



COOPERATIVE EDUCATION REPORT

MARKETING AND SALES IN AUTO PARTS BUSINESS NEPAL

WRITTEN BY

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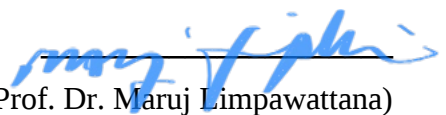
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ABSTRACT

This co-operative study report presents an overview of my internship experience at AutoPro Enterprises, a leading automotive parts and accessories distributor in Nepal and an authorized distributor of Suzuki genuine parts. The organization plays a significant role in Nepal's automotive aftermarket by providing reliable, high-quality products to individual customers, workshops, and businesses across multiple car brands.

The primary objective of this internship was to gain practical exposure to marketing and direct sales within a real business environment. During the internship, I was actively involved in customer interaction, product promotion, and supporting sales activities. My role focused on understanding customer needs, recommending suitable automotive products, and contributing to overall business growth through effective communication and engagement.

The study also highlights how AutoPro Enterprises operates within Nepal's competitive automotive market by maintaining strong supplier relationships, ensuring product authenticity, and focusing on customer satisfaction. Overall, this internship provided valuable insights into real-world business practices and helped bridge the gap between theoretical knowledge and practical application, particularly in the areas of marketing and sales within the automotive sector.

Keywords: *ESG Integration, Fintech Assessment, Value Proposition Development, Sustainability Awareness*

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

Thank you,

Sincerely,

Harsh Agrawal

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LISTS OF ABBREVIATIONS

Abbreviation	Full Form
MRP	Maximum Retail Price
CRM	Customer Relationship Management
ERP	Enterprise Resource Planning
SWOT	Strengths, Weaknesses, Opportunities, and Threats
4Ps	Product, Price, Place, Promotion
PPT	PowerPoint Presentation



CHAPTER 1: INTRODUCTION



Figure 1-0-1 AutoPro Enterprises Logo

Company Profile

AutoPro Enterprises is a leading business in Nepal specializing in the wholesale and retail of car parts and accessories. The company is recognized as an authorized distributor of Suzuki genuine parts and accessories and is also known as Nepal's first multi-car brand provider in the automotive accessories segment. (Autopro Enterprises, 2026)

AutoPro works closely with customers ranging from individual vehicle owners to workshops and businesses, offering reliable, high-quality products across multiple automobile brands. The company focuses on ensuring product authenticity, customer satisfaction, and expanding its presence in Nepal's growing automotive market.

By combining strong supplier relationships with market understanding, AutoPro aims to bridge the gap between global automotive standards and local customer needs.

Company Vision

The vision of AutoPro Enterprises is to become Nepal's most trusted and preferred provider of automotive parts and accessories by delivering quality products and excellent customer service.

1.1.2 Company Mission

The mission of the company is to provide genuine, high-quality automotive parts while continuously expanding its market reach through effective marketing, strong customer relationships, and reliable service.

1.1.3 Services Portfolio

AutoPro Enterprises offers a range of services and products, including:

Table 1-1 Various range of services and products at AutoPro Enterprises

S.N	Service Area	Description
1.	Wholesale Distribution	Supplying automotive parts and accessories to workshops, retailers, and businesses
2.	Retail Sales	Direct selling to individual customers
3.	Authorized Suzuki Parts Distribution	Providing genuine Suzuki spare parts and accessories
4.	Multi-Brand Product Offering	Parts and accessories for multiple automobile brands
5.	Customer Consultation	Helping customers choose the right products based on their needs
6.	After-Sales Support	Assisting customers with product-related queries and issues

These services enable the company to serve a broad customer base efficiently.

1.1.4 Core Objective of the Company

The core objectives of AutoPro Enterprises include:

1. To provide genuine and high-quality automotive parts and accessories
2. To ensure maximum customer satisfaction through reliable service
3. To build long-term relationships with customers and business partners
4. To strengthen its position as an authorized distributor of Suzuki parts

5. To expand its presence in both wholesale and retail markets
6. To offer a wide range of multi-brand automotive products
7. To maintain consistency in product availability and service quality
8. To enhance brand reputation and customer trust in the market
9. To improve operational efficiency and business performance
10. To achieve sustainable growth and profitability over time

These objectives guide the company's daily operations and long-term planning.

1.1.5 Strategy of the Company

AutoPro Enterprises follows a combination of practical business strategies:

1. Focusing on quality assurance by providing genuine and reliable products
2. Adopting a customer-centric approach to meet customer needs effectively
3. Expanding product range through a multi-brand strategy
4. Building long-term relationships with customers and workshops
5. Using competitive pricing strategies to attract and retain customers
6. Strengthening supplier relationships for consistent product supply
7. Enhancing in-store customer experience through better service
8. Increasing market reach through both wholesale and retail channels
9. Encouraging direct customer interaction to boost sales
10. Exploring marketing improvements to increase brand visibility

These strategies help the company stay competitive in Nepal's automotive market.

Organizational Structure

AutoPro Enterprises follows a relatively simple and functional organizational structure, suitable for a growing business. The structure allows smooth communication, quick decision-making, and efficient coordination among departments.

Key functional areas include:

