



COOPERATIVE EDUCATION REPORT

Enhancing Brand Visibility and Distribution Efficiency in the Pet Care Industry

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Abstract

This report presents my internship experience at G.D. International Pvt. Ltd. from 20 January 2025 to 31 May 2025 in the Marketing Department. The company operates in various sectors, including pet products, food packaging (D'Lite), and cosmetics. My internship primarily focused on the pet care division, where I worked with international brands such as Royal Canin, Bonacibo, Bearing, and JerHigh. My responsibilities included managing the Instagram page "mypets.np," creating promotional content, running digital marketing campaigns, supporting sales activities, and educating customers about pet nutrition. Through interactions with customers, retailers, and distributors, I gained practical knowledge of marketing, brand management, customer relationship management, and distribution operations. This internship provided valuable exposure to real-world business practices and helped me develop professional skills in digital marketing, communication, sales, and consumer behavior analysis.

Keywords: Pet Care Industry, Digital Marketing, Social Media Marketing, Brand Management, Customer Relationship Management, Distribution Management

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Table of Contents

List of Tables	7
List of Figures	7
CHAPTER 1: INTRODUCTION	8
1.1 Company Profile	8
1.1.1 Company's Mission	9
1.1.2 Company's Vision	9
1.1.3 Product Portfolio	9
1.1.3 Strategies of the Company	10
1.2 Organizational Structure	11
1.2.1 Hierarchy of Management	12
1.2.2 My Job Position	12
1.3 My Intention and Motivation to Join G.D. International as My Co-Op Studies Workplace	13
1.4 Strategic Analysis of G.D. International (SWOT Analysis)	14
1.5 Objectives of the Co-Operative Studies	15
CHAPTER 2: CO-OP STUDY ACTIVITIES	16
2.1 My Job Description	16
2.2 My Job Duties and Responsibilities	17
2.3 Activities in Coordinating with Co-Workers	18
2.4 Contribution as a Co-op Student in the Company	18
CHAPTER 3: LEARNING PROCESS	20
3.1 Challenges/ Problems Encountered	20
3.2 Approaches Used to Overcome the Challenges	21
3.3 Recommendations to the Company	23
3.4 Learning Outcome from the Co-Op Studies	24
3.5 Application of Coursework to Real Working Situations	25
3.6 Skills and Knowledge Gained During this Process	26
CHAPTER 4: CONCLUSION	27
4.1 Summary of Highlights of My Co-Op Studies at Deerhold	27
4.2 My Evaluation of the Work Experience	28
4.3 Limitations of My Co-Op Studies	29
REFERENCES	31



List of Tables

Table 1: SWOT Analysis

List of Figures

Figure 1: Company Logo

Figure 2: Packaging

Figure 3: Showroom 1

Figure 4: Showroom 2

Figure 5: Showroom 3

Figure 6: Storage Room

Figure 7: Supervisor's Workplace

Figure 8: Instagram Page

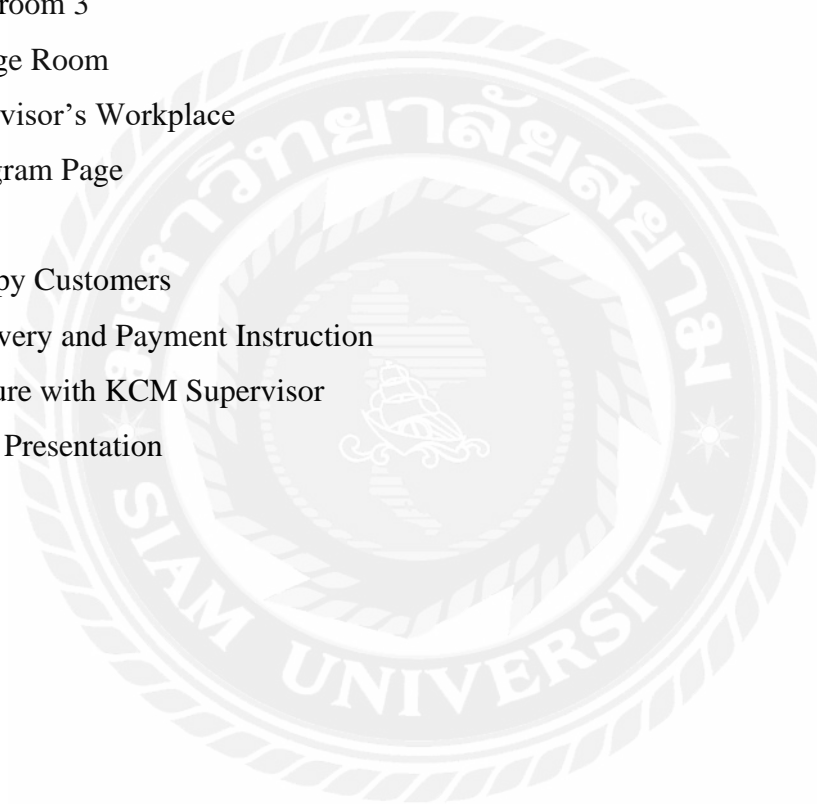
Figure 9: Inbox

Figure 10: Happy Customers

Figure 11: Delivery and Payment Instruction

Figure 12: Picture with KCM Supervisor

Figure 13: Oral Presentation



CHAPTER 1: INTRODUCTION

G.D. International Pvt. Ltd. is one such organization that has successfully established its presence in multiple business sectors through its commitment to quality, customer satisfaction, and business growth.

The company plays an important role in supplying a wide range of products to the Nepalese market, particularly in the areas of pet care, food packaging (D'lite) , and cosmetics. Through strong relationships with international suppliers, distributors, retailers, and customers, the company has built a reliable distribution network and a reputation for delivering quality products.

Over the years, G.D. International Pvt. Ltd. has expanded its operations and diversified its product portfolio to meet the evolving demands of consumers. The company continues to focus on innovation, market expansion, and long-term business sustainability while maintaining strong relationships with its stakeholders.



Figure 1: Company Logo

1.1 Company Profile

G.D. International Pvt. Ltd. is a diversified trading and manufacturing company in Nepal, established by Mr. Ghanshyam Agrawal more than 30 years ago. The company operates in various sectors, including pet care products, food products, cosmetics, and consumer goods. It is currently managed by Mr. Ghanshyam Agrawal and his two sons, who oversee different business divisions.

The company is actively involved in importing, distributing, and marketing internationally recognized pet care brands such as Royal Canin (France), Bonacibo (Turkey), Bearing (Thailand), and JerHigh (Thailand). In addition, G.D. International Pvt. Ltd. owns and markets its local food brand, D'Lite Foods, which offers products such as oats and other cereal-based food items in the Nepalese market.

Although the company operates across multiple business sectors, my internship was primarily focused on the pet care division under the supervision of Mr. Sandip Agrawal. Through its commitment to quality products and strong distribution networks, the company continues to serve customers, retailers, and distributors throughout Nepal.

1.1.1 Company's Mission

To enhance the quality of life for consumers and their pets by providing trusted products, exceptional service, and sustainable business practices, while continuously expanding our market presence through innovation and customer satisfaction.

