



Cooperative Education Report

Inventory Management at R.B. Brush Industries Pvt. Ltd.

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This report is submitted in partial fulfilment of the requirements for Cooperative Education
Faculty of Business Administration

Academic Year: 2/2025

Siam University

Title: Inventory Management at R.B. Brush Industries Pvt. Ltd.


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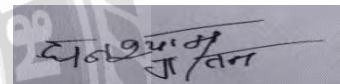
We have approved this cooperative education report as partial fulfilment of the cooperative education program semester 2022-2026.

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Abstract

This report presents the experience and learning outcomes gained during the Cooperative Education at RB Brush Industries Pvt. Ltd., a Nepalese manufacturing company with over 45 years of experience in the Fast-Moving Consumer Goods (FMCG) sector. The company specializes in the production and distribution of oral care and personal care products, including toothbrushes, toothpaste, skin care, body care, and hair care products marketed under brands such as Pearl, Fresh Up, Orlex, and Jokuse.

The cooperative education provided an opportunity to gain practical exposure to the marketing, sales, and distribution activities of the company. The primary responsibilities included customer handling, field visits to retail outlets and dealers, stock observation, sales support, and learning about the implementation of marketing strategies in the Nepalese market. Through direct interaction with customers, retailers, and company personnel, valuable insights were gained into consumer behaviour, product promotion, distribution management, and relationship-based selling practices.

The report analyses the company's marketing mix, sales strategy, distribution network, promotional activities, and competitive environment. It also highlights the practical understanding developed through fieldwork, particularly regarding the importance of product availability, retailer influence, pricing strategies, and promotional visibility in driving sales performance. Overall, the cooperative education served as an effective platform for bridging theoretical business knowledge with real-world business operations and contributed significantly to the development of professional, communication, and analytical skills.

Keywords: Fast-Moving Consumer Goods (FMCG), Distribution Management, Customer Relationship Management, Field Work, Personal Care Products

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I am equally grateful to **RB Brush Industries Pvt. Ltd.** for providing me with the opportunity to gain practical exposure in the field of marketing and sales. This cooperative education allowed me to develop a better understanding of real-world business operations and bridge the gap between theoretical knowledge and practical application. I would like to extend my heartfelt appreciation to the management and staff of RB Brush Industries Pvt. Ltd. for their continuous support, guidance, and willingness to share their knowledge throughout my cooperative education journey.

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Contents

List of Tables	7
List Of Figures	7
Chapter 1: Introduction	8
1.1 Company Profile	8
1.2 Company Vision.....	8
1.3 Company Mission	9
1.4 Product Portfolio	9
1.5 Core Values of the Company	10
1.6 Organisational Structure.....	11
1.7 Strategic Analysis (SWOT Analysis).....	12
Chapter 2: Co-op Studies Activities	13
2.1 Marketing Mix.....	13
2.1.1 Product Strategy	13
2.1.2 Pricing Strategy	14
2.1.3 Distribution Strategy (Place)	14
2.1.4 Promotional Strategy	15
2.2 Sales Strategy	16
2.3 Competitor Analysis.....	17
Chapter 3: Learning Process.....	18
3.1 My Job Description	18
3.2 My Job Responsibilities	18
3.3 Coordination with Co-workers.....	19
3.4 Contributions as an Intern	19
3.5 Field Work Learnings / Observations	19
3.5.1 Inventory and Stock Management Learnings.....	20
3.6 Challenges / Problems Encountered.....	20
3.7 Approaches Used to Overcome the Challenges	22
3.8 Recommendations to the Company.....	23
CHAPTER 4: CONCLUSION	25
4.1 Summary of Highlights of My Co-op Studies at RB Brush Industries	25
4.2 My Evaluation of the Work Experience.....	26
4.3 Limitations of My Co-op Studies.....	27
References.....	28
Appendices.....	29