- Management

- Sales and Marketing
- Inventory/Operations
- Customer Service

Diagram of the Organizational Structure

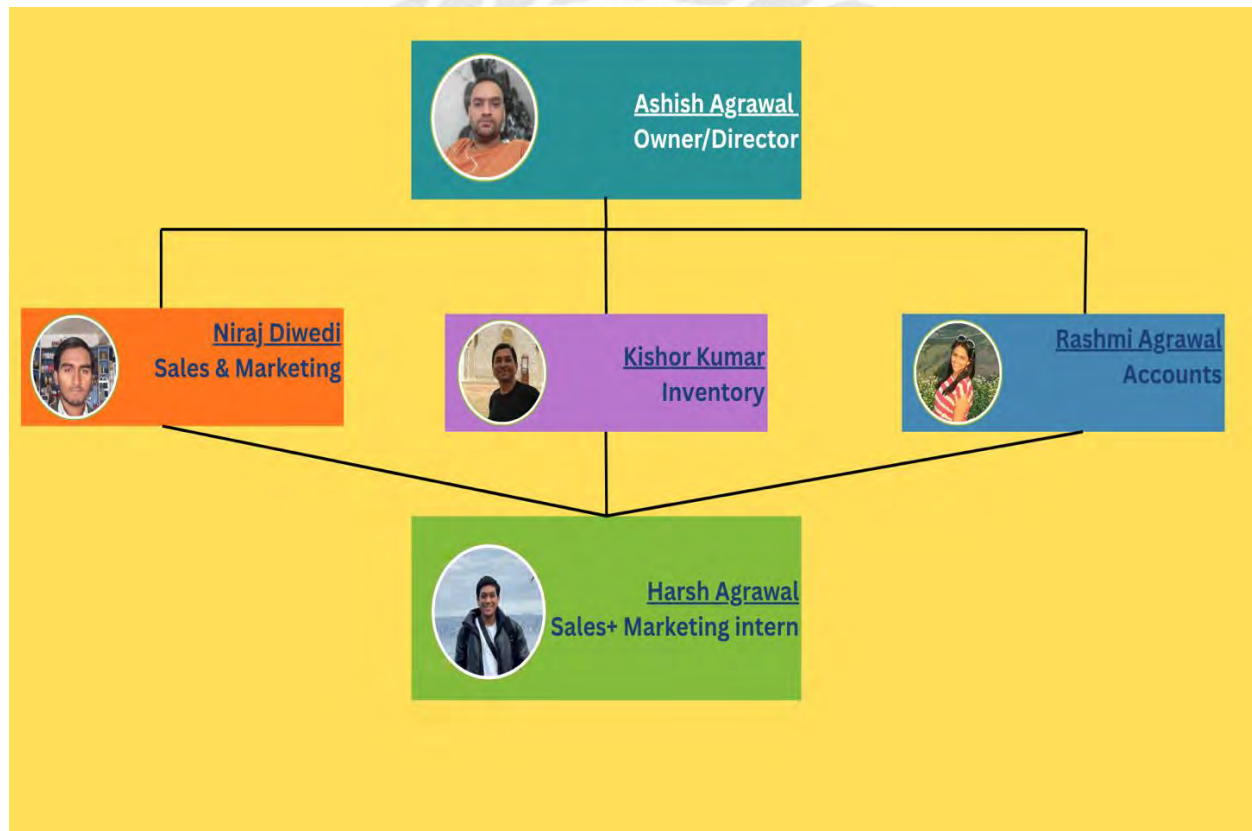


Table 1-2 Organizational Structure

My Job Position

As a Sales and Marketing Intern at AutoPro Enterprises, my role primarily focused on supporting sales operations, marketing activities, and customer engagement within the automotive parts and accessories sector. In line with my internship objectives, I was involved in assisting with product promotion, customer interaction, and market-related activities aimed at improving brand visibility and business growth.

A significant part of my role involved supporting digital and promotional marketing initiatives. I assisted in influencer marketing activities by coordinating with content creators and

helping promote automotive products through social media platforms. I also participated in content shooting and promotional campaigns for various products and accessories, which helped me understand practical marketing strategies and customer engagement techniques used in modern businesses.

In addition to marketing-related responsibilities, I supported operational tasks related to product management and retail compliance. During my internship period, the government introduced mandatory MRP (Maximum Retail Price) sticker requirements for products. I assisted in organizing and applying MRP stickers to products to ensure proper compliance with market regulations and improve product presentation for retail operations.

I was also involved in handling customer inquiries, assisting with sales coordination, and observing how relationships are maintained with retailers, workshops, and direct customers. This experience helped me understand consumer preferences, sales practices, and the importance of communication and customer service in a competitive market environment.

Furthermore, the internship provided exposure to inventory coordination, product handling, and day-to-day business operations within a wholesale and retail setup. Through these responsibilities, I gained practical knowledge of marketing execution, operational management, and customer-focused business practices while improving my professional communication, teamwork, and adaptability skills.

My Job Position in the Company's Organizational Structure

In the organizational structure of AutoPro Enterprises, my role was positioned within the internship segment, working as a Sales and Marketing Intern. Rather than being part of the core managerial hierarchy, my role functioned as a field support position, where I was directly involved in bridging customer-facing activities with back-end promotional and operational tasks.

During my internship, I was assigned responsibilities that exposed me to multiple layers of business execution. On the sales side, I observed how pricing discussions, product recommendations, and customer negotiations take place in real time, especially with retailers and

workshop clients. I also gained practical exposure to how fast-moving automotive products are managed in a competitive and demand-driven environment.

On the marketing side, my work went beyond basic promotion. I participated in influencer-based campaigns where I helped identify suitable content creators, coordinated product features for short-form videos, and understood how digital engagement translates into actual customer interest. This gave me a clearer understanding of how modern automotive businesses are shifting towards social-media-driven visibility. I was also involved in a regulatory-driven operational task where the business had to comply with newly introduced government MRP labeling requirements. My involvement in sorting, verifying, and applying MRP stickers on products helped me understand how compliance is not just administrative work but directly affects product readiness and market acceptance.

I supported internal coordination tasks such as product arrangement, assisting in stock movement between storage and display areas, and helping the team during peak customer hours. I also interacted with different team members across sales and marketing functions, which gave me a more practical understanding of how informal coordination often drives efficiency in small-to-medium business environments.

Overall, this position gave me a realistic view of how an automotive retail and wholesale business operates on a day-to-day basis, combining customer interaction, digital marketing, and operational compliance into one integrated workflow.

My Intention and Motivation to Choose This Company

My main intention of choosing AutoPro Enterprises was to gain practical exposure in marketing and sales while developing a clear understanding of how real-world business operations function. It helps bridge the gap between theoretical knowledge and practical application by allowing direct involvement in daily business activities such as customer interaction, product promotion, and sales processes. Through this experience, essential communication and interpersonal skills can be developed, along with improved confidence in dealing with different types of customers.

It also focuses on enhancing customer handling and engagement techniques, which are crucial in building long-term relationships and ensuring customer satisfaction. Working in this environment provides valuable exposure to Nepal's automotive industry, helping to understand market demand, customer preferences, and competitive practices. In addition, it supports the development of negotiation, persuasion, and selling skills, which are important for achieving business targets and improving performance.

Furthermore, this experience helps in understanding product positioning, pricing strategies, and effective sales techniques used in a competitive market. By actively participating in business operations, it allows the application of classroom learning in a practical setting, making concepts more clear and meaningful. Overall, it contributes to personal and professional growth by building confidence, improving decision-making ability, and preparing for future entrepreneurial or business opportunities.

Strategic Analysis of the Company

From a strategic perspective, the company's main strength lies in its authentic products, trusted customer base, and authorized distribution of genuine parts, which helps it build credibility in a market where counterfeit products are common. However, it faces challenges such as limited digital presence, dependence on physical operations, and low geographical expansion, which restrict its growth potential.

The key opportunity for Autopro Enterprises is the rapid growth of the automobile sector in Nepal, along with increasing demand for reliable servicing and spare parts. Expansion into digital marketing and e-commerce platforms can further enhance its reach and competitiveness. At the same time, the business must address threats such as intense market competition, price sensitivity of customers, and the presence of low-cost counterfeit alternatives.