1.1.2 Company's Vision

To become a leading and trusted business organization in Nepal by providing high-quality products, building strong customer relationships, and creating value through innovation, reliability, and sustainable growth.

1.1.3 Product Portfolio

G.D. International Pvt. Ltd. offers a diversified portfolio of products across multiple business sectors. The company's major product categories include:

Pet Care Products

- Pet food and nutrition products
- Pet shampoos and grooming products

- Pet treats and supplements
- Pet accessories and toys

Major Brands:

- Royal Canin (France)
- Bonacibo (Turkey)
- Bearing (Thailand)
- JerHigh (Thailand)

Food Products

- D'lite Oats
- Cereal and health food products under the D'lite Foods brand

Cosmetics and Consumer Products

- Imported cosmetic and personal care products
- Beauty and wellness products

Food Packaging Products

- Packaging materials and related products for commercial and industrial use

Through its diverse product portfolio, G.D. International Pvt. Ltd. serves a wide range of customers while maintaining its commitment to quality, reliability, and customer satisfaction.

1.1.3 Strategies of the Company

- **Quality Product Strategy:** The company focuses on importing and distributing high-quality products from internationally recognized brands. This helps build customer trust and maintain a strong reputation in the market.
- **Distribution Network Strategy:** The company works closely with distributors, retailers, and pet shops across Nepal to ensure product availability and expand market coverage.

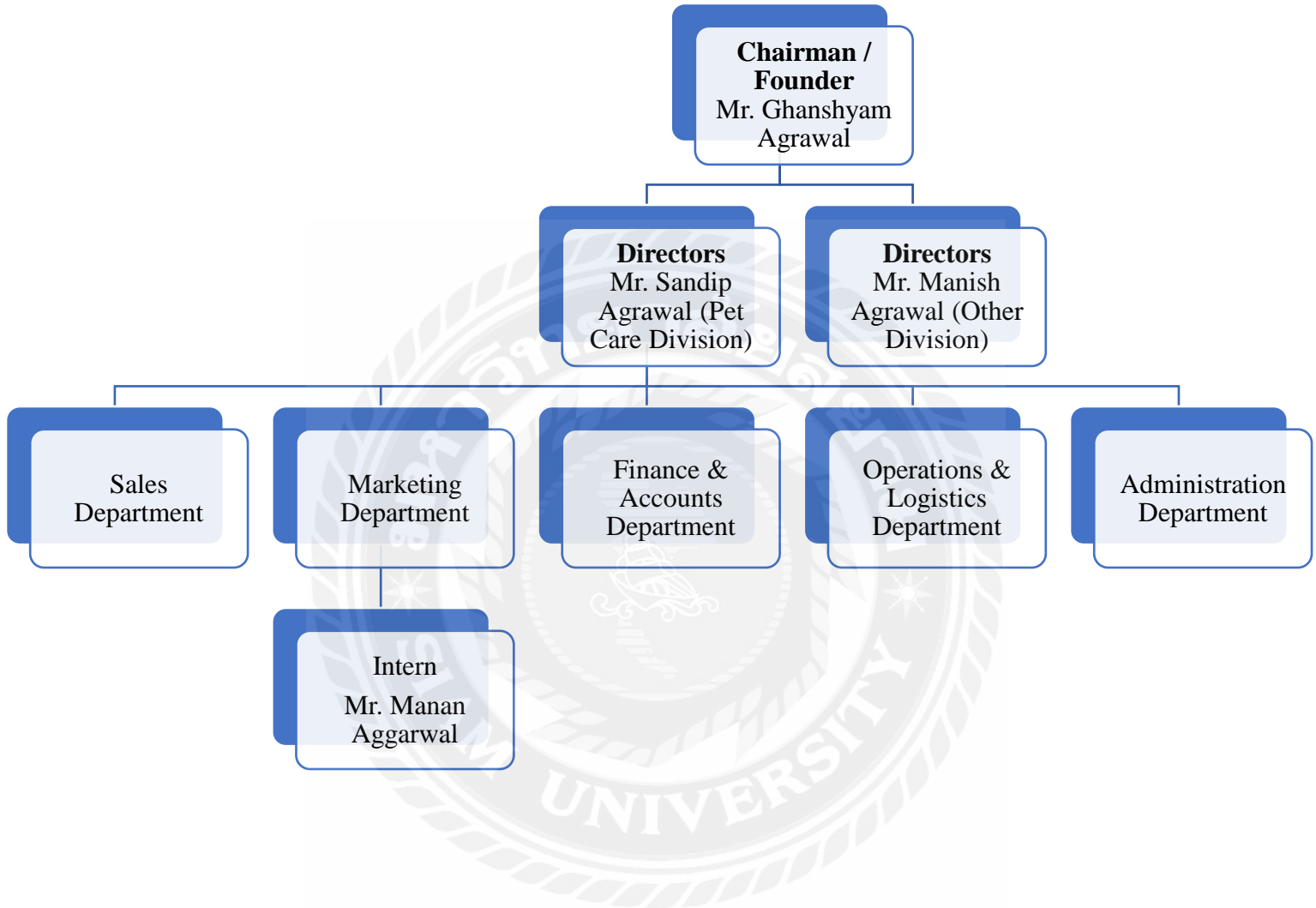
- **Digital Marketing Strategy:** The company utilizes social media platforms and online marketing activities to increase brand awareness, engage customers, and promote its products effectively.
- **Customer Education Strategy:** The company actively educates customers and retailers about pet nutrition, product benefits, and proper product usage, helping them make informed purchasing decisions.
- **Relationship Building Strategy:** The company emphasizes maintaining long-term relationships with customers, suppliers, and business partners through reliable service and continuous support.
- **Business Diversification Strategy:** The company operates in multiple sectors, including pet care products, food products, cosmetics, and packaging, which helps reduce business risk and support sustainable growth.

1.2 Organizational Structure

G.D. International Pvt. Ltd. follows a functional organizational structure that supports its diversified business operations. The company is headed by its founder, Mr. Ghanshyam Agrawal, who provides overall strategic direction and guidance. The management of different business divisions is delegated to his sons, who oversee daily operations and business development activities.

The company operates through key departments such as Marketing, Sales, Finance and Accounts, Operations, and Administration. These departments work together to ensure efficient business operations and customer satisfaction. The organizational structure encourages effective communication, coordination, and decision-making, enabling the company to respond efficiently to market demands and business opportunities. During my internship, I worked under the Pet Care Division, which allowed me to gain practical exposure to marketing, sales, and customer relationship management activities.

1.2.1 Hierarchy of Management



1.2.2 My Job Position

During my internship at G.D. International Pvt. Ltd., I worked under the Pet Care Division as a Marketing Intern. I chose to work in the pet care sector because of my personal interest in the industry and the wide variety of products offered by the company, which includes more than 1,000 pet-related products. My primary objective was to gain practical exposure to marketing concepts and understand how products are promoted and sold in a real business environment.

Under the guidance of my supervisor, Mr. Sandip Agrawal, I was assigned the responsibility of developing the company's online presence through social media marketing. As part of this initiative, I created and managed an Instagram page called "mypets.np," which served as a platform to promote pet products and educate consumers about the wide range of pet care solutions available in Nepal.