Appendix A: Daily Worksheet29
Appendix B: Pictures Of Cooperative education38



List of Tables

Table 1: SWOT Analysis

List Of Figures

Figure 1: Company Logo

Figure 2: Company Products

Figure 3: Organisational Structure

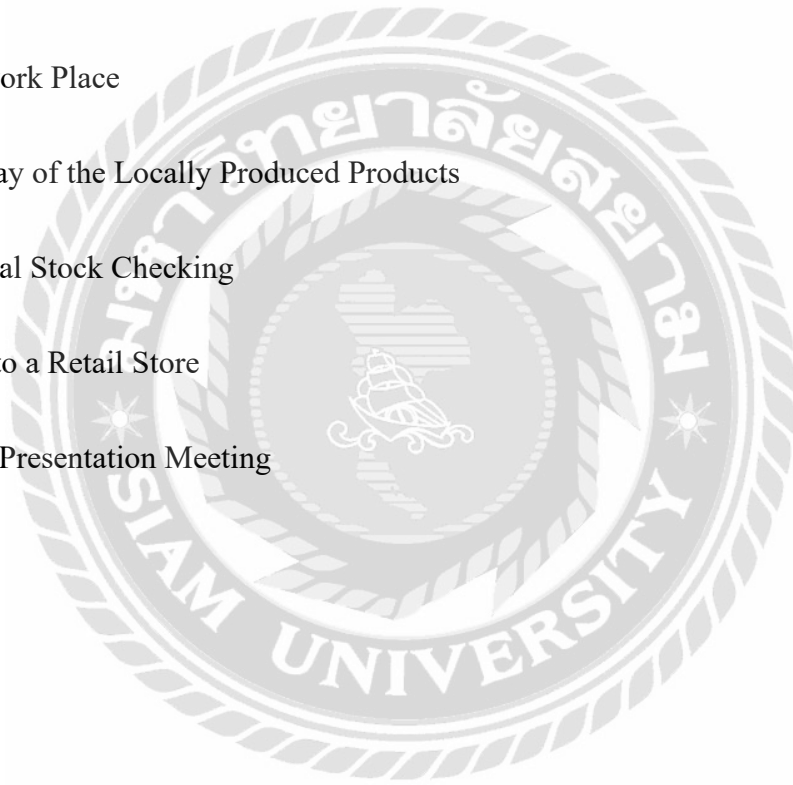
Figure 4: My work Place

Figure 5: Display of the Locally Produced Products

Figure 6: Manual Stock Checking

Figure 7: Visit to a Retail Store

Figure 8: Final Presentation Meeting



Chapter 1: Introduction

1.1 Company Profile

RB Brush Industries Pvt. Ltd. is a well-established FMCG manufacturing company based in Nepal, with over 45 years of experience in producing hygiene and personal care products. The company offers a diverse product portfolio spanning oral care, skin care, hair care, and body care, marketed under its brands — Pearl, Jokuse, Fresh Up, and Orlex. By prioritizing local production and maintaining a strong distribution network across all seven provinces, RB Brush Industries has built a trusted reputation among consumers of varying income levels. The company remains committed to providing affordable, high-quality products while contributing to the growth of Nepal's domestic economy.