SWOT Analysis of AutoPro Enterprises

Strengths	Weaknesses	Opportunities	Threats
Authorized distributor of Suzuki genuine parts	Limited online and digital marketing presence	Growing number of vehicles in Nepal	Availability of counterfeit and low-cost products
Strong product quality and authenticity	Dependence on physical store sales	Increasing demand for genuine spare parts	High price sensitivity of customers
Wide range of multi-brand automotive products	Limited large-scale promotional activities	Expansion through e-commerce platforms	Increasing competition in the market
Established customer base and trust	Limited geographical reach	Partnerships with workshops and service centers	Entry of new competitors
Strong supplier relationships	Manual and less automated operations	Opportunity to build a strong brand identity	Fluctuations in import costs and policies
Direct customer interaction and personalized service	Lower brand visibility compared to major players	Growth in the automobile servicing industry	Supply chain disruptions

Table 1-2 SWOT Analysis

Objectives of this Co-Operatives Study

- To gain practical exposure to marketing and sales in the automotive industry
- To understand how businesses operate in Nepal's automobile parts and accessories market
- To develop communication, negotiation, and customer-handling skills
- To contribute to business growth through marketing and direct sales efforts

Objectives of this Co-Operative Studies

This report presents a comprehensive overview of my internship experience at AutoPro Enterprises, where I worked in the areas of sales and marketing. The internship was completed as part of my Co-operative Studies program with the objective of gaining industry exposure and understanding how business concepts are applied in professional practice. Through this experience, I was able to observe the operational structure of an automotive trading business, interact with customers and staff, and participate in various marketing and sales-related activities. The internship also helped me understand the challenges and opportunities within Nepal's automotive accessories market while strengthening my practical and professional skills.

1. To understand the day-to-day operations of a wholesale and retail automotive business
2. To gain hands-on experience in sales handling, customer interaction, and market communication
3. To learn how automotive products are promoted and positioned in a competitive market
4. To observe how businesses maintain relationships with retailers, workshops, and direct customers
5. To develop practical knowledge of marketing activities including product promotion, social media content, and campaign support
6. To improve confidence in professional communication and workplace collaboration
7. To understand inventory flow, product availability management, and coordination between departments
8. To strengthen decision-making and problem-solving abilities in real business situations
9. To gain exposure to customer preferences and purchasing behavior in the automotive sector
10. To apply theoretical business and marketing concepts in a practical working environment and gain industry-oriented learning experience

CHAPTER 2:CO-OP STUDY ACTIVITIES

2.1 My Job Description

During my internship at AutoPro Enterprises, my primary role was centered around marketing and direct sales, where I was actively involved in promoting automotive parts and accessories while supporting the company's efforts to strengthen its market presence.

My day-to-day responsibilities required me to interact directly with customers, including individual vehicle owners, mechanics, and workshop representatives. This gave me the opportunity to understand real customer needs, preferences, and buying behavior in Nepal's automotive market. I was responsible for explaining product features, highlighting the benefits of genuine parts, especially Suzuki-authorized products and helping customers make informed purchasing decisions. Except direct customer interaction, I also supported the company's marketing efforts by observing how products are positioned and promoted in a competitive market. I contributed by sharing ideas on how to improve customer engagement, increase product awareness, and attract more customers through better communication and presentation.

A key part of my role was learning how to balance customer satisfaction with business objectives. This included handling inquiries, addressing concerns, and ensuring that customers felt confident and satisfied with their purchases. Through this, I developed a deeper understanding of relationship-building and the importance of trust in sales. The role required a combination of communication skills, persuasion, product knowledge, and practical problem-solving abilities. I also learned how to adapt my approach depending on the type of customer, whether it was a first-time buyer or a regular client.

Overall, my job was not limited to just selling products, it involved understanding the business environment, contributing to customer experience, and supporting the company's broader marketing and sales strategies. This hands-on experience helped me gain valuable insights into how real-world businesses operate, particularly in the automotive sector.

2.2 My Job Responsibilities

1. Promoting automotive parts and accessories to customers by explaining product features and benefits

2. Assisting in direct sales by interacting with walk-in customers and supporting purchase decisions
3. Understanding customer requirements and recommending suitable products based on their needs and budget
4. Providing detailed information about genuine parts, especially authorized Suzuki products, to build customer trust
5. Supporting marketing activities to increase brand visibility and attract potential customers
6. Coordinating with team members to improve sales approaches and customer handling techniques
7. Observing market trends, competitor offerings, and customer preferences to gain market insights
8. Assisting in managing customer inquiries, both in-person and through phone or online communication
9. Helping maintain strong relationships with existing clients to encourage repeat business
10. Ensuring proper product display and presentation to enhance customer experience in-store
11. Learning and applying effective communication and persuasion techniques during sales interactions

2.3 Activities in Coordinating with Co-workers

Throughout the internship, teamwork played an important role in daily operations. My coordination with colleagues included:

1. Discussing sales strategies and effective customer approaches
2. Sharing insights on customer preferences, buying behavior, and product demand
3. Assisting in handling customer inquiries and supporting the overall sales process
4. Supporting each other during peak hours and busy sales periods
5. Learning from experienced team members about product knowledge and selling techniques
6. Coordinating with team members to ensure accurate product information is communicated to customers
7. Assisting in managing stock-related queries by communicating with inventory staff
8. Collaborating on improving product display and in-store presentation
9. Sharing feedback from customers to help improve service quality and product offerings

10. Observing and adapting to different sales styles used by team members
11. Participating in informal team discussions to solve customer-related challenges
12. Supporting new or ongoing promotional efforts through team coordination
13. Maintaining clear and professional communication to avoid misunderstandings

This collaboration helped me better understand how a business operates on a practical level.

2.4 Job Process Diagram

The job process diagram represents the complete flow of activities involved in the sales process at AutoPro Enterprises, starting from the initial customer interaction to post-sale support. Each stage plays a critical role in ensuring customer satisfaction and successful business transactions.

1. Customer Inquiry

The process begins when a customer approaches the business with a need or question. This inquiry can be made in person, over the phone, or through online platforms. At this stage, the main objective is to understand the customer's requirements clearly—such as the type of vehicle, specific part needed, budget, or problem they are facing. Effective communication here is essential, as it sets the tone for the entire interaction.

2. Product Recommendation

Once the customer's needs are understood, the next step is to suggest suitable products. This involves using product knowledge to recommend the right automotive parts or accessories that match the customer's requirements. In the case of AutoPro, this may include promoting genuine Suzuki parts or alternative options for other brands. The focus here is on building trust by offering reliable and appropriate solutions rather than just pushing sales.

3. Negotiation

After recommending products, the discussion moves toward pricing, product alternatives, and value for money. Customers may compare options, ask for discounts, or seek clarification

about product quality. At this stage, negotiation skills are important to balance customer satisfaction with company profitability. Clear explanation of product value and pricing helps in reaching a mutually beneficial agreement.

4. Sales

Once both the customer and seller agree on the product and price, the sale is completed. This includes finalizing the transaction, preparing the bill, and delivering the product. Efficiency and professionalism during this stage are important to ensure a smooth and positive buying experience.