The key objectives of my internship were:

- To gain practical experience in marketing and business operations within the pet care industry.
- To understand the application of marketing concepts in a real business environment.
- To develop skills in social media marketing, content creation, and digital advertising.
- To enhance knowledge of customer behavior and product positioning strategies.
- To understand the relationship between marketing activities and sales performance.
- To gain exposure to distribution, retail operations, and customer relationship management.
- To bridge the gap between academic learning and professional practice.

1.3 My Intention and Motivation to Join G.D. International as My Co-Op Studies Workplace

I chose G.D. International Pvt. Ltd. as my cooperative education workplace because I wanted to gain practical exposure to the real business environment and understand how marketing activities contribute to business growth. While academic studies provide a strong theoretical foundation, I believed that practical experience was essential to understand how businesses operate on a day-to-day basis.

Another reason for choosing this company was my interest in entrepreneurship and market-driven business practices. I wanted to observe how products are introduced to customers, how marketing strategies (Kotler and Armstrong, 2021) are implemented, and how business decisions influence sales performance. The internship provided me with an opportunity to move beyond textbooks and learn directly from experienced professionals.

I was particularly interested in learning digital marketing and customer engagement. Through this internship, I was able to work on social media marketing, content creation, advertising campaigns, and customer communication. These responsibilities allowed me to develop practical skills while understanding consumer preferences and purchasing behavior.

Furthermore, I wanted to gain knowledge of the complete business cycle, from product sourcing and marketing to customer service and sales. This experience helped me improve my communication, problem-solving, and decision-making abilities while preparing me for future career opportunities in marketing and business management.

Overall, I selected G.D. International Pvt. Ltd. because it offered a dynamic learning environment where I could apply academic knowledge, develop professional skills, and gain valuable insights into real-world business operations.

1.4 Strategic Analysis of G.D. International (SWOT Analysis)

Strengths	Weaknesses
Strong distribution network with established relationships with retailers and distributors across Nepal.	Limited online presence due to the absence of an official company website.
Portfolio of internationally recognized brands such as Royal Canin, Bonacibo, Bearing, and JerHigh.	Dependence on imported products, making the business vulnerable to import-related challenges.
More than 30 years of business experience and market presence.	Limited brand awareness among customers regarding specialized pet nutrition products.

Diversified business operations that reduce dependence on a single product category.	Relatively smaller scale of operations compared to large multinational competitors.
Opportunities	Threats
Increasing awareness of pet health and nutrition among consumers.	Intense competition from local and international competitors.
Expansion of digital marketing and e-commerce channels.	Fluctuations in import costs and foreign exchange rates.
Opportunity to introduce new international brands and innovative products to the market.	Changes in government regulations related to imports and distribution.
Growing pet ownership and increasing demand for premium pet care products in Nepal..	Economic downturns that may reduce consumer spending on premium products.

Table 1: SWOT Analysis

1.5 Objectives of the Co-Operative Studies

The specific objectives of the internship are as follows:

- To gain hands-on experience in marketing and business operations within a professional workplace.
- To apply marketing concepts and theories learned during academic studies to practical business activities.

- To develop skills in digital marketing, including content creation, social media management, and online advertising.
- To understand consumer behavior and identify factors that influence customers' purchasing decisions.
- To gain knowledge of product promotion, brand positioning, and customer engagement strategies.
- To improve communication, interpersonal, and relationship management skills through interactions with customers, retailers, and business partners.
- To understand the role of social media platforms in increasing brand awareness and generating sales opportunities.
- To gain insight into distribution channels, sales processes, and the overall flow of products from suppliers to end consumers.
- To develop problem-solving, analytical thinking, and decision-making skills by working on real business challenges.
- To bridge the gap between academic learning and professional practice while preparing for future career opportunities in marketing and business management.

CHAPTER 2: CO-OP STUDY ACTIVITIES

2.1 My Job Description

My role was primarily focused on digital marketing, customer engagement, and online sales activities. The internship provided me with the opportunity to gain practical exposure to the application of marketing concepts in a real business environment.

Under the supervision of Mr. Sandip Agrawal, I was involved in promoting pet care products through digital platforms and assisting in various marketing activities. A significant part of my work involved managing the Instagram page "mypets.np," which was created to increase brand awareness and connect directly with customers. Through this role, I gained practical experience in content marketing, customer communication, sales processes, and social media advertising. The

position allowed me to understand how marketing strategies are implemented to attract customers, generate sales, and build long-term customer relationships.

2.2 My Job Duties and Responsibilities

My role involved managing social media platforms, creating marketing content, interacting with customers, and assisting in the sales process. I was given the opportunity to independently manage the Instagram page "mypets.np," where I promoted various pet care products and educated consumers about products available in the Nepalese market. In addition to content creation and social media advertising, I handled customer inquiries, recommended suitable products, processed orders, coordinated payments, and assisted in product dispatch. Through these responsibilities, I gained practical experience in marketing, customer relationship management, sales operations, and digital business development.

Major Duties and Responsibilities

- Created and managed the Instagram page "mypets.np".
- Developed promotional posts, product content, and educational materials.
- Produced and published reels and video marketing content.
- Utilized AI tools to support content creation and marketing activities.
- Planned and executed paid social media advertising campaigns.
- Monitored advertising performance and customer engagement.
- Responded to customer inquiries through social media platforms.
- Educated customers about pet nutrition and product benefits.
- Recommended suitable products based on customer requirements.
- Processed customer orders and maintained order records.
- Collected customer details and coordinated payment procedures.
- Assisted in dispatching products and ensuring timely delivery.
- Monitored customer feedback and maintained customer relationships.
- Supported marketing and sales activities within the Pet Care Division.

In addition to my regular responsibilities, I also managed online orders remotely whenever I was outside Kathmandu Valley or away from the workplace. Since customer inquiries and orders were received through social media platform, I continued to coordinate order processing and customer communication regardless of my location. After confirming orders, I communicated with office staff to arrange product packaging and preparation. For deliveries within Kathmandu Valley, I booked ride-sharing services such as InDrive, Pathao, or Yango directly from my mobile phone and coordinated parcel pickup with office staff. For deliveries outside the valley, I coordinated with courier service providers and ensured that the necessary shipping charges were managed in advance. This experience enhanced my ability to manage operations remotely, coordinate with team members, and maintain customer service continuity.

2.3 Activities in Coordinating with Co-Workers

I worked closely with my supervisor and colleagues to discuss marketing strategies, identify products suitable for promotion, and plan advertising campaigns based on market demand. I also coordinated with staff involved in inventory management and order fulfillment to confirm product availability and ensure timely dispatch of customer orders. Additionally, I collaborated with team members during the creation of promotional content and social media campaigns, which helped improve customer engagement and brand visibility.

These experiences enhanced my ability to work in a team environment, share ideas, solve problems collectively, and contribute effectively to organizational goals.

2.4 Contribution as a Co-op Student in the Company

During my internship at G.D. International Pvt. Ltd., I contributed to the company's marketing and sales activities by supporting its digital presence and customer engagement efforts. One of my key contributions was creating and managing the Instagram page "mypets.np," which served as a

platform for promoting pet care products and increasing brand awareness among potential customers.