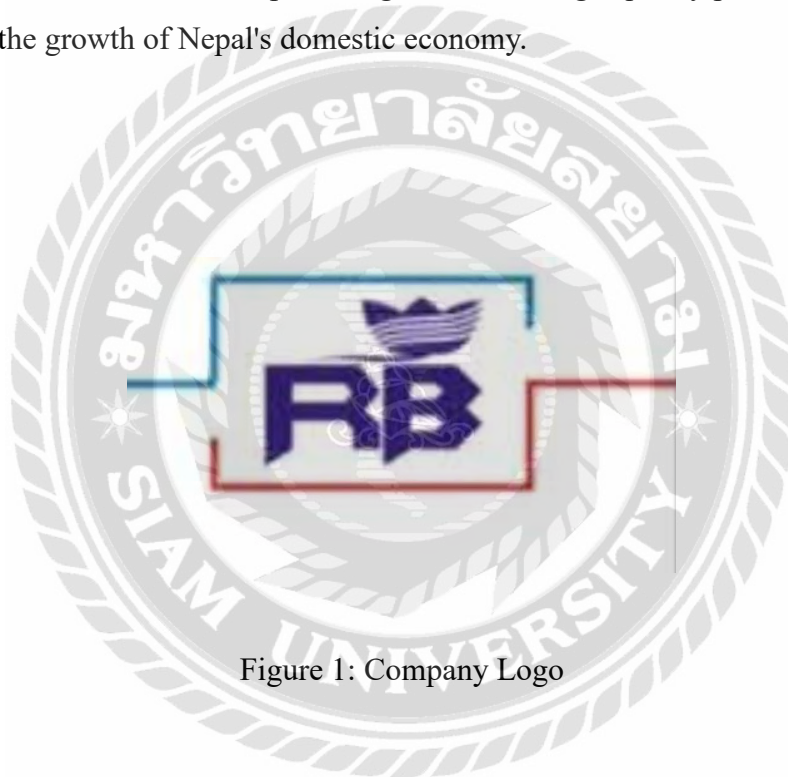


Figure 1: Company Logo

1.2 Company Vision

The vision of RB Brush Industries Pvt. Ltd. is to become a leading local manufacturer of hygiene and personal care products in Nepal and to expand its operations into a broader range of hygiene-related goods.

The company aims to strengthen its position in the domestic market while gradually increasing its competitiveness against international brands. By focusing on quality,

affordability, and innovation, the company envisions becoming a trusted household name in hygiene products.

1.3 Company Mission

RB Brush Industries Pvt. Ltd.'s mission is to ensure business growth while providing value to customers. The key mission objectives include:

- To manufacture and supply high-quality and affordable products
- To continuously improve product standards and introduce new innovations
- To expand distribution channels across urban and semi-urban areas
- To build strong relationships with dealers, retailers, and customers
- To promote locally manufactured goods in the Nepalese market

The company also aims to maintain consistency in product quality while adapting to changing customer preferences and market trends.

1.4 Product Portfolio

Over the years, the company has established a strong presence in the Nepalese market by producing affordable and high-quality products that meet the daily needs of customers. Its product portfolio contains:

- Toothbrushes
- Toothpaste
- Cosmetic products, including:
 - Skin care
 - Body care
 - Hair care

The company markets its products under different brand names such as:

- Jokuse
- Pearl
- Fresh Up
- Orlex



Figure 2: Company Products

1.5 Core Values of the Company

RB Brush Industries operates based on a set of core values that guide its business practices:

- **Customer Satisfaction:** The company prioritizes customer needs by providing reliable and affordable products. Ensuring customer satisfaction is a key driver of repeat purchases and brand loyalty.

- **Quality and Reliability:** Maintaining consistent product quality is essential for sustaining trust in the market. The company focuses on producing durable and effective hygiene products.
- **Innovation:** The company continuously explores new ideas and product improvements to stay competitive in the FMCG sector.
- **Market Expansion:** RB Brush Industries aims to expand its presence across all regions of Nepal by strengthening its distribution network and dealer relationships.
- **Integrity and Trust:** The company believes in maintaining transparent and ethical business practices with customers, suppliers, and partners.