5. After-Sales Service

The process does not end with the sale. After-sales service is a crucial stage where customer satisfaction is reinforced. This may involve addressing product-related issues, handling complaints, providing guidance on product usage, or ensuring product replacement if needed. Good after-sales service helps in building long-term relationships and encourages repeat customers.

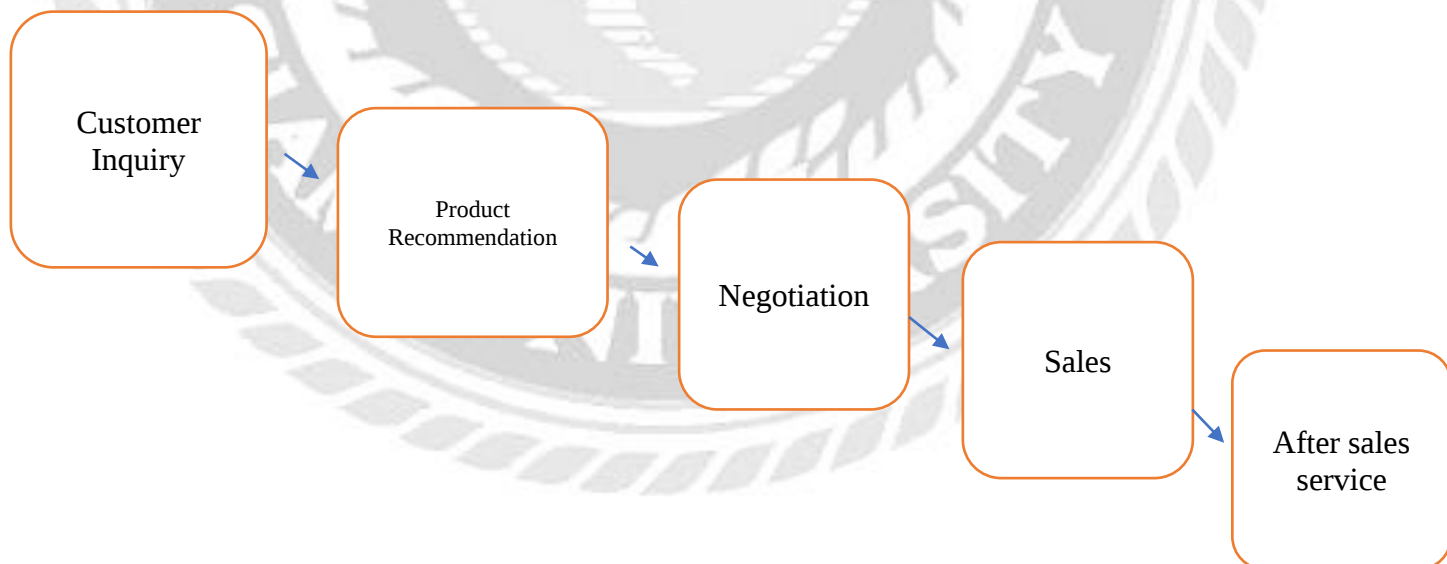


Figure 2-0-1 Job Process Diagram

2.5 Contributions as a Co-Op Student in the Company

1. Assisted in increasing product awareness through direct customer interaction
2. Contributed to sales by actively engaging with customers and supporting purchase decisions
3. Helped improve customer experience through clear communication and prompt support
4. Shared ideas for improving marketing approaches and customer engagement strategies
5. Gained and applied practical knowledge of sales processes and day-to-day business operations
6. Built strong relationships with customers, encouraging trust and repeat business
7. Supported the team in handling customer inquiries efficiently during busy periods
8. Contributed to better product understanding by explaining features and benefits to customers
9. Assisted in promoting genuine and authorized products, strengthening brand credibility
10. Observed customer behavior and provided feedback to improve sales approaches
11. Helped enhance in-store experience through better coordination and interaction
12. Learned and applied effective persuasion and negotiation techniques
13. Supported the team in maintaining a professional and customer-friendly environment
14. Contributed to identifying customer needs more accurately, improving product recommendations
15. Developed confidence in handling real-world sales situations and customer interactions

CHAPTER 3 : LEARNING PROCESS

3.1 Problems/Issues of the Company

During the internship at Autopro Enterprises, several operational, marketing, and structural issues were observed that affect the efficiency and growth potential of the company. Although the organization has a strong reputation for genuine automotive products and good customer trust, certain limitations prevent it from fully competing in the modern market environment.

The company operates in a highly competitive automotive sector in Nepal, where customer expectations are rapidly changing due to digitalization and increased market awareness. However, many of the company's internal processes and marketing strategies are still traditional. This creates a gap between customer expectations and service delivery, especially in areas such as online visibility, service efficiency, and market expansion.

3.1.1 Problem Statement

Autopro Enterprises faces challenges in scaling its business operations due to limited digital transformation, traditional marketing approaches, and restricted geographical reach. While the company has strong product authenticity and customer trust, it is unable to fully capitalize on market opportunities because of weak online presence, manual operational systems, and increasing competition in the automotive spare parts industry. These limitations reduce overall efficiency, brand visibility, and customer acquisition potential in a growing market.

3.1.2 Major Problems Identified

1. Weak Digital and Online Presence

The company has minimal visibility on digital platforms such as social media, websites, or online marketplaces. In today's market, customers often search online before purchasing, and this limitation reduces customer reach and brand awareness.

2. Traditional Marketing Approach

Marketing activities are mostly offline and depend on physical customer visits. There is limited use of digital advertising, influencer marketing, or promotional campaigns, which reduces competitiveness.

3. Limited Customer Outreach

Business operations are mostly restricted to local customers. There is no strong system for reaching customers outside Kathmandu or expanding to other regions of Nepal.

4. Manual Operational System

Many business processes such as inventory tracking, billing, and record keeping are handled manually. This increases workload, reduces speed, and can lead to human errors.

5. Increasing Market Competition

The automotive spare parts industry is highly competitive with many new entrants offering similar products at lower prices. This creates pressure on pricing and profit margins.

6. Lack of Structured Customer Data Management

Customer information is not systematically stored or analyzed, which limits repeat sales, targeted marketing, and customer relationship management.

3.2 Proposed Solutions to the Identified Problems

To overcome the identified issues, several strategic and operational improvements are suggested:

1. Development of Strong Digital Presence

The company should invest in creating active social media pages, a professional website, and Google Business listing to improve visibility and attract online customers.

2. Implementation of E-Commerce System

An online selling platform should be developed where customers can browse products, check availability, and place orders easily.

3. Digital Marketing Campaigns

Use of Facebook Ads, Instagram promotions, and Google Ads can significantly improve brand awareness and customer reach.

4. Automation of Business Processes

Introducing software for inventory management, billing, and sales tracking will improve efficiency and reduce errors.

5. Expansion of Distribution Network

The company should collaborate with workshops, garages, and dealers in different cities to increase product availability.