I regularly created and published marketing content, including product posts, educational materials, and promotional reels, to engage customers and improve product visibility. I also planned and managed social media advertising campaigns to reach targeted audiences and generate customer inquiries. Through these efforts, I helped strengthen the company's online presence and support its marketing objectives.

In addition, I assisted customers by providing product information, recommending suitable products, processing orders, and coordinating payment and delivery procedures. By maintaining regular communication with customers, I contributed to improving customer satisfaction and building stronger customer relationships.

My internship also involved supporting day-to-day marketing operations to ensure the smooth execution of promotional activities. Through these contributions, I was able to apply my academic knowledge in a practical setting while adding value to the company's marketing and customer engagement efforts.

Another contribution was ensuring uninterrupted customer service and order fulfillment even when I was away from the workplace. I continued managing customer inquiries, order confirmations, and delivery coordination remotely. By communicating with office staff and arranging logistics through ride-sharing and courier partners, I helped ensure that customer orders were processed and delivered efficiently. This allowed the business to maintain service quality and customer satisfaction despite my physical absence from the office.

CHAPTER 3: LEARNING PROCESS

3.1 Challenges/ Problems Encountered

1. Building Customer Trust in Online Sales

One of the major challenges I faced was building customer trust in an online business environment. Since customers were unfamiliar with both the seller and the products, many were hesitant to make purchases. This was especially common in the pet care industry, where customers often seek assurance regarding product quality and authenticity before placing an order.

2. Customer Confusion Regarding Product Selection

Pet products are not standardized for every pet, as nutritional requirements, sizes, breeds, and preferences differ. As a result, many customers were unsure about which product would be most suitable for their pets. To address this challenge, I regularly communicated with customers and provided detailed information regarding product features, sizes, ingredients, and nutritional benefits.

3. Payment and Cash-on-Delivery Challenges

Managing payments was another challenge during the internship. Many customers preferred Cash on Delivery (COD), which increased the risk of order cancellations and unsuccessful deliveries. To minimize this risk, the company implemented a prepayment policy for orders outside the Kathmandu Valley, while COD services were provided selectively within the valley.

4. Order Cancellation and Return Issues

In the initial stages, COD services were offered through courier partners for nationwide deliveries. However, some customers refused to accept orders after inspection, resulting in unnecessary return costs and operational inefficiencies. This led to the adoption of a full prepayment policy for most orders outside Kathmandu Valley.

5. Managing Fast and Reliable Deliveries

Customers increasingly expect quick delivery services after placing orders online. To meet these expectations, I coordinated deliveries using ride-sharing platforms such as InDrive, Pathao, and Yango within Kathmandu Valley. This helped improve customer satisfaction by providing faster order fulfillment and strengthening customer trust.

6. High Logistics Costs for Heavy Products

Some pet products, particularly pet food bags and bulk items, were relatively heavy, making transportation expensive. Customers often underestimated shipping costs because the weight of the products was not apparent from online images. This created challenges when explaining delivery charges to customers.

7. Delivery Challenges in Remote Areas

Delivering products to remote locations outside Kathmandu Valley presented additional difficulties. Courier services such as Super Kinetic and Nepal Can Move offered different delivery options and pricing structures. In certain cases, high transportation costs made customers reluctant to proceed with purchases, requiring additional communication and negotiation to complete the sales process.

3.2 Approaches Used to Overcome the Challenges

1. Providing Accurate Product Information

To overcome customer uncertainty and build confidence in purchasing decisions, I focused on providing detailed and accurate information about products. I explained product specifications, sizes, ingredients, nutritional benefits, and usage guidelines to help customers select the most suitable products for their pets.

2. Building Trust Through Communicatio

Since online transactions involve limited face-to-face interaction, I maintained regular communication with customers through social media and messaging platforms. Prompt responses to inquiries and transparent communication regarding products, pricing, and delivery helped establish customer trust.

3. Implementing a Secure Payment Policy

To reduce the risks associated with order cancellations and failed deliveries, a prepayment policy was implemented for orders outside Kathmandu Valley. This approach helped ensure order commitment from customers and minimized financial losses related to return shipments.

4. Utilizing Fast Delivery Services

To improve customer satisfaction and create a reliable shopping experience, I coordinated deliveries through ride-sharing platforms such as InDrive, Pathao, and Yango within Kathmandu Valley. Faster delivery times helped strengthen customer confidence and encouraged repeat purchases.

5. Educating Customers About Delivery Costs

When customers expressed concerns regarding shipping charges, especially for heavy products or remote locations, I explained the factors affecting transportation costs. Providing clear information helped customers better understand the logistics process and reduced misunderstandings.

6. Selecting Appropriate Courier Services

For deliveries outside Kathmandu Valley, I coordinated with courier service providers based on the destination and customer requirements. Choosing suitable logistics partners helped improve delivery efficiency while balancing cost and service quality.

7. Focusing on Customer Satisfaction

Throughout the internship, I prioritized customer satisfaction by addressing concerns promptly, providing after-sales support, and ensuring smooth order processing. This approach helped build long-term customer relationships and enhanced the overall customer experience

3.3 Recommendations to the Company

Based on my internship experience, I would like to provide the following recommendations to help improve customer experience and business operations:

- **Strengthen Online Presence**

The company has a strong product portfolio and market reputation, but its online presence is limited. Developing an official website and maintaining consistent digital marketing activities could help increase customer trust and make product information more accessible.

- **Create More Product Education Content**

Many customers were unsure about selecting the right products for their pets, especially regarding pet food, accessories, and nutritional products. Creating more educational videos, guides, and social media content could help customers make informed purchasing decisions and reduce confusion.

- **Improve Product Presentation**

For some products, especially larger accessories and pet food bags, customers often found it difficult to understand the actual size and specifications from photos alone. Including detailed product descriptions, size comparisons, and demonstration videos could improve customer understanding and reduce hesitation before purchase.

- **Expand Delivery Options**

Delivery costs were sometimes a concern for customers located outside Kathmandu Valley, particularly for heavy products. Exploring additional courier partnerships and negotiating better shipping rates could help make deliveries more affordable and improve customer satisfaction.

- **Build Customer Loyalty**

The company can encourage repeat purchases by introducing customer loyalty programs, referral rewards, or special offers for existing customers. This could help strengthen long-term customer relationships and increase customer retention.

- **Continue Investing in Social Media Marketing**

Social media proved to be an effective channel for generating customer inquiries and sales. The company should continue investing in content creation, video marketing, and targeted advertising to increase brand awareness and reach new customers.

3.4 Learning Outcome from the Co-Op Studies

The cooperative education program provided me with valuable practical experience and helped me bridge the gap between academic learning and real-world business operations. Through my internship at G.D. International Pvt. Ltd., I gained a deeper understanding of how marketing activities contribute to business growth and customer satisfaction.

One of the most significant learning outcomes was developing practical skills in digital marketing. By managing the Instagram page "mypets.np," creating content, running advertisements, and interacting with customers, I learned how social media can be used as an effective marketing and sales tool. I also gained experience in understanding customer behavior and creating content based on market demand.

The internship enhanced my communication and customer relationship management skills. Regular interaction with customers helped me understand their concerns, preferences, and purchasing behavior while improving my ability to provide appropriate product recommendations and solutions.