1.6 Organisational Structure

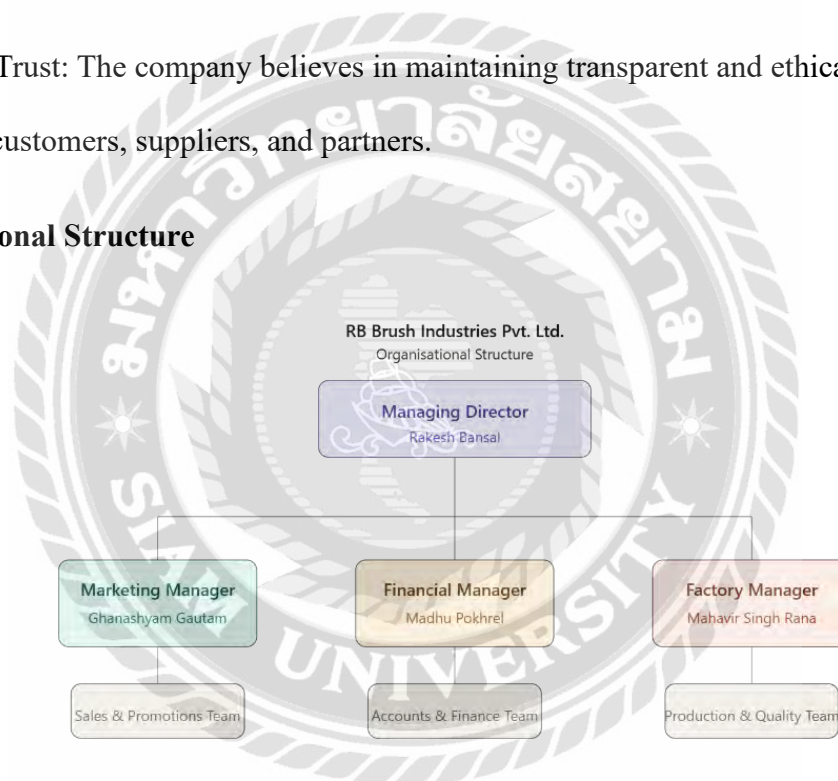


Figure 3: Organisational Structure

The figure above represents the organisational structure of RB Brush Industries Pvt. Ltd. Mr. Rakesh Bansal, the Managing Director, holds the highest position in the organisation, overseeing the entire strategic direction and long-term growth of the company. Reporting directly to him is Mr. Ghanashyam Gautam, the Marketing Manager, who is responsible for managing the company's marketing operations, promotional strategies, and dealer

relationships across Nepal. Mr. Madhu Pokhrel serves as the Financial Manager, overseeing all financial planning, budgeting, and accounting functions of the organisation. Mr. Mahavir Singh Rana holds the position of Factory Manager, responsible for managing day-to-day production operations, quality control, and overall factory management.

1.7 Strategic Analysis (SWOT Analysis)

<p>STRENGTHS</p> <ul style="list-style-type: none"> Over 45 years of experience in FMCG manufacturing Strong distribution network across all 7 provinces Affordable pricing targeting mass market consumers Diverse product portfolio under multiple brands Locally manufactured ⇒ reduces import dependency 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> Limited brand awareness compared to international brands Narrow product range in cosmetics segment Minimal digital and online marketing presence Heavy reliance on dealer-based distribution model Limited R&D investment for product innovation
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Growing demand for locally made hygiene products Expansion into semi-urban and rural markets Rising consumer awareness around personal care Potential to export to neighbouring markets E-commerce and digital sales channels 	<p>THREATS</p> <ul style="list-style-type: none"> Strong competition from Indian FMCG brands (Dabur, etc.) Price pressure from imported low-cost products Fluctuating raw material costs Changing consumer preferences towards premium brands Economic instability affecting consumer spending

Table 1: SWOT Analysis

Chapter 2: Co-op Studies Activities

2.1 Marketing Mix

2.1.1 Product Strategy

RB Brush Industries Pvt. Ltd. follows a diversified product strategy by offering a wide range of hygiene and personal care products. The company focuses on daily-use essential goods, ensuring consistent demand in the market.

Product Categories:

- **Oral Care:**
 - Toothbrush (15–20 varieties targeting different users)
 - Toothpaste (4 variants)
- **Cosmetics:**
 - Skin care products
 - Body care products (bath gel, hand wash, etc.)
 - Hair care products

Brand Portfolio:

- Pearl
- Jokuse
- Fresh Up
- Orlex

Each brand is positioned to target slightly different customer segments, allowing the company to cover a broader market.

Jokuse is the brand for the cosmetic products and Pearl, Fresh up and Orlex are the brands for Oral Care targeting different customer segments.

2.1.2 Pricing Strategy

As per the Marketing Manager of RB Brush Industries, Mr Ghanashyam Gautam, RB Brush Industries adopts a competitive pricing strategy, mainly targeting the mass market.