6. Customer Data Management System (CRM)

A proper CRM system should be implemented to track customer purchases, preferences, and feedback for better marketing and retention strategies.

3.3 Literature Review

To better understand the practical challenges experienced during the internship and connect academic knowledge with real-world business operations, a review of relevant literature was conducted focusing on sales and marketing management, customer relationship management, retail and wholesale business operations, supply chain practices, digital marketing, and consumer behavior. The reviewed literature helped support and validate the activities performed during the internship at AutoPro Enterprises.

1. Sales and Marketing Management in Retail and Wholesale Businesses

Literature suggests that effective sales and marketing strategies are essential for improving customer acquisition, increasing revenue, and maintaining long-term business competitiveness. Marketing management involves identifying customer needs, creating value, and building strong customer relationships through strategic communication and product positioning. In wholesale and retail businesses, sales performance largely depends on customer satisfaction, product availability, pricing strategies, and relationship management (Kotler and Keller, 2016).

Research also explains that businesses operating in competitive markets, such as the automotive parts and accessories industry, must focus on customer-oriented sales practices and market responsiveness. Sales personnel are expected not only to sell products but also to understand customer preferences, recommend suitable products, and maintain professional relationships with retailers, workshops, and end consumers. These concepts closely relate to the internship activities conducted at AutoPro Enterprises, particularly in sales coordination, customer handling, product promotion, and retail operations.

2. Consumer Behavior and Customer Relationship Management

The literature highlights that understanding consumer behavior is important for improving marketing effectiveness and business growth. Consumer purchasing decisions are influenced by factors such as product quality, pricing, brand image, after-sales service, and promotional activities. According to Kotler and Armstrong (2017) businesses that effectively analyze customer needs and buying patterns are better able to create targeted marketing strategies and improve customer retention.

Customer Relationship Management (CRM) is also considered an important aspect of modern business operations. CRM practices help organizations strengthen communication with customers, improve customer satisfaction, and encourage repeat purchases. In automotive businesses, maintaining strong relationships with workshops, retailers, and loyal customers helps increase trust and long-term business sustainability. During the internship, practical exposure to customer interaction, sales follow-ups, and handling customer inquiries reflected the importance of CRM and consumer behavior theories in day-to-day business operations.

3. Digital Marketing and Promotional Practices

The literature further explains that digital marketing has become a significant tool for modern businesses to improve brand awareness and customer engagement. Social media marketing, content creation, promotional campaigns, and online advertising help businesses communicate directly with customers and increase market visibility. According to Chaffey and Ellis-Chadwick (2019) digital marketing enables businesses to reach wider audiences while creating interactive and cost-effective promotional strategies.

Businesses increasingly use social media platforms for showcasing products, creating promotional content, and engaging with potential customers. In the automotive accessories sector, digital marketing plays an important role in influencing customer preferences and increasing product visibility. The internship activities at AutoPro Enterprises, including assisting in marketing campaigns, product promotions, and content shooting for social media platforms, closely align with these modern digital marketing practices.

4. Supply Chain and Inventory Management Practices

Literature also suggests that efficient supply chain and inventory management are essential for wholesale and retail businesses to ensure product availability and operational efficiency. Proper inventory management helps businesses minimize stock shortages, reduce operational costs, and improve customer satisfaction. Supply chain management focuses on coordinating suppliers, distributors, and retailers to deliver products efficiently to customers (Christopher, 2016).

In the automotive parts industry, maintaining timely stock availability and managing supplier relationships are important for smooth business operations. Businesses dealing with multiple automotive brands and accessories must ensure effective coordination between procurement, warehousing, and sales departments. During the internship, observations regarding stock management, product handling, and coordination between sales and inventory operations reflected the practical importance of supply chain management concepts.

5. Challenges Faced by Retail and Automotive Businesses

The retail and automotive businesses highlights that organizations often face challenges such as increasing market competition, changing customer preferences, price sensitivity, and maintaining consistent customer engagement. Businesses also face operational challenges related to inventory management, supplier coordination, and adapting to digital transformation. Studies suggest that companies that fail to adopt modern marketing strategies and customer-focused practices may struggle to maintain long-term competitiveness.

In developing economies such as Nepal, businesses additionally face challenges related to market fluctuations, limited technological adoption, and inconsistent consumer purchasing behavior. These findings closely relate to the practical challenges observed during the internship

at AutoPro Enterprises, particularly in sales management, customer engagement, marketing activities, and maintaining operational efficiency in a competitive market environment.

Overall, the reviewed literature supports the importance of effective sales strategies, customer relationship management, digital marketing practices, and efficient operational management in improving business performance and maintaining sustainable growth within the automotive retail and wholesale industry.

3.4 Learning Outcome from the Co-Op Studies

The co-op internship provided practical exposure to real business operations in the automotive sector. It helped in understanding how a commercial enterprise functions on a daily basis, including sales processes, customer handling, inventory management, and supplier coordination.

One of the most important learning outcomes was understanding how theoretical business concepts are applied in real situations. It also provided insight into customer behavior, market demand, and competitive pricing strategies. The experience helped in building confidence, improving communication skills, and developing a professional mindset required for business environments.

Additionally, working in a real organization improved problem-solving abilities and decision-making skills when dealing with customers and operational challenges.

3.5 Application of Knowledge from Coursework to Real Working Situation

The knowledge gained from academic coursework played a significant role during the internship. Concepts from marketing management, business communication, and entrepreneurship were directly applied in daily tasks.

- 1 The 4Ps of marketing (Product, Price, Place, Promotion) were observed in real product positioning and pricing decisions.
- 2 Consumer behavior concepts helped in understanding customer needs and preferences.

- 3 Communication theories were applied in dealing with customers in a professional and effective manner.
- 4 Basic financial knowledge helped in understanding profit margins, pricing strategies, and sales performance.

This integration of theory and practice helped in developing a deeper understanding of how businesses operate in real market conditions.

3.6 Special Skills and New Knowledge Gained

1. Technical Skills

- 1 Ability to identify and differentiate automotive spare parts based on vehicle type, brand, and model compatibility.
- 2 Understanding of basic stock and warehouse management, including tracking incoming and outgoing inventory.
- 3 Hands-on experience in preparing invoices and handling basic billing procedures in a retail/automotive setup.
- 4 Knowledge of product verification and quality checking during receipt of goods from suppliers.
- 5 Basic understanding of automotive service flow, including how spare parts are selected for repair and maintenance work.
- 6 Familiarity with pricing updates and margin structure, including how selling prices are adjusted based on market conditions.
- 7 Exposure to record-keeping and documentation practices used in day-to-day business operations.

2. Soft Skills

- 1 Developed active listening skills to understand customer requirements clearly before suggesting products.