In addition, I gained knowledge of the complete sales process, including customer acquisition, order processing, payment management, logistics coordination, and product delivery. This allowed me to understand how different business functions work together to achieve organizational goals.

Furthermore, I developed problem-solving, teamwork, and decision-making skills by dealing with real business challenges such as customer trust issues, delivery constraints, and payment-related concerns. Overall, the internship increased my confidence, strengthened my professional skills, and provided valuable insights into marketing and business management practices that will support my future career development.

3.5 Application of Coursework to Real Working Situations

The cooperative education program provided an opportunity to apply the knowledge and concepts learned during my academic studies to real business situations. Throughout my internship, I was able to utilize marketing principles (Kotler and Keller, 2022). in practical tasks such as product promotion, customer communication, content creation, and social media advertising. Concepts related to consumer behavior (Solomon, 2020). helped me understand customer preferences and purchasing decisions, enabling me to recommend suitable products and create targeted marketing content.

In addition, the knowledge gained from courses in marketing management and digital marketing (Chaffey and Ellis-Chadwick, 2022) was applied while planning promotional campaigns, managing social media platforms, and analyzing customer engagement. Communication and business-related coursework also helped me interact professionally with customers, colleagues, and business partners. Furthermore, concepts of sales management and customer relationship management were useful in handling inquiries, processing orders, and maintaining customer satisfaction.

The internship demonstrated how theoretical concepts learned in the classroom are applied in real business operations. It enhanced my understanding of marketing practices and allowed me to develop practical skills that complemented my academic learning.

3.6 Skills and Knowledge Gained During this Process

The internship at G.D. International Pvt. Ltd. provided me with valuable opportunities to develop both professional skills and practical business knowledge. Through my involvement in digital marketing, customer interaction, sales operations, and order management, I gained a better understanding of how businesses operate in a competitive market environment. The experience not only enhanced my technical and communication skills but also improved my confidence, problem-solving abilities, and understanding of customer needs. The key skills and knowledge gained during the internship are outlined below:

- **Digital Marketing and Social Media Management:** Gained practical experience in managing business social media accounts, creating marketing content, and promoting products through platforms such as Instagram. Learned how digital marketing can be used to increase brand awareness and customer engagement.
- **Content Creation and Video Marketing:** Developed skills in designing promotional posts, creating reels, and producing engaging content tailored to target audiences. Learned the importance of visual marketing in influencing customer purchasing decisions.
- **Social Media Advertising:** Acquired hands-on experience in planning, running, and monitoring paid advertising campaigns. Learned how to target specific customer segments and optimize advertisements based on market demand and campaign performance.
- **Customer Relationship Management:** Improved communication and customer service skills through direct interaction with customers. Learned how to handle inquiries, address concerns, and build customer trust in an online business environment.
- **Consumer Behavior Analysis:** Developed an understanding of customer preferences, purchasing patterns, and decision-making processes. Learned how customer needs influence marketing strategies and product recommendations.
- **Sales and Order Management:** Gained practical knowledge of the complete sales process, including order confirmation, payment coordination, customer follow-up, and product dispatch.
- **Logistics and Delivery Coordination:** Learned how to coordinate with delivery partners, manage shipping processes, and address logistical challenges related to product delivery across different locations.

- **Product Knowledge and Pet Nutrition:** Enhanced understanding of pet care products, pet nutrition, and the importance of recommending suitable products based on customer requirements and pet-specific needs.
- **Problem-Solving and Decision-Making:** Developed the ability to identify operational challenges and implement practical solutions related to customer trust, payment issues, and delivery management.
- **Professionalism and Workplace Collaboration:** Strengthened teamwork, time management, and professional communication skills through collaboration with supervisors, colleagues, customers, and external service providers.

CHAPTER 4: CONCLUSION

4.1 Summary of Highlights of My Co-Op Studies at Deerhold

My cooperative education experience at G.D. International Pvt. Ltd. was a valuable opportunity to gain practical exposure to marketing and business operations. Throughout the internship, I was actively involved in digital marketing, customer engagement, online sales, and order management activities within the Pet Care Division. One of the key highlights of my internship was the creation and management of the Instagram page "mypets.np," which served as a platform to promote pet care products and educate customers about various products available in the market.

Another significant highlight was gaining hands-on experience in running social media advertising campaigns and understanding how marketing strategies influence customer behavior and sales performance. I also developed practical knowledge of the complete sales process, from generating customer inquiries and processing orders to coordinating payments and managing product deliveries.

The internship provided me with direct interaction with customers, enabling me to improve my communication, problem-solving, and customer relationship management skills. Additionally, I

gained valuable insights into the challenges of online selling, logistics management, and building customer trust in a competitive market environment.

Overall, the cooperative education program successfully enhanced my professional skills, strengthened my understanding of marketing concepts, and provided meaningful industry experience that will support my future career development in marketing and business management.

4.2 My Evaluation of the Work Experience

My cooperative education experience at G.D. International Pvt. Ltd. was highly valuable and aligned with the goals I had set before starting the internship. One of the main reasons I chose this company was my desire to gain practical business experience in a real trading environment rather than limiting myself to theoretical learning. Being from a business-oriented background, I have always been interested in understanding how businesses operate in practice. Since the company is located in the New Road area, which is one of the major commercial and trading hubs of Nepal, I believed it would provide the ideal environment to observe and learn real business operations.

Throughout the internship, I was exposed to various aspects of marketing, customer engagement, sales, and business decision-making. Managing social media marketing activities, handling customer inquiries, processing orders, and coordinating deliveries allowed me to understand how business concepts are applied in real situations. This experience helped me connect the theories learned in the classroom with practical market activities and develop a deeper understanding of customer behavior and business operations.

A memorable part of my internship was the workplace visit conducted by my KCM supervisor, Mr. Baburam. During the visit, I had the opportunity to explain my reasons for selecting G.D. International Pvt. Ltd. as my cooperative education workplace and share the experiences I had gained throughout the internship. I explained that my primary objective was to gain firsthand exposure to business practices and understand the realities of operating in a competitive market environment. In response, my supervisor emphasized that while academic institutions provide theoretical knowledge, practical workplace experience is essential for understanding the real application of business concepts.

The visit also included a productive discussion between my workplace supervisor, Mr. Sandip Agrawal, and my KCM supervisor regarding business principles, entrepreneurship, market trends, and the growing impact of artificial intelligence on modern business practices. This interaction provided valuable insights and reinforced the importance of continuous learning and adaptation in today's business environment.

Overall, I consider my internship experience to be highly successful and beneficial. It enhanced my professional skills, increased my confidence, and provided practical knowledge that will support my future academic and career development. The experience strengthened my understanding of marketing and business management while giving me a realistic perspective on the challenges and opportunities present in the business world.

4.3 Limitations of My Co-Op Studies

- **Limited Exposure to Other Business Functions**

Although G.D. International Pvt. Ltd. operates in multiple business sectors and departments, my internship was primarily focused on marketing and online sales activities. As a result, I had limited exposure to functions such as finance, accounting, procurement, and higher-level strategic planning. This restricted my understanding of certain organizational processes beyond my assigned responsibilities.