Key Pricing Features:

- Affordable pricing compared to international brands
- Suitable for middle- and lower-income groups
- Competitive with Indian FMCG brands

2.1.3 Distribution Strategy (Place)

The company has developed a strong distribution network across Nepal, which plays a crucial role in its business success.

Distribution Coverage:

- Presence in all 7 provinces of Nepal
- Each major city has 1–2 dealers based on sales volume

Kathmandu Valley Dealer Network:

The company has a strong presence in Kathmandu Valley with 5 key dealers located in:

- Lalitpur
- Kalanki
- Baneshwor
- Bhaktapur

- Bhotahity

Distribution Structure:

- Dealers act as intermediaries between the company and retailers
- Selection of dealers is based on sales performance and volume
- Area Manager supervises dealers across regions
- General Manager (Full Manager) oversees overall operations

2.1.4 Promotional Strategy

Promotion plays a vital role in increasing product visibility, especially in the FMCG sector where competition is high.

POP (Point of Purchase) Materials:

- Posters
- Flex boards
- Dangers
- Stickers
- Holding boards

These materials are placed in retail outlets to attract customer attention.

Promotional Items:

- Key rings
- Caps
- Notebooks

- Shopping bags

These are used for branding and customer engagement.

Advertising Channels:

- Newspaper advertisements
- Weekly and monthly promotional campaigns

Other Promotional Activities:

- Product launches and press conferences
- Sponsorships to increase brand visibility
- Retail-level promotions

2.2 Sales Strategy

The company follows a dealer-based sales model, where products are distributed through dealers and then sold to retailers and customers.

Sales Process:

1. Product distribution to dealers
2. Supply to retail outlets
3. Customer interaction at shops
4. Product recommendation
5. Final sale

Sales Approach:

- Focus on retail-level selling

- Emphasis on customer interaction and product recommendation
- Building long-term relationships with retailers

2.3 Competitor Analysis

RB Brush Industries faces strong competition from both local and international brands.

Major Competitors:

- Dabur
- Other Indian FMCG brands

Types of Competition:

- Price Competition: Competitors offer similar products at competitive prices
- Brand Competition: Established brands have higher recognition
- Product Variety: Some competitors offer a wider range of products



Chapter 3: Learning Process

3.1 My Job Description

During my cooperative education at RB Brush Industries Pvt. Ltd., I was primarily involved in field-level marketing and sales activities. My role focused on visiting retail outlets, interacting with customers and dealers, and understanding how products are marketed and distributed in the Nepalese FMCG sector.

This cooperative education provided practical exposure to real business operations, especially in areas such as customer behaviour, product promotion, and retail-level sales.

3.2 My Job Responsibilities

During the cooperative education, my responsibilities spanned several areas of marketing and sales operations. In terms of customer handling, I regularly interacted with customers at retail shops, working to understand their needs and preferences. I recommended suitable products based on their requirements and handled queries by providing clear and accurate product information.

Alongside customer interaction, I was involved in stock observation and management. I checked product availability across stores, observed which items were fast-moving and which were slow-moving, and assisted in maintaining proper product display to ensure shelves remained organized and visually appealing.

I also provided support in billing and sales operations by assisting in the billing process, observing sales transactions, and helping ensure that correct pricing and quantities were recorded during each transaction.

In the area of field marketing, I observed promotional strategies being used at retail outlets, assisted in placing marketing materials such as posters and danglers, and studied how product visibility techniques were applied to attract customer attention at the point of purchase.

As part of dealer and market visits, I accompanied the sales team to dealers across different locations, learned about how the distribution system functions, and observed how sales performance varied across different areas and dealer territories.

3.3 Coordination with Co-workers

Throughout the cooperative education, I worked closely with sales representatives during field visits and assisted team members in handling customers during busy periods. I made a conscious effort to learn from experienced staff by observing how they approached customer interaction, product recommendations, and dealer relationships. I actively supported team activities whenever required, contributing to a collaborative and productive working environment.