- 2 Improved ability to build customer trust through honest communication and accurate product guidance.
- 3 Strengthened decision-making skills while assisting customers in selecting appropriate spare parts.
- 4 Gained experience in handling pressure situations especially during busy hours or urgent customer demands.
- 5 Improved observational skills by learning how experienced staff deal with customers and solve problems.
- 6 Developed work discipline and consistency, following daily routines and business procedures.
- 7 Enhanced adaptability, adjusting to real-time business challenges and changing customer needs.
- 8 Improved professional attitude and workplace behavior, including respect, punctuality, and responsibility.

CHAPTER:4 CONCLUSION

The co-operative internship at Autopro Enterprises provided a meaningful and practical learning experience in the field of marketing, sales, and automotive spare parts operations. It served as a bridge between theoretical knowledge gained in academic coursework and its real-world application in a business environment.

During the internship period, it was observed that Autopro Enterprises operates in a highly competitive and demand-driven automotive market in Kathmandu. The company mainly deals with genuine spare parts distribution and customer service, where trust, product authenticity, and service quality play a crucial role in business success. The internship helped in understanding how daily business operations such as customer handling, product identification, billing, inventory management, and supplier coordination are executed in a structured retail environment.

One of the key insights gained during the internship was the importance of customer satisfaction and relationship building in sustaining long-term business growth. It was also observed that pricing strategy, product availability, and timely service significantly influence customer

purchasing decisions in the automotive sector. This internship enhanced my personal and professional development by improving communication skills, confidence, teamwork, and problem-solving abilities. It also provided exposure to real-time business challenges such as managing customer expectations, handling stock availability issues, and dealing with competitive market pressure.

Overall, the co-op study was highly beneficial in developing practical business understanding, improving interpersonal skills, and gaining exposure to Nepal's automotive industry. It also highlighted the need for modernization, particularly in digital marketing and operational automation, for future business sustainability.

4.1 Summary of Highlights from My Co-op Experience

My co-op experience at AutoPro Enterprises was highly practical and dynamic, allowing me to experience different aspects of business operations beyond classroom learning. During the internship, I was involved in both sales and marketing activities, which helped me understand how an automotive accessories business operates in a competitive and constantly changing market.

One of the key highlights of my internship was participating in marketing and promotional activities for different automotive products and accessories. I assisted in influencer marketing campaigns by coordinating with content creators and helping promote products through social media platforms. This exposure gave me insight into how modern businesses use digital platforms and influencer collaborations to increase brand awareness, attract customers, and improve product visibility.

Another important experience was supporting product-related promotional content and campaign activities. I observed how visual presentation, customer engagement, and online marketing strategies influence purchasing decisions. Being involved in content shooting and promotional planning helped me better understand practical branding and marketing techniques used in the automotive industry.

I also gained exposure to regulatory and operational responsibilities within the business. During my internship, the government introduced mandatory MRP (Maximum Retail Price)

sticker requirements for products. I assisted in organizing and applying MRP stickers to products to ensure compliance with market regulations. This helped me understand the importance of legal compliance, product labeling, and operational accuracy in retail and wholesale businesses.

4.2 Self-Assessment of Professional Development

During my internship at AutoPro Enterprises, I experienced significant growth in my professional skills, practical understanding, and workplace behavior. This co-op experience helped me transition from theoretical knowledge to real-world application, particularly in sales, marketing, and operational tasks within the automotive industry. One of the most noticeable areas of development was my communication skills. Regular interaction with customers, retailers, and internal team members improved my ability to express ideas clearly, understand customer requirements, and respond professionally in different situations. I also became more confident in handling customer inquiries and engaging in sales conversations.

My understanding of marketing practices improved considerably through hands-on involvement in promotional activities. Participating in influencer marketing campaigns and social media content support helped me understand how modern digital marketing strategies are planned and executed. I also learned how branding, visual presentation, and online engagement directly influence customer interest and sales performance.

In terms of technical and operational understanding, I gained practical exposure to inventory handling and product management processes. I also developed awareness of regulatory compliance, particularly when assisting with the implementation of government-mandated MRP (Maximum Retail Price) stickers on products. This experience improved my attention to detail and understanding of the importance of compliance in business operations.

Time management and adaptability were other key areas of improvement. Working in a fast-paced retail and wholesale environment required me to manage multiple tasks simultaneously, prioritize responsibilities, and adjust quickly to changing work demands. This helped me become more disciplined and efficient in completing assigned tasks.

Overall, this internship strengthened my professional confidence and prepared me for future roles in business and marketing. It provided me with a realistic understanding of workplace expectations and helped me develop essential skills required for a career in sales, marketing, and business operations.

4.3 Limitations of My Co-Op Studies

Although the internship provided valuable exposure, certain limitations were experienced during the study period:

1. Limited Internship Duration

The duration of the internship was relatively short, which restricted the opportunity to gain in-depth experience across all business departments and long-term operational processes.

2. Restricted Access to Internal Business Data

Due to confidentiality and organizational policies, access to detailed financial reports, profit margins, supplier contracts, and strategic planning documents was limited.

3. Observation-Based Learning Approach

Most of the learning experience was observational, with limited involvement in decision-making processes or managerial responsibilities.

4. Limited Exposure to Digital Systems

The company primarily follows traditional business practices, which limited exposure to advanced tools such as ERP systems, CRM software, and digital analytics platforms.

5. Departmental Restriction

The internship experience was mostly confined to sales and customer service departments, with limited interaction with finance, marketing strategy, and procurement functions.

6. Time Constraints During Operational Hours

During peak business hours, staff were busy handling customers, which reduced the opportunity for in-depth discussions and structured learning sessions.

4.4 Recommendations for the Company

Based on the internship experience and observations at Autopro Enterprises, the following recommendations are suggested for improving efficiency and long-term growth:

1. Digital Transformation

The company should invest in developing a strong digital presence through websites, social media platforms, and Google Business listings. This will improve visibility and customer reach in an increasingly digital marketplace.

2. Implementation of E-Commerce System

An online sales platform should be developed to allow customers to browse products, check availability, and place orders online. This will expand market reach beyond physical store limitations.

3. Automation of Business Operations

Introducing software-based systems for inventory management, billing, and customer records will improve operational efficiency, reduce human errors, and save time.

4. Strengthening Marketing Strategies

The company should adopt modern marketing techniques such as social media advertising, influencer marketing, and promotional campaigns to increase brand awareness and competitiveness.

5. Customer Relationship Management (CRM) System

Implementing a CRM system will help in maintaining customer data, analyzing purchasing behavior, and improving customer retention strategies.

6. Employee Training and Development

Regular training programs should be conducted to improve employee skills in customer service, technical knowledge, and modern sales techniques.

7. Business Expansion Strategy

The company should consider expanding partnerships with garages, workshops, and distributors in different regions of Nepal to increase market share and accessibility.