- **Limited Customer Trust in Online Transactions**

As the business relied heavily on social media sales, establishing trust with new customers was often challenging. Many customers were hesitant to make advance payments or purchase products from a page they had not previously interacted with. This made customer conversion slower and required additional effort in communication, customer education, and relationship building.

- **Logistics and Delivery Constraints**

Managing deliveries across different regions of Nepal presented several challenges. Delivery costs, courier availability, and varying service quality sometimes affected customer satisfaction. In particular, heavy products and deliveries to remote locations often resulted in higher shipping costs, making it difficult to provide a consistent and affordable delivery experience for all customers.

- **Limited Field-Based Marketing Exposure**

A significant portion of my work was conducted through digital platforms, customer communication, and online sales management. Therefore, my exposure to field marketing activities, direct market research, and retailer visits was relatively limited compared to other aspects of the business.

- **Challenges in Measuring Marketing Results**

Since customer purchasing decisions are influenced by multiple factors, it was sometimes difficult to directly measure the effectiveness of individual marketing campaigns or promotional activities. This limited my ability to fully evaluate the return on investment of certain marketing efforts during the internship period.

- **Limited Knowledge of Manufacturing Operations**

Although the company is involved in both trading and manufacturing activities, my responsibilities were concentrated on the marketing and sales side of the business. Consequently, I had limited opportunities to observe manufacturing processes, production planning, and quality control operations in detail.

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APPENDICES

Appendix A. Weekly log

Name of Student: Manan Aggarwal

Name of Organization: G.D International Pvt. Ltd.

Name of Job Supervisor: Mr. Sandip Agrawal

Internship Period: 20 January, 2026 - 31 May, 2026

Week 1:

Date	Day	Work
20-01-2026	Tuesday	Official start date for internship although working from before

21-01-2026	Wednesday	Sample allocation of new cat scratchers
22-01-2026	Thursday	Start of Royal Canin Food brand with consignment unloading
23-01-2026	Friday	Segregating food packets according to type
25-01-2026	Sunday	Made media post showing availability of Royal Canin

Week 2:

Date	Day	Work
26-01-2026	Monday	Uploaded reel of elevated food bowl
27-01-2026	Tuesday	Boosting of the uploaded reel
28-01-2026	Wednesday	Coordinating with my classmate for creating content for cat scratcher
29-01-2026	Thursday	Uploaded downloaded reel
30-01-2026	Friday	Posted content of Royal Canin
1-01-2026	Sunday	Dispatched orders of elevated food bowl

Week 3:

Date	Day	Work
02-02-2026	Monday	Worked on educating consumers about Royal Canin
03-02-2026	Tuesday	Worked on educating consumers about Royal Canin
04-02-2026	Wednesday	First order for Royal Canin
05-02-2026	Thursday	Worked on educating consumers about Royal Canin
06-02-2026	Friday	Worked on educating consumers about Royal Canin
07-02-2026	Sunday	Leave (Trip to India for sister's marriage)

Week 4:

Date	Day	Work
09-02-2026	Monday	Leave
10-02-2026	Tuesday	Leave
11-02-2026	Wednesday	Leave
12-02-2026	Thursday	Leave
13-02-2026	Friday	Leave
15-02-2026	Sunday	Leave

Week 5:

Date	Day	Work
16-02-2026	Monday	Worked on courier payments done in my absence
17-02-2026	Tuesday	Worked on courier payments

18-02-2026	Wednesday	Unloading and sample selection of VGR Pet Trimmer
19-02-2026	Thursday	Worked on models distribution according to price
20-02-2026	Friday	Updated billing software with new products
22-02-2026	Sunday	Dispatch of orders

Week 6:

Date	Day	Work
23-02-2026	Monday	Dispatch of orders
24-02-2026	Tuesday	Dispatch of orders
25-02-2026	Wednesday	Dispatch of orders
26-02-2026	Thursday	Dispatch of orders
27-02-2026	Friday	Dispatch of orders
01-03-2026	Sunday	Dispatch of orders

Week 7:

Date	Day	Work
02-03-2026	Monday	Holiday (Holi)
03-03-2026	Tuesday	Work From Home
04-03-2026	Wednesday	Work From Home
05-03-2026	Thursday	Holiday (Election)
06-03-2026	Friday	Work From Home
08-03-2026	Sunday	Work From Home

Week 8:

Date	Day	Work
09-03-2026	Monday	Dispatch of delayed orders due to national holiday
10-03-2026	Tuesday	Dispatch of orders
11-03-2026	Wednesday	Unloading of accessories
12-03-2026	Thursday	Worked on sample selection
13-03-2026	Friday	Worked on sample selection
15-03-2026	Sunday	Worked on sample selection

Week 9:

Date	Day	Work
16-03-2026	Monday	Worked on sample selection
17-03-2026	Tuesday	Posted reel of water fountain
18-03-2026	Wednesday	Worked on boosting reel
19-03-2026	Thursday	Worked on orders
20-03-2026	Friday	Worked on orders
22-03-2026	Sunday	Worked on orders

Week 10:

Date	Day	Work
23-03-2026	Monday	Worked on orders
24-03-2026	Tuesday	Worked on orders

25-03-2026	Wednesday	Worked on orders
26-03-2026	Thursday	Worked on orders
27-03-2026	Friday	Worked on orders
29-03-2026	Sunday	Worked on orders

Week 11:

Date	Day	Work
30-03-2026	Monday	Worked on orders
31-03-2026	Tuesday	Worked on orders
01-04-2026	Wednesday	Worked on dispose of expired food products
02-04-2026	Thursday	Worked on dispose of expired food products
03-04-2026	Friday	Worked on dispose of expired food products
05-04-2026	Sunday	Worked on Stock management

Week 12:

Date	Day	Work
06-04-2026	Monday	Worked on Stock management
07-04-2026	Tuesday	Leave for Official work
08-04-2026	Wednesday	Leave
09-04-2026	Thursday	Worked on orders
10-04-2026	Friday	Worked on sample selection for summer products
12-04-2026	Sunday	Discussion on creating content of pet cooling mat with Subhana

Week 13:

Date	Day	Work
13-04-2026	Monday	Leave
14-04-2026	Tuesday	Holiday (Nepali New Year)
15-04-2026	Wednesday	Worked on orders
16-04-2026	Thursday	Worked on orders
17-04-2026	Friday	Uploaded reel of pet cooling mat
19-04-2026	Sunday	Worked on ads manager for 30 days ad of mat

Week 14:

Date	Day	Work
20-04-2026	Monday	Worked on orders
21-04-2026	Tuesday	Worked on orders
22-04-2026	Wednesday	Worked on orders
23-04-2026	Thursday	Worked on orders.
24-04-2026	Friday	Worked on orders
26-04-2026	Sunday	Worked on orders

Week 15:

Date	Day	Work
27-04-2026	Monday	Worked on orders
28-04-2026	Tuesday	Worked on orders

29-04-2026	Wednesday	Worked on orders
30-04-2026	Thursday	Worked on orders
01-05-2026	Friday	Worked on orders
03-05-2026	Sunday	Worked on orders

Week 16:

Date	Day	Work
04-05-2026	Monday	Worked on orders
05-05-2026	Tuesday	Leave
06-05-2026	Wednesday	Leave
07-05-2026	Thursday	Leave
08-05-2026	Friday	WFH
10-05-2026	Sunday	Worked on orders

Week 17:

Date	Day	Work
11-05-2026	Monday	Workplace visit by KCM Supervisor
12-05-2026	Tuesday	Leave
13-05-2026	Wednesday	Leave
14-05-2026	Thursday	Worked on orders
15-05-2026	Friday	Worked on orders

17-05-2026	Sunday	Worked on orders
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Week 18:

Date	Day	Work
18-05-2026	Monday	Worked on Stock management
19-05-2026	Tuesday	Worked on Stock management
20-05-2026	Wednesday	Worked on Stock management
21-05-2026	Thursday	Worked on orders
22-05-2026	Friday	Worked on orders
24-05-2026	Sunday	Worked on orders

Week 19:

Date	Day	Work
25-05-2026	Monday	Worked on orders
26-05-2026	Tuesday	Worked on orders
27-05-2026	Wednesday	Worked on orders
28-05-2026	Thursday	Worked on final payments for the month
29-05-2026	Friday	Worked on final payments
31-05-2026	Sunday	Unofficial Logout

Appendix B. Photographs of Internship



Figure 2 : Packaging



Figure 3 : Showroom 1



Figure 4 : Showroom 2



Figure 5 : Showroom 3



Figure 6 : Storage Room



Figure 7 : Supervisor's Workplace

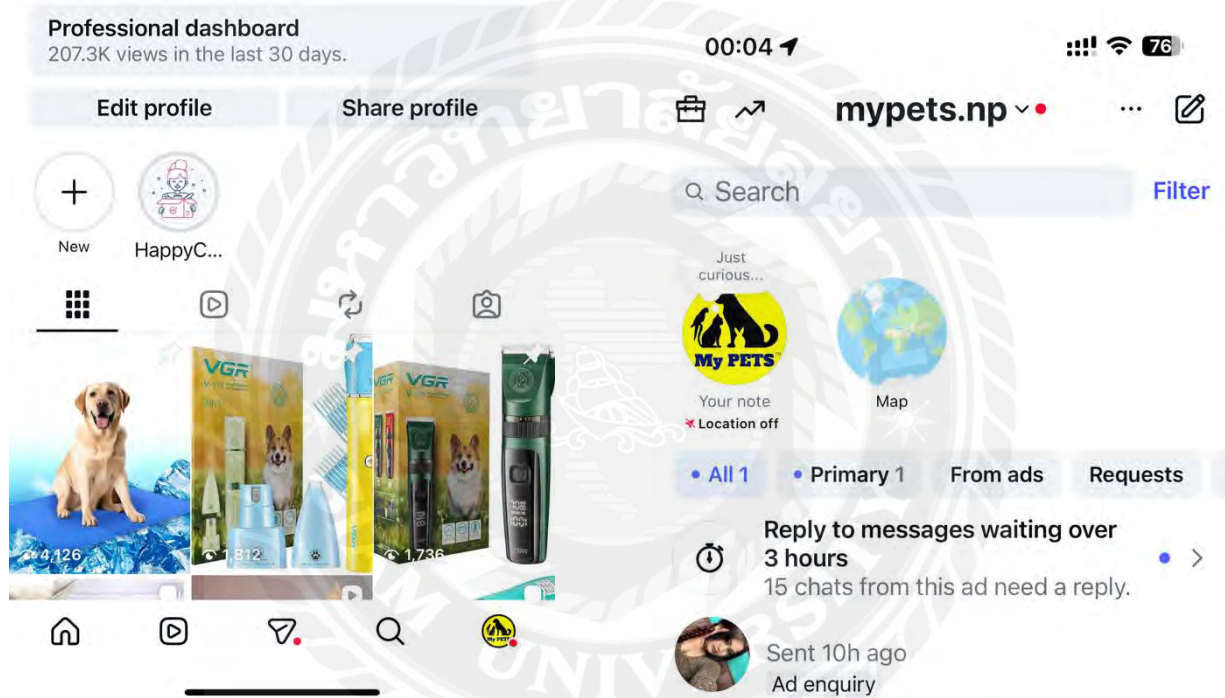
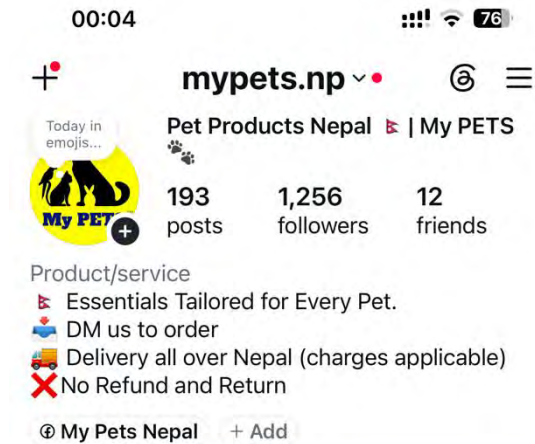