3.4 Contributions as an Intern

During my time at RB Brush Industries, I contributed to the company's daily operations in several meaningful ways. I supported customer interaction and engagement at retail outlets, helping improve the overall customer experience at the dealer level. I assisted in improving product visibility by helping place and maintain promotional materials across multiple retail locations. I contributed to daily sales operations by supporting the sales team during field visits and dealer meetings. I also observed and reported customer behaviour and buying patterns to the area manager, providing useful ground-level insights. Overall, the cooperative education helped me gain practical knowledge of marketing and sales operations in the FMCG sector.

3.5 Field Work Learnings / Observations

The field work experience provided several valuable insights into how the FMCG market operates at the retail level. One of the most important observations was that distribution and availability are key drivers of sales — products that are consistently available in shops tend to sell significantly more, highlighting how critical an effective distribution network is for a company like RB Brush Industries.

It was also evident that retailers play a strong role in influencing customer decisions. Since many customers rely on shopkeeper recommendations when making purchase choices, maintaining a good relationship with retailers is essential for driving product preference. Closely related to this was the observation that the market is highly price-sensitive — customers frequently compare prices before purchasing, which means affordable and competitively priced products consistently perform better on the shelf.

Visibility and product placement were also observed to have a direct impact on sales. Products that were well-displayed and supported by promotional materials such as posters,

stickers, and danglers attracted noticeably more buyer attention. Additionally, there was a clear difference in product movement across categories — toothbrushes and toothpastes moved at a much faster rate compared to cosmetic products, which required more active promotion and push-based selling to generate interest. This reinforced the finding that low-cost promotional materials are highly effective tools for building product awareness, particularly in a price-competitive market.

3.5.1 Inventory and Stock Management Learnings

A significant part of my internship involved learning about inventory and stock management practices at RB Brush Industries Pvt. Ltd. Through activities such as stock counting, stock reconciliation, FIFO verification, bin card maintenance, and dealer stock monitoring, I gained practical knowledge of how inventory is managed within an FMCG distribution system.

One of the key learnings was the importance of inventory accuracy. Accurate stock records are essential for ensuring timely replenishment and avoiding stock shortages or overstock situations. I also learned how the FIFO method helps maintain product quality and reduce inventory losses by ensuring older stock is dispatched before newer stock.

Additionally, field visits demonstrated the direct relationship between stock availability and sales performance. Retail outlets with adequate stock levels were better able to meet customer demand, highlighting the importance of effective inventory planning and distribution.

Overall, the experience strengthened my understanding of inventory management as a critical function that supports both operational efficiency and sales growth.

3.6 Challenges / Problems Encountered

During the cooperative education at RB Brush Industries Pvt. Ltd., several practical challenges were encountered while carrying out field marketing, sales support, and warehouse operations. These challenges provided valuable learning opportunities and helped develop a deeper understanding of how the FMCG sector operates in Nepal.

One of the primary challenges was managing the wide variation in product availability across different retail outlets. During field visits, it was frequently observed that certain SKUs were out of stock at some locations while being overstocked at others. This imbalance made it

difficult to ensure consistent product visibility across the market and required constant coordination with the warehouse and dealer teams to address replenishment gaps.

Another significant challenge was dealing with strong competition from established Indian FMCG brands such as Dabur at the retail level. Competitor products often occupied better shelf positions, had more prominent in-store branding, and were priced similarly to RB Brush products. This made it difficult to convince retailers to prioritize local brands, especially in areas where customer brand loyalty was already established toward imported products.

Coordinating with dealers across multiple locations also presented logistical challenges. Each dealer operated differently in terms of order frequency, storage capacity, and communication responsiveness. Aligning delivery schedules, tracking stock levels, and ensuring timely replenishment across all five Kathmandu Valley dealers required careful planning and consistent follow-up, which was demanding during high-volume periods.

Additionally, maintaining and tracking the condition of POP materials across a large number of retail outlets proved to be a recurring challenge. Posters, danglers, and stickers frequently wore out, went missing, or were replaced by competitor materials. Identifying these gaps during field visits and arranging timely replacements required significant time and effort while managing other field responsibilities simultaneously.

Finally, adapting to the physical demands and time constraints of daily field work was a personal challenge during the early weeks