation and Training phase, I assisted in setting up the software for new clients and ensured a smooth onboarding experience. I also trained salon staff on how to use the system effectively, covering essential functions such as appointment booking, billing, and customer management. This step was crucial in ensuring product adoption and client satisfaction.

6. Content Creation

Additionally, I contributed to Content Creation as part of the company's marketing efforts. I captured photos and videos during client meetings, demos, installations, and testimonials. This content was then used for social media platforms to enhance brand visibility, build credibility, and showcase real client experiences.

2.3 Workflow Process

The workflow followed throughout the internship can be summarized as a sequential business development cycle:

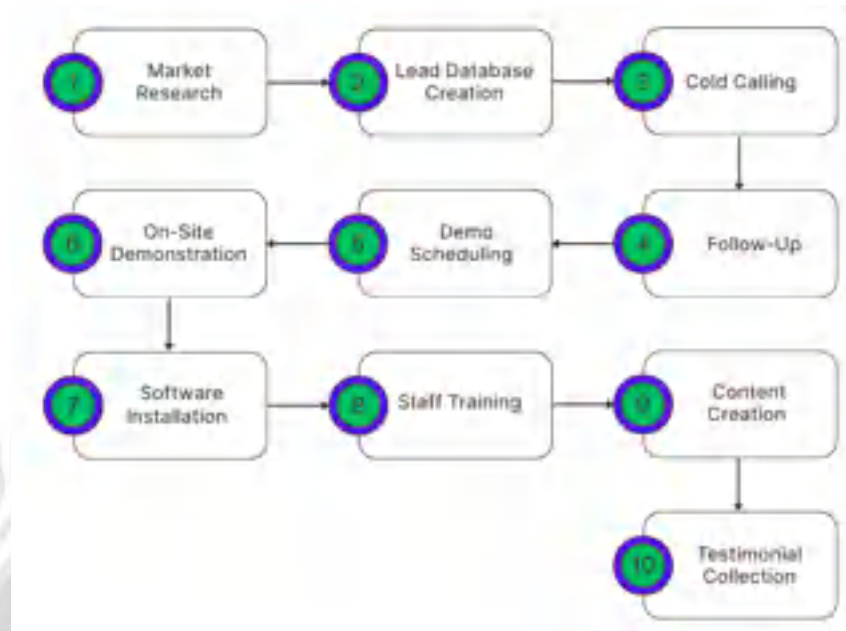


Fig 5: My Workflow Process at Vrit

1. The workflow followed a structured sales funnel approach, starting with lead identification, where potential clients were researched and shortlisted.
2. This was followed by cold calling, which served as the initial point of contact to introduce the product. Interested leads were then moved into the follow-up stage, where consistent communication helped build interest and trust.
3. Once a lead showed strong potential, demo scheduling was arranged, leading to a product demonstration where the software was presented in detail. If the client was convinced, the process moved to conversion, where the client agreed to adopt the product.
4. This was followed by installation of the software and finally training, ensuring that the client and their staff could effectively use the system. This structured workflow helped maintain clarity, efficiency, and consistency throughout the sales process.

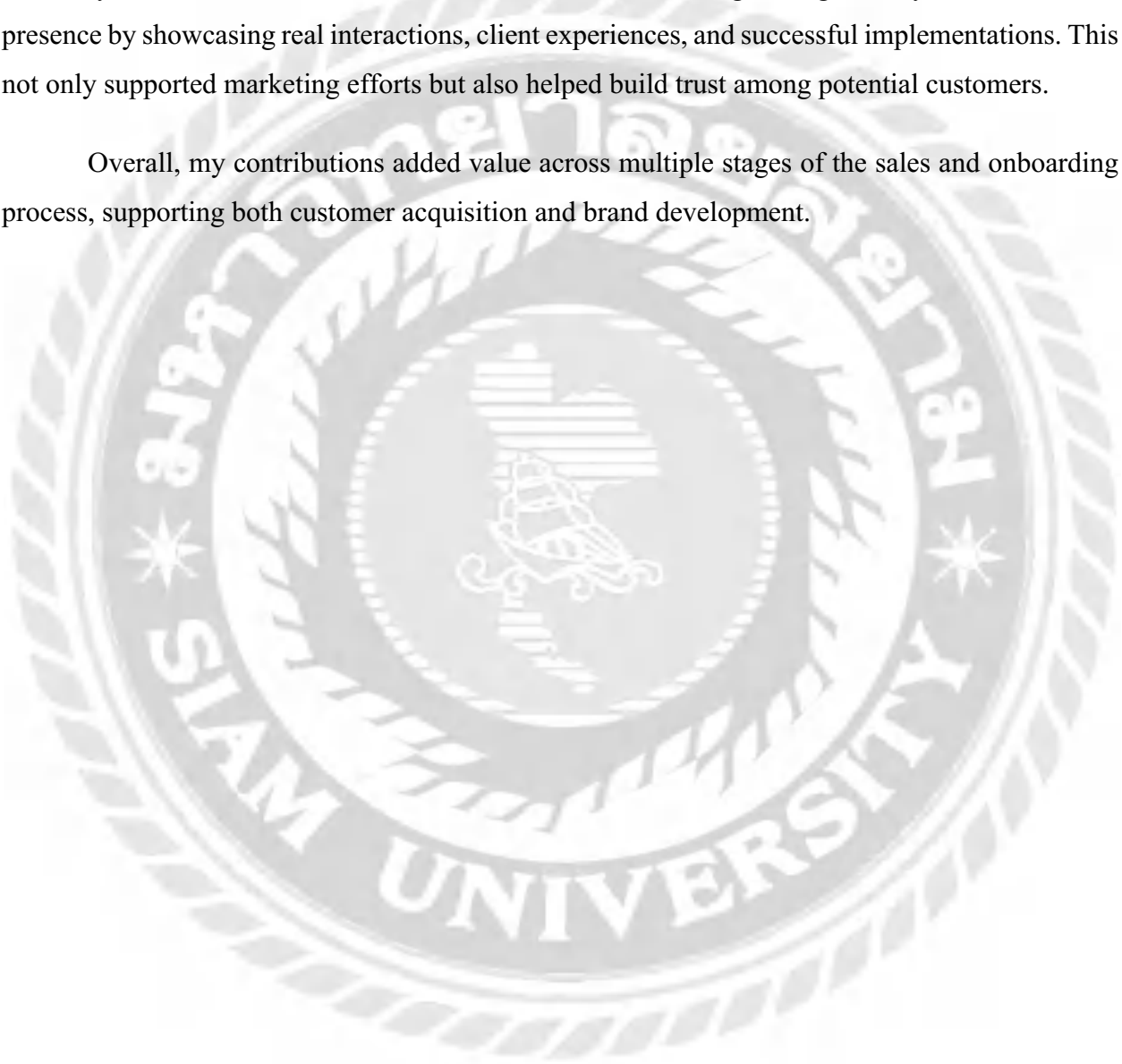
2.4 Contributions

During my internship, I made several meaningful contributions to the business development process of Chairlyo. I successfully generated multiple qualified leads through consistent research and outreach efforts, contributing to the expansion of the potential customer

base. Through effective communication and well-executed product demonstrations, I played a role in converting interested prospects into active users of the software.

I also supported the onboarding process by assisting in software installation and providing training to clients, which helped ensure a smooth transition and positive user experience. Beyond sales, my involvement in content creation contributed to strengthening Chairlyo's social media presence by showcasing real interactions, client experiences, and successful implementations. This not only supported marketing efforts but also helped build trust among potential customers.

Overall, my contributions added value across multiple stages of the sales and onboarding process, supporting both customer acquisition and brand development.



Chapter 3: Learning Process

3.1 Key Learnings

During my internship, I gained several important insights that shaped my understanding of sales, customer interaction, and business development in a real-world environment.

1. Customer Behavior

One of the most significant learnings was understanding customer behavior. I observed that every client has a different decision-making approach. Some salon owners were highly price-sensitive and focused on cost efficiency, while others prioritized convenience, automation, or long-term value. A few clients placed strong emphasis on trust and relationship before making any commitment. This experience highlighted the importance of customizing the sales approach rather than using a one-size-fits-all strategy. It became clear that identifying the client's priority early in the conversation increases the chances of conversion.

2. Handling Rejection

Another critical learning was handling rejection. Cold calling involved frequent rejection, unanswered calls, and disinterest from potential clients. Over time, this helped me build resilience and maintain consistency in performance despite setbacks. Instead of viewing rejection negatively, I began to treat it as part of the sales process and an opportunity to refine my communication approach. This shift in mindset improved both my confidence and persistence.

3. Importance of Time

I also understood the importance of time management, especially in a field-based sales role. Delays in reaching client locations or missing scheduled demo timings often resulted in lost opportunities or reduced client interest. This directly showed how time discipline impacts conversion rates and professional credibility. Managing schedules efficiently and prioritizing tasks became essential to maintaining a smooth workflow.

4. Sales Communication

Lastly, I developed strong sales communication skills, particularly in product positioning. I learned that simply explaining features is not enough to convince clients. The key is to connect each feature to a real problem the client is facing. For example, instead of just explaining appointment booking, it is more effective to show how it reduces missed appointments or improves customer retention. This problem-solution approach made conversations more relevant and increased client engagement.

Overall, these learnings provided a strong foundation in understanding how sales works beyond theory, focusing on practical execution, adaptability, and continuous improvement.

3.2 Skills Developed

During my internship, I developed a balanced combination of technical and soft skills that are essential for success in sales and business development, particularly in a SaaS-driven environment.

1. Technical Skills

From a technical perspective, I gained hands-on experience in SaaS product demonstration, where I learned how to present Chairlyo in a structured and engaging manner. This involved not only explaining the interface and features but also tailoring demonstrations based on the client's business needs. I also developed a practical understanding of CRM concepts, particularly how customer data is managed, tracked, and utilized to improve engagement and retention.

Another key technical skill was lead qualification, where I learned to identify high-potential prospects by analyzing their interest level, business size, and readiness to adopt digital solutions. This helped in prioritizing efforts and improving efficiency in the sales process. Additionally, I gained a clear understanding of sales funnel management, including how leads move from initial contact to conversion, and the importance of each stage such as outreach, follow-up, demo, and onboarding.

2. Soft Skills

On the soft skills side, the internship significantly strengthened my communication abilities. Regular interaction with diverse clients helped me learn how to clearly present ideas, actively listen, and adapt my tone based on the situation. Negotiation skills were developed through handling client objections, pricing discussions, and convincing prospects to see the value of the product.

I also improved my adaptability, as every client interaction required a different approach depending on their needs, expectations, and level of understanding. Frequent exposure to rejection and challenging conversations contributed to building confidence, allowing me to handle discussions more effectively over time. Lastly, managing multiple calls, follow-ups, and scheduled demos helped me develop strong time management skills, ensuring productivity and consistency in a fast-paced work environment.

Overall, these skills collectively enhanced my ability to operate effectively in a real-world sales environment, combining both strategic thinking and practical execution.

3.3 Problems Faced

During my internship, I encountered several practical challenges that highlighted the realities of working in sales and business development, especially in a traditional market transitioning toward digital solutions.

One of the major challenges was the **high rejection rate in cold calling**. A large number of salon owners were either not interested, unavailable, or hesitant to engage in conversation. This made it difficult to maintain consistent motivation and required continuous effort to refine the approach and messaging to capture attention within a short time.

Another significant issue was the **difficulty in convincing traditional business owners**. Many salons relied on manual systems and were resistant to adopting new technology. They often perceived software as complex, unnecessary, or an added cost rather than an investment. This created a barrier in communicating the long-term value of Chairlyo and required additional effort to build trust and educate clients.

Time management challenges also affected performance, particularly in scheduling and attending demos. Delays due to traffic, overlapping appointments, or poor scheduling sometimes resulted in missed or rushed demos, directly impacting conversion opportunities and client perception.

Additionally, there was a **lack of structured lead tracking**, which made it harder to manage and prioritize prospects efficiently. Without a centralized system, tracking follow-ups, client status, and communication history became inconsistent, leading to missed opportunities and reduced effectiveness in managing the sales pipeline.

3.4 Proposed Solutions

To address these challenges, several strategic improvements can be implemented to enhance efficiency and conversion rates.

Introducing a **CRM system for lead tracking** would significantly improve organization and visibility across the sales pipeline. It would allow systematic tracking of leads, follow-ups, client interactions, and conversion stages, ensuring no potential opportunity is overlooked.

Improving the **targeting of ideal customers** can reduce rejection rates and increase efficiency. By focusing on salons that are more likely to adopt digital solutions, such as those with higher customer volume or existing digital presence, outreach efforts can become more effective and result-oriented.

Standardizing the **demo scheduling process** is another important step. Implementing a structured booking system with proper time slots, confirmations, and reminders can reduce delays and missed appointments. This would improve professionalism and ensure better time utilization.

Finally, adopting **data-driven follow-up strategies** can enhance conversion rates. Instead of generic follow-ups, using insights such as client behavior, level of interest, and previous interactions can help tailor communication. This makes follow-ups more relevant, timely, and persuasive, increasing the likelihood of closing deals.

Overall, these solutions focus on improving structure, efficiency, and strategic execution within the sales process, leading to better outcomes and a more streamlined workflow.

3.5 Recommendations to the Company

Based on the experience and observations gained during the internship, several recommendations can be provided to Vrit Technologies to improve the overall business development and customer acquisition process for Chairlyo.

1. First, the company could implement a more standardized onboarding process for new clients. Providing clear printed or digital training materials, such as user manuals, video tutorials, and quick-start guides for salon staff, would reduce the time required for post-sale training and improve the client's initial experience with the software. This would also help salons adopt the system more efficiently and reduce confusion during the early stages of usage.
2. Second, introducing a structured CRM system for managing leads and customer interactions would improve the efficiency of the sales process. A centralized platform for tracking leads, follow-up schedules, demo outcomes, and client communication would help the sales team stay more organized and reduce the chances of missing potential opportunities.
3. Third, the company could focus more on targeted digital marketing campaigns specifically aimed at salon owners and beauty businesses. Running location-based advertisements, educational content, and social media campaigns highlighting operational benefits could increase awareness and generate higher-quality leads. This would reduce overreliance on cold calling and create a more balanced customer acquisition strategy.
4. Another recommendation would be to introduce free trial periods or limited-feature demo accounts for potential clients. Many salon owners hesitate to adopt new technology without experiencing its practical benefits. Allowing them to test the software for a short period could increase trust, improve product understanding, and lead to higher conversion rates.

3.6 Application of Academic Knowledge

During my internship, I was able to apply several theoretical concepts learned in my academic studies to real-world business situations, particularly in the areas of marketing, sales, and general business operations.

1. Marketing:

I applied the concept of understanding customer needs and effective product positioning. Instead of promoting Chairlyo based only on its features, I focused on identifying the specific pain points of salon owners, such as difficulty in managing appointments, tracking customers, or handling billing efficiently. This allowed me to position the software as a solution tailored to their problems, which aligns with core marketing principles of customer-centric value creation and segmentation.

2. Sales:

I utilized persuasion and communication techniques learned academically. This included structuring conversations to capture attention, building interest, and guiding clients toward a decision. Techniques such as highlighting benefits over features, handling objections, and creating urgency were applied during cold calls and product demos. Over time, I learned how to adjust my communication style based on the client's personality and level of interest, making interactions more effective.

3. Business:

I gained a practical understanding of the customer lifecycle. I observed how a potential client moves from initial awareness to interest, evaluation, purchase, and finally adoption of the product. This helped me understand the importance of each stage in the process, especially follow-ups and onboarding, which are critical for customer retention and long-term value. It reinforced the idea that acquiring a customer is only one part of the process, and maintaining a strong relationship is equally important.

Chapter 4: Conclusion

4.1 Summary of Highlights

This co-operative education placement at Vrit Technologies provided practical exposure to the SaaS industry, particularly in sales and business development. During the internship, I was actively involved in the complete sales lifecycle of Chairlyo, beginning from lead generation and client outreach to onboarding and customer support. Working on a newly launched SaaS product in a startup-like environment allowed me to gain real-world business experience while improving both technical and interpersonal skills.

One of the major highlights of the internship was conducting market research and identifying potential salon businesses that could benefit from Chairlyo. This process helped develop a better understanding of customer targeting, market positioning, and competitor analysis within the beauty industry. In addition, high-volume cold calling and regular client follow-ups improved communication confidence and strengthened persuasion skills.

The internship also provided opportunities to:

- Participate in product demonstrations and client meetings
- Assist in software installation and staff training
- Create social media content and customer testimonials
- Maintain lead databases and organize customer information
- Coordinate appointment scheduling for software demos
- Support customer onboarding and after-sales communication
- Observe customer feedback collection and service improvement processes
- Experience the operational workflow of a growing SaaS startup

Another important aspect of the internship was exposure to real business environments and customer interactions. Communicating directly with salon owners and managers helped develop professional etiquette, negotiation abilities, and problem-solving skills. The internship also improved adaptability by requiring work in a fast-paced environment where priorities frequently changed.

Overall, the internship provided a valuable understanding of how a SaaS product is introduced, promoted, and adopted within a competitive market environment.

4.2 Evaluation of the Work Experience

The internship experience exceeded initial expectations in terms of responsibility, learning opportunities, and professional exposure. Direct interaction with salon owners and managers across Nepal significantly improved communication and relationship-building skills. The experience also provided practical knowledge about customer behavior, sales techniques, and SaaS product positioning.

A major area of growth was the development of communication and persuasion skills through continuous cold calling and follow-up activities. Handling rejection during sales calls helped build resilience, patience, and confidence in professional communication. Time management skills also improved due to the need to balance lead generation, meetings, follow-ups, and client support activities on a daily basis.

Additional areas of professional growth included:

- Improved confidence in professional presentations and meetings
- Better understanding of client relationship management
- Enhanced teamwork and workplace collaboration skills
- Increased ability to work under pressure and meet targets
- Stronger problem-solving and customer-handling abilities
- Practical exposure to startup culture and workflow management
- Improved adaptability to changing customer requirements

Another important learning experience was understanding how product features can be connected with customer pain points. Through conversations with salon businesses, it became easier to identify operational challenges and explain how Chairlyo could provide solutions. Participation in professional meetings and demonstrations also strengthened presentation and negotiation skills.

The internship additionally provided deeper exposure to the beauty industry and the SaaS business model. Observing how a software product is introduced into a new market gave valuable entrepreneurial insight and increased interest in pursuing a future career in business development and SaaS-related industries.

4.3 Limitations of the Co-op Studies

Despite the valuable learning experience, there were some limitations during the internship period. Since the placement lasted only 16 weeks, there was limited opportunity to observe long-term business outcomes such as customer retention and recurring software usage.

Other limitations included:

- Limited exposure to higher-level strategic decision-making
- Minimal involvement with product development and advanced analytics
- Less collaboration with marketing and technical teams
- Limited understanding of long-term business planning processes

Broader cross-departmental exposure would have provided a more complete understanding of SaaS operations and business growth.

4.4 Recommendations for the Company

Based on the experience gained during the internship, several recommendations can be made to improve both the internship programme and the business development process for Chairlyo.

First, the company could introduce a more structured onboarding and training programme for interns and new sales staff. Providing organized product training, sales guidelines, and objection-handling sessions would help interns adapt more quickly and perform more effectively from the beginning of the internship.

The implementation of a centralized CRM system for lead tracking would also improve efficiency and organization. A proper CRM platform would allow the sales team to monitor lead

status, follow-up schedules, and customer communication more effectively. In addition, standardized demo scheduling and follow-up procedures could help create a more consistent customer experience.

Additional recommendations include:

- Conduct regular sales skill development workshops
- Improve coordination between sales, marketing, and support teams
- Develop detailed sales scripts and customer handling guidelines
- Introduce weekly performance review and feedback sessions
- Expand digital marketing campaigns targeted at salon businesses
- Create an internal knowledge-sharing system for employees
- Improve customer onboarding documentation and tutorials
- Organize mentorship programmes for interns and junior staff

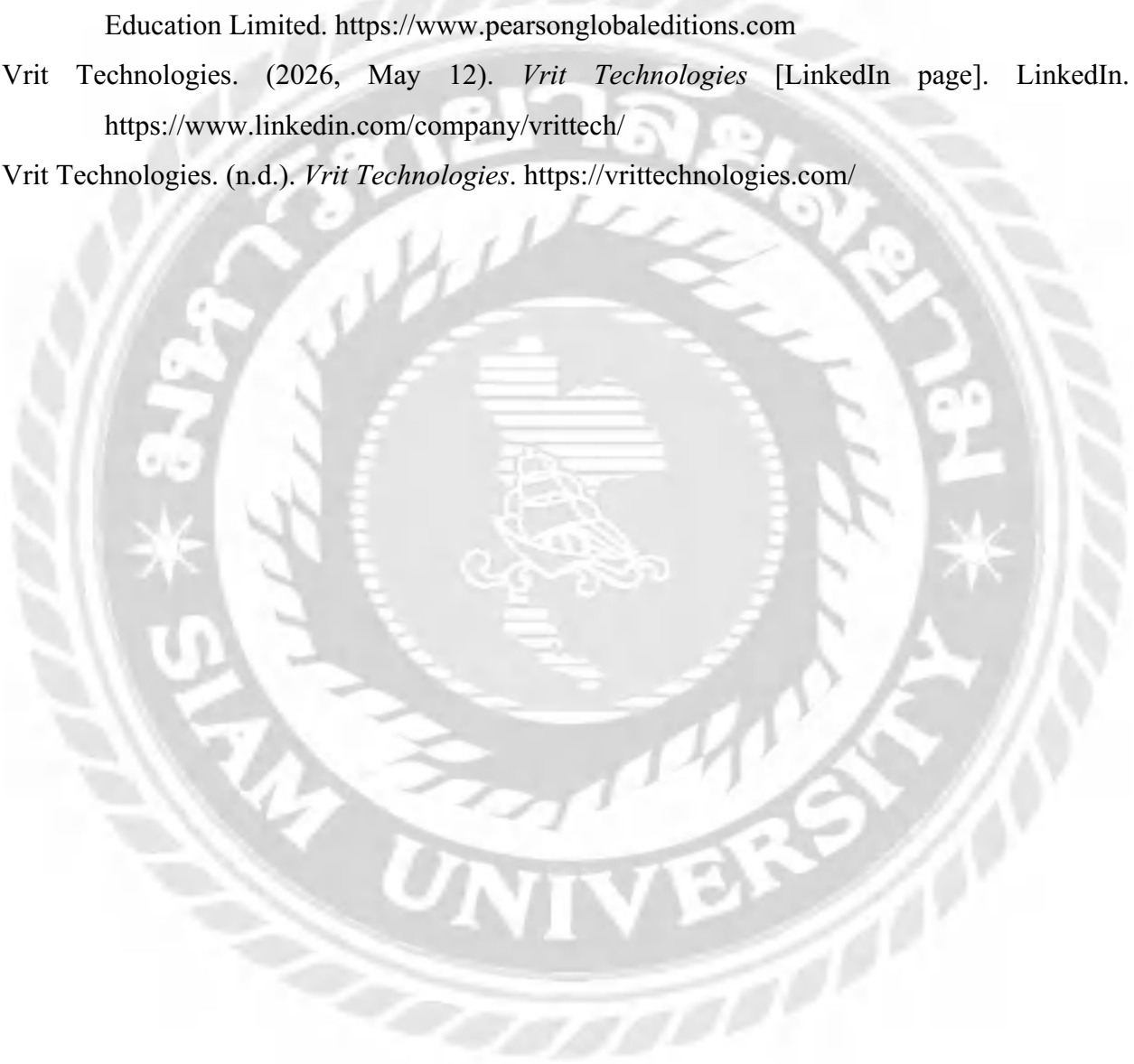
Stronger collaboration between the sales and marketing departments would further support business growth. Coordinated campaigns, customer targeting strategies, and content planning could generate more qualified leads while reducing dependence on cold calling activities. Creating a shared system for collecting customer feedback and feature suggestions would also help improve product development and customer satisfaction.

Another recommendation is the introduction of mentorship support for interns and junior sales staff. Regular guidance from experienced team members could improve learning outcomes, professional confidence, and overall work performance.

Finally, increasing digital marketing efforts specifically targeted toward salon businesses could strengthen brand awareness and attract more potential clients. These improvements would contribute to better operational efficiency, stronger customer relationships, and long-term growth for Chairlyo and Vrit Technologies.

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Appendices

Table 2: My Daily Work Update Diary

Week 1	Date	Day	Task Assigned
Day 1	2-Jan	Sunday	Introduction to Chairlyo software, understanding salon management features and workflow
Day 2	2-Feb	Monday	Learned about appointment booking, billing, and customer management functions of Chairlyo
Day 3	2-Mar	Tuesday	Researched beauty salons and spas using Google and social media platforms
Day 4	2-Apr	Wednesday	Collected salon leads using scraper tools and organized lead information
Day 5	2-May	Thursday	Conducted initial cold calls to salon businesses and updated lead records
Day 6	2-Jun	Friday	Attended software demo session with senior team members and observed client interaction
Week 2	Date	Day	Task Assigned
Day 1	2-Aug	Sunday	Continued learning software functions and explored reporting and inventory features
Day 2	2-Sep	Monday	Conducted market research on beauty industry competitors and salon management software
Day 3	2-Oct	Tuesday	Collected business information from Facebook and Instagram pages of salons
Day 4	2-Nov	Wednesday	Performed cold calls to beauty salons and scheduled follow-up calls
Day 5	2-Dec	Thursday	Assisted senior staff during client software demo presentations
Day 6	Feb-13	Friday	Updated lead database and prepared list of potential salon clients
Week 3	Date	Day	Task Assigned

Day 1	Feb-15	Sunday	Learned about customer onboarding process and software installation workflow
Day 2	Feb-16	Monday	Conducted online research on salon business operations and customer requirements
Day 3	Feb-17	Tuesday	Contacted salon businesses through cold calls and explained software features
Day 4	Feb-18	Wednesday	Attended software demo meeting with potential salon client.
Day 5	Feb-19	Thursday	Collected and organized lead information from social media research.
Day 6	Feb-20	Friday	Participated in internal discussion regarding sales strategy improvements.
Week 4	Date	Day	Task Assigned
Day 1	Feb-22	Sunday	LAST SUNDAY
Day 2	Feb-23	Monday	Researched beauty market trends and customer demands in salon businesses.
Day 3	Feb-24	Tuesday	Assisted in preparing demo schedules and client meeting plans.
Day 4	Feb-25	Wednesday	Conducted cold calls and introduced Chairlyo software to salon owners.
Day 5	Feb-26	Thursday	Observed live client demo session and noted customer queries.
Day 6	Feb-27	Friday	Prepared weekly lead update report and reviewed collected data.
Week 5	Date	Day	Task Assigned
Day 1	3-Jan	Sunday	Joined salon software demo visits with senior team members.
Day 2	3-Feb	Monday	Assisted in setup and installation of Chairlyo software at client salon.
Day 3	3-Mar	Tuesday	Trained salon staff on appointment booking and billing features.
Day 4	3-Apr	Wednesday	Conducted follow-up communication with previously contacted salon leads.
Day 5	3-May	Thursday	Holiday due to elections.

Day 6	3-Jun	Friday	Participated in internal team meeting regarding software improvements and updates.
Week 6	Date	Day	Task Assigned
Day 1	3-Aug	Sunday	I attended a software demo session for a beauty studio client.
Day 2	3-Sep	Monday	Assisted in software installation and account setup at salon client location.
Day 3	3-Oct	Tuesday	Provided software usage training to salon reception and management staff.
Day 4	3-Nov	Wednesday	Conducted cold calls and scheduled product demos with salon businesses.
Day 5	3-Dec	Thursday	Participated in internal team discussion regarding customer feedback and software updates.
Day 6	Mar-13	Friday	Visited spa business for software demonstration and client discussion.
Week 7	Date	Day	Task Assigned
Day 1	Mar-15	Sunday	Assisted in the installation and setup process for newly onboarded salon clients.
Day 2	Mar-16	Monday	Conducted software training sessions for salon employees.
Day 3	Mar-17	Tuesday	Followed up with existing clients regarding software performance and support.
Day 4	Mar-18	Wednesday	I attended a demo session with potential beauty salon customers.
Day 5	Mar-19	Thursday	Participated in internal meetings regarding sales progress and software enhancement ideas.
Day 6	Mar-20	Friday	Conducted cold calls and updated lead tracking records.
Week 8	Date	Day	Task Assigned
Day 1	Mar-22	Sunday	Assisted senior team during salon software onboarding process.
Day 2	Mar-23	Monday	Installed software and configured client account settings.
Day 3	Mar-24	Tuesday	Trained salon staff on inventory and customer management features.

Day 4	Mar-25	Wednesday	Conducted demo presentation for salon owner and management team.
Day 5	Mar-26	Thursday	Participated in weekly internal review meeting and discussed improvement plans.
Day 6	Mar-27	Friday	Conducted cold calls and communicated with interested salon businesses.
Week 9	Date	Day	Task Assigned
Day 1	Mar-29	Sunday	LAST SUNDAY
Day 2	Mar-30	Monday	Followed up with previous demo clients and updated lead status.
Day 3	Mar-31	Tuesday	Assisted in installation and client onboarding activities.
Day 4	4-Jan	Wednesday	Managed Chairlyo social media posts on Facebook and Instagram.
Day 5	4-Feb	Thursday	Created and posted demo and installation stories on social media pages.
Day 6	4-Mar	Friday	Conducted cold calls and scheduled meetings with salon businesses.
Week 10	Date	Day	Task Assigned
Day 1	4-May	Sunday	Visited salon client for software demo and onboarding support.
Day 2	4-Jun	Monday	Collected customer testimonials from previous clients for marketing content.
Day 3	4-Jul	Tuesday	Posted promotional social media content and client success stories.
Day 4	4-Aug	Wednesday	Participated in internal team meeting regarding marketing and software updates.
Day 5	4-Sep	Thursday	Assisted in software installation and staff training at salon client location.
Day 6	4-Oct	Friday	Conducted follow-up calls with existing and potential customers.
Week 11	Date	Day	Task Assigned

Day 1	4-Dec	Sunday	Holiday (POKHARA TRIP)
Day 2	Apr-13	Monday	Holiday (POKHARA TRIP)
Day 3	Apr-14	Tuesday	NEPALI NEW YEAR
Day 4	Apr-15	Wednesday	Managed Instagram and Facebook posts related to software demos and installations.
Day 5	Apr-16	Thursday	Conducted cold calls and responded to customer inquiries from social media.
Day 6	Apr-17	Friday	Took video testimonials from salon clients using Chairlyo software.
Week 12	Date	Day	Task Assigned
Day 1	Apr-19	Sunday	Participated in internal meetings regarding software updates and customer feedback.
Day 2	Apr-20	Monday	Assisted in software installation and onboarding process for new salon clients.
Day 3	Apr-21	Tuesday	Posted social media stories about training sessions and software setup.
Day 4	Apr-22	Wednesday	Conducted a demo presentation for beauty salon business.
Day 5	Apr-23	Thursday	Followed up with previous leads and updated customer information records.
Day 6	Apr-24	Friday	Participated in internal team review and discussed sales performance updates.
Week 13	Date	Day	Task Assigned
Day 1	Apr-26	Sunday	LAST SUNDAY
Day 2	Apr-27	Monday	Responded to customer queries received through social media platforms.
Day 3	Apr-28	Tuesday	Conducted cold calls and arranged demo appointments for interested leads.
Day 4	Apr-29	Wednesday	Assisted in salon software installation and staff guidance.
Day 5	Apr-30	Thursday	Prepared social media content and uploaded promotional posts.

Day 6	5-Jan	Friday	Contacted new leads generated through social media marketing activities.
Week 14	Date	Day	Task Assigned
Day 1	5-Mar	Sunday	Conducted software demo and discussed service requirements with salon owner.
Day 2	5-Apr	Monday	Participated in internal team meeting regarding business development strategies.
Day 3	5-May	Tuesday	Assisted in software setup and installation at salon client location.
Day 4	5-Jun	Wednesday	Followed up with clients regarding software usage and support requirements.
Day 5	5-Jul	Thursday	Conducted cold calls and responded to inquiries from potential customers.
Day 6	5-Aug	Friday	Managed social media stories and promotional updates for Chairlyo.
Week 15	Date	Day	Task Assigned
Day 1	5-Oct	Sunday	SICK LEAVE
Day 2	5-Nov	Monday	SICK LEAVE
Day 3	5-Dec	Tuesday	Participated in internal meeting regarding customer feedback and software improvements.
Day 4	May-13	Wednesday	Updated lead records, completed follow-up tasks, and prepared an internship work summary report.
Day 5	May-14	Thursday	SICK LEAVE
Day 6	May-15	Friday	Conducted cold calls and responded to inquiries from potential customers.
Week 16	Date	Day	Task Assigned
Day 1	May-17	Sunday	Participated in internal meetings regarding software updates and customer feedback.
Day 2	May-18	Monday	Assisted in software installation and onboarding process for new salon clients.

Day 3	May-19	Tuesday	Posted social media stories about training sessions and software setup.
Day 4	May-20	Wednesday	Conducted a demo presentation for beauty salon business.
Day 5	May-21	Thursday	Followed up with previous leads and updated customer information records.
Day 6	May-22	Friday	Participated in internal team review and Farewell party.

Photo Gallery



Fig 6 & 7: Demo & Client Testimonials



Fig 8: Monthly Team Meeting



Fig 9: Mr. Ritesh Thakur (Faculty Visit from KCM to Vrit)





Fig 10: Pokhara Trip from Vrit