Figure 8 : Instagram Page

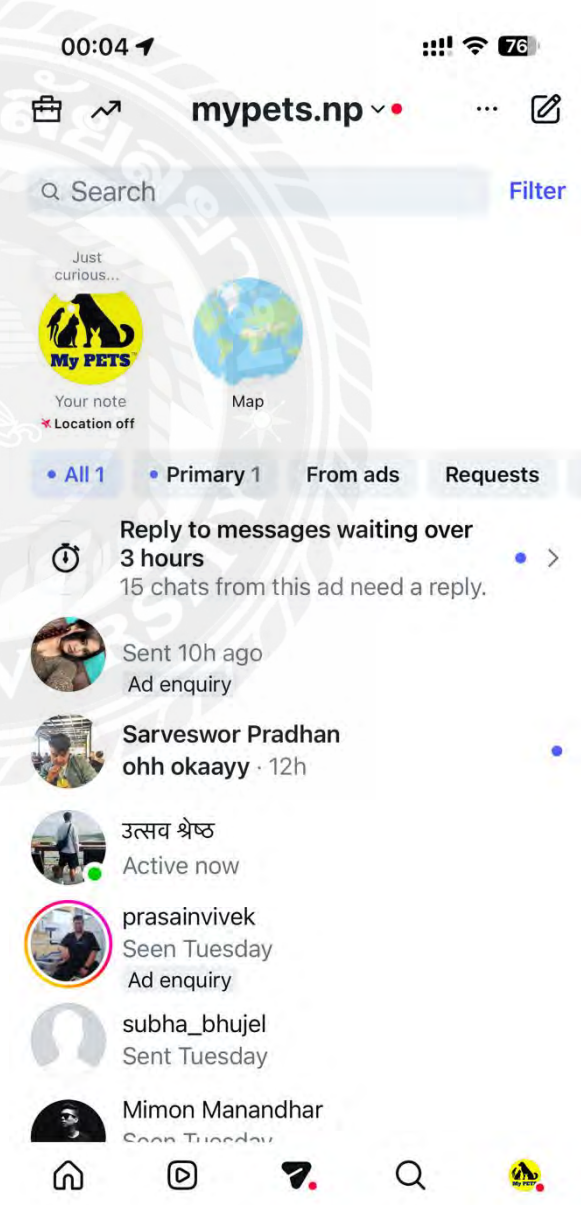


Figure 9 : Inbox



Figure 10 : Happy Customer

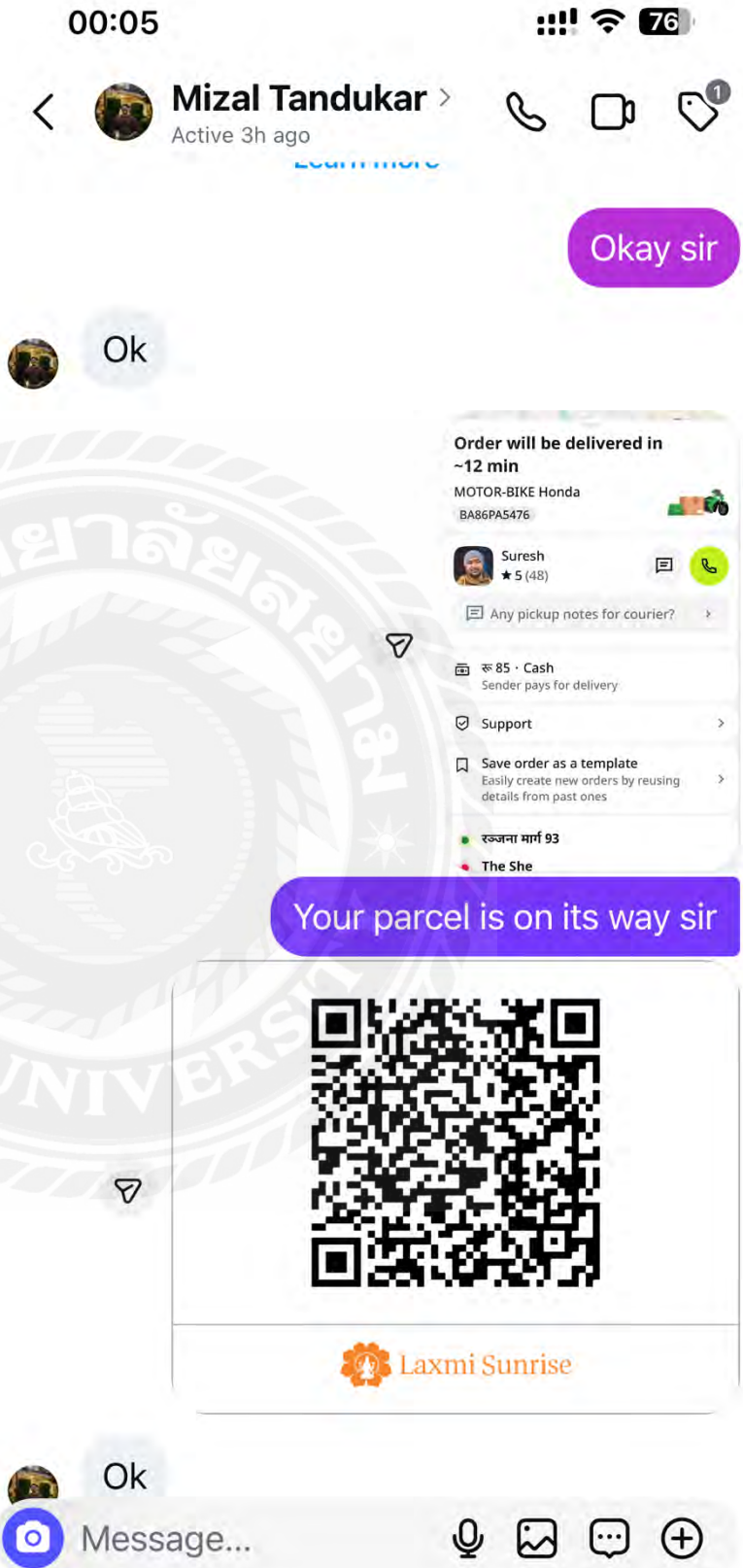


Figure 11 : Delivery and payment instruction



Figure 12 : Picture with KCM Supervisor

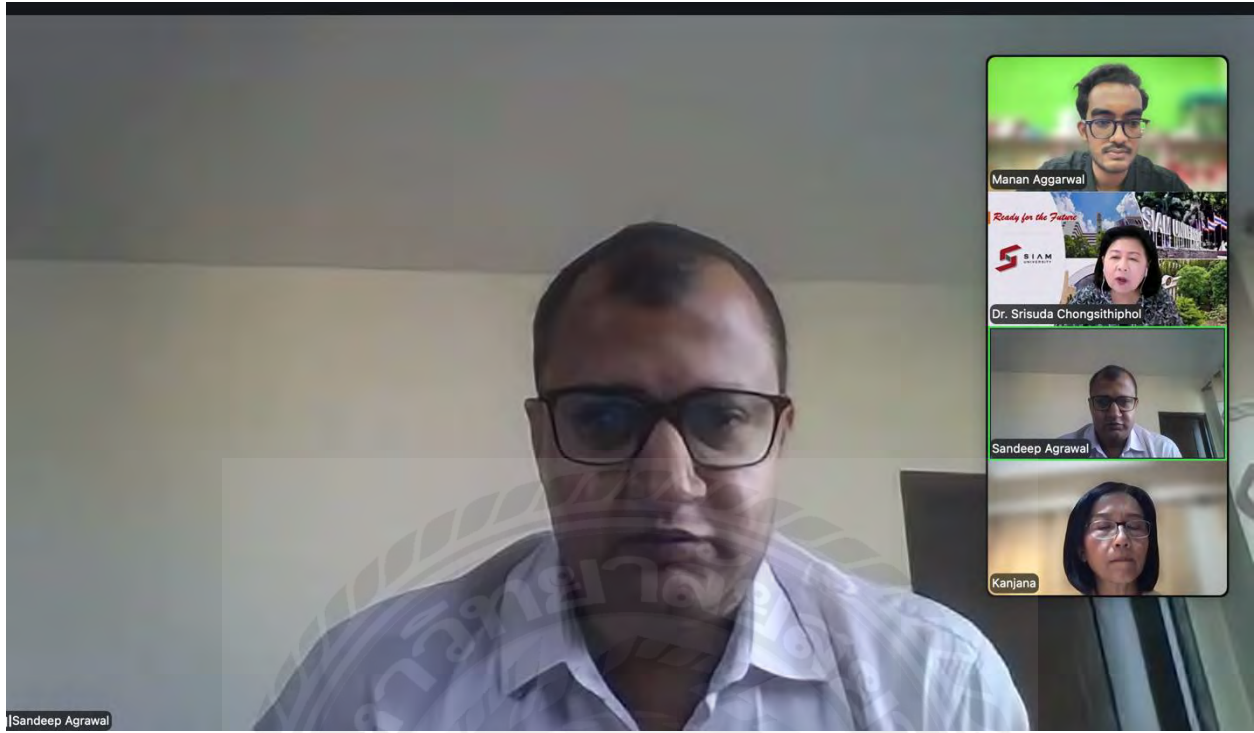


Figure 13 : Oral Presentation