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APPENDICES

Appendix A: Daily Worksheet

Name of Student: Harsh Agrawal

Name of the Organization: AutoPro Enterprises

Name of Organization's Supervisor: Ashish Agrawal

Date: February 1, 2026 – May 22, 2026

Table 4-0-1 My Daily Work Update Diary

Week 1 Date Day Task Assigned			
Day 1	01/02	Sunday	Orientation and introduction to AutoPro Enterprises, business structure, and store operations
Day 2	02/02	Monday	Holiday (Holi)
Day 3	03/02	Tuesday	Learning about different vehicle brands and spare parts categories
Day 4	04/02	Wednesday	Observing store layout, inventory system, and product arrangement
Day 5	05/02	Thursday	Assisting in basic stock entry and product listing in Excel
Day 6	06/02	Friday	Assisted in digital branding and content scheduling activities

Week 2 Date Day Task Assigned			
Day 1	08/02	Sunday	Updating inventory records and checking stock availability
Day 2	09/02	Monday	Learning customer handling at sales counter
Day 3	10/02	Tuesday	Assisting in customer inquiries and product explanation
Day 4	11/02	Wednesday	Understanding billing process and invoice preparation
Day 5	12/02	Thursday	Observing supplier delivery and purchase coordination

Day 6	13/02	Friday	Worked on campaign posting plans, caption coordination, and audience engagement activities
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Week 3 Date Day Task Assigned			
Day 1	15/02	Sunday	Met distributors to understand their requirements
Day 2	16/02	Monday	Supporting billing and sales documentation
Day 3	17/02	Tuesday	Learning pricing structure and profit margin system
Day 4	18/02	Wednesday	Updating stock records and product availability
Day 5	19/02	Thursday	Assisting in organizing spare parts in storage
Day 6	20/02	Friday	Was assigned to collect payment of products distributed

Week 4 Date Day Task Assigned			
Day 1	22/02	Sunday	Handling customer queries and product recommendations
Day 2	23/02	Monday	Learning about spare parts compatibility across vehicle models
Day 3	24/02	Tuesday	Assisting in daily sales reporting and documentation
Day 4	25/02	Wednesday	Observing customer negotiation and sales closing process
Day 5	26/02	Thursday	Supporting inventory verification and stock audit
Day 6	27/02	Friday	Physical marketing in local shops

Week 5 Date Day Task Assigned			
Day 1	01/03	Sunday	Assisting in customer service and sales support
Day 2	02/03	Monday	Supporting billing and invoice preparation
Day 3	03/03	Tuesday	Learning discount policies and pricing adjustments
Day 4	04/03	Wednesday	Election Holiday

Day 5	05/03	Thursday	Election Holiday
Day 6	06/02	Friday	Election Holiday

Week 6 Date Day Task Assigned			
Day 1	08/03	Sunday	Work from Home – Updating product and stock records
Day 2	09/03	Monday	Work from Home – Organizing customer inquiry data
Day 3	10/03	Tuesday	Work from Home – Preparing sales summaries
Day 4	11/03	Wednesday	Work from Home – Research documentation
Day 5	12/03	Thursday	Resume office work – assisting in daily operations
Day 6	13/03	Friday	Sick leave

Week 7 Date Day Task Assigned			
Day 1	15/03	Sunday	Assisting in customer handling during peak hours
Day 2	16/03	Monday	Supporting sales tracking and reporting
Day 3	17/03	Tuesday	Learning supplier delivery and receiving process
Day 4	18/03	Wednesday	Assisting in product labeling and arrangement
Day 5	19/03	Thursday	Observing customer negotiation and sales closing
Day 6	20/03	Friday	Assisted in shifting products between storage and retail display areas

Week 8 Date Day Task Assigned			
Day 1	22/03	Sunday	Holiday (Post activity break)
Day 2	23/03	Monday	Assisting in customer handling and sales support
Day 3	24/03	Tuesday	Updating inventory records
Day 4	25/03	Wednesday	Assisting in billing and invoice preparation
Day 5	26/03	Thursday	Supporting store organization
Day 6	27/03	Friday	Learned how staff identify customer needs and suggest suitable products

Week 9 Date Day Task Assigned			
Day 1	29/03	Sunday	Assisting in inventory management and stock update
Day 2	30/03	Monday	Supporting store display and product arrangement
Day 3	31/03	Tuesday	Assisting in customer service improvement activities
Day 4	01/04	Wednesday	Observing marketing and promotional strategies
Day 5	02/04	Thursday	Supporting daily sales reporting
Day 6	03/04	Friday	Improved customer interaction and professional communication skills

Week 10 Date Day Task Assigned			
Day 1	05/04	Sunday	Assisting in customer inquiry handling
Day 2	06/04	Monday	Supporting stock verification and inventory check
Day 3	07/04	Tuesday	Assisting in sales reporting
Day 4	08/04	Wednesday	Learning supplier coordination process
Day 5	09/04	Thursday	Supporting billing and transaction process
Day 6	10/04	Friday	Verified product labeling and pricing information before retail display

Week 11 Date Day Task Assigned			
Day 1	12/04	Sunday	Assisting in daily store operations
Day 2	13/04	Monday	Supporting customer handling and sales
Day 3	14/04	Tuesday	Nepali New Year Holiday
Day 4	15/04	Wednesday	Assisting in stock update
Day 5	16/04	Thursday	Sick Leave
Day 6	17/04	Friday	Sticking MRP stickers on all products after change in government policy

Week 12 Date Day Task Assigned			
Day 1	19/04	Sunday	Assisting in customer service and promotional activities
Day 2	20/04	Monday	Supporting inventory and marketing coordination
Day 3	21/04	Tuesday	Assisting in billing and customer engagement
Day 4	22/04	Wednesday	Observing marketing campaigns and sales patterns
Day 5	23/04	Thursday	Preparing daily summaries and marketing insights
Day 6	24/04	Friday	Assisted in applying government-mandated MRP stickers to products

Week 13 Date Day Task Assigned			
Day 1	26/04	Sunday	Assisting in store operations and promotional campaigns
Day 2	27/04	Monday	Updating inventory and marketing data
Day 3	28/04	Tuesday	Assisting in sales performance analysis
Day 4	29/04	Wednesday	Supporting billing and campaign reporting
Day 5	30/04	Thursday	Finalizing reports and marketing documentation
Day 6	01/05	Friday	Helped prepare products for display and customer presentation

Week 14 Date Day Task Assigned			
Day 1	03/05	Sunday	Preparing internship report for AutoPro Enterprises
Day 2	04/05	Monday	Preparing PPT on marketing, sales, and content creation experience
Day 3	05/05	Tuesday	Final review and submission of report and presentation
Day 4	06/05	Wednesday	Influencer Marketing
Day 5	07/05	Thursday	Influencer Marketing
Day 6	08/05	Friday	Rest day

Week 15 Date Day Task Assigned			
Day 1	10/05	Sunday	Learned how customer trust and communication influence sales decisions
Day 2	11/05	Monday	Assisted online customers with basic product information and guidance
Day 3	12/05	Tuesday	Uploaded products on online platform called Daraz
Day 4	13/05	Wednesday	Visited Daraz office for more information and ideas on marketing
Day 5	14/05	Thursday	Understood the supply chain system for Daraz
Day 6	15/05	Friday	Learned visual merchandising techniques used to attract customers

Week 16 Date Day Task Assigned			
Day 1	17/05	Sunday	Reviewing completed internship tasks and documenting key learnings
Day 2	18/05	Monday	Organizing marketing, sales, and promotional activity records
Day 3	19/05	Tuesday	Assisting in final inventory and store operation review
Day 4	20/05	Wednesday	Preparing internship completion documents and reports
Day 5	21/05	Thursday	Conducting final discussion and feedback session with supervisor
Day 6	22/05	Friday	Internship completion and handover of assigned responsibilities

PHOTO AND VIDEO GALLERY



Figure 4-0-1 Workplace

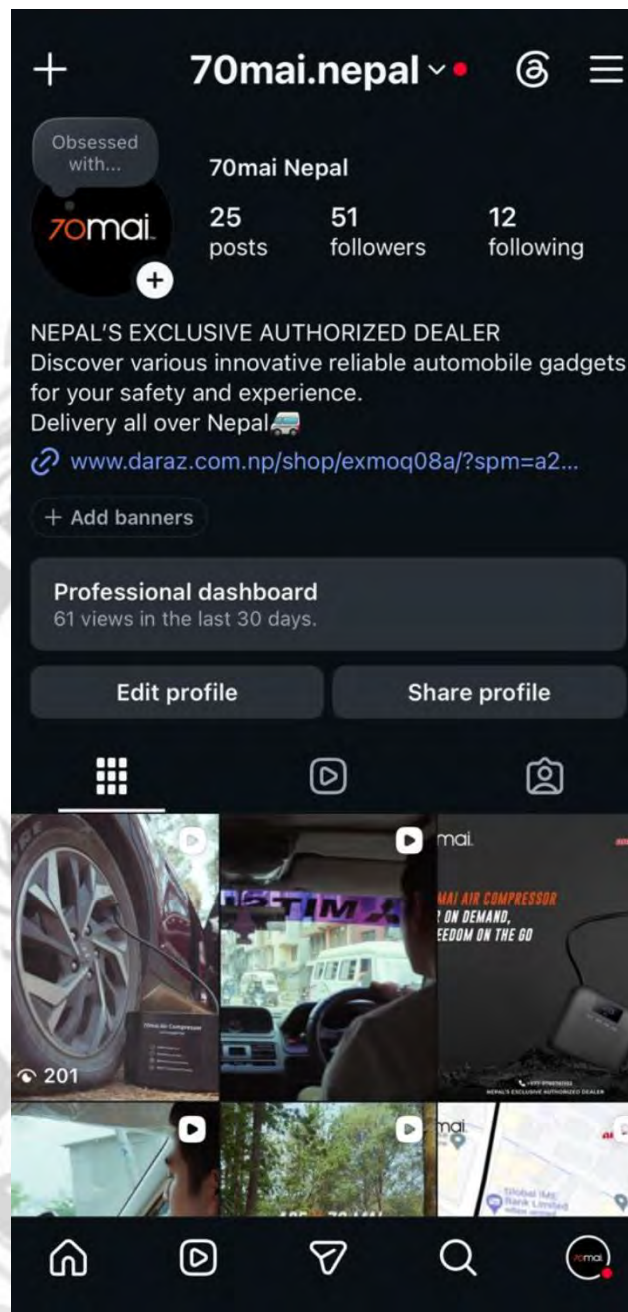


Figure 4-0-2 AutoPro Enterprises Instagram Business Profile



Figure 4-3 KCM Supervisor's Visit and meet with my supervisor

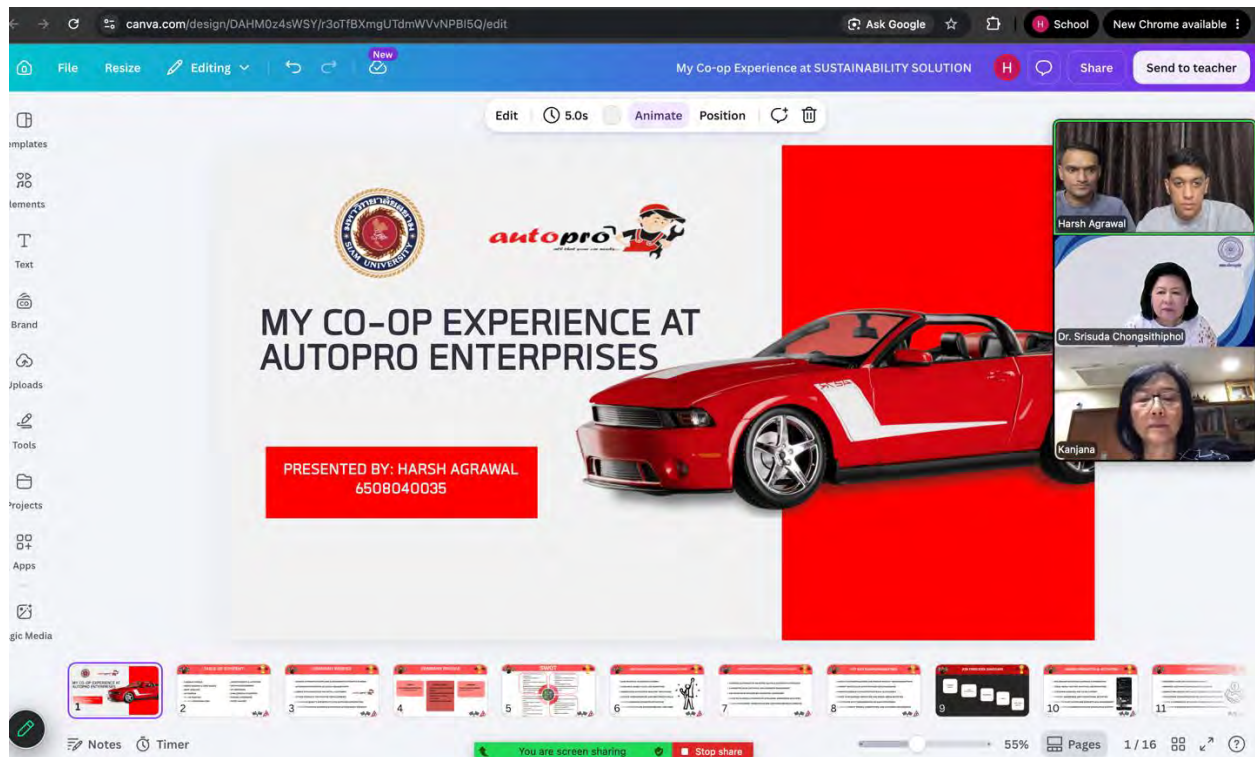


Figure 4-4 Final presentation with Siam University Professor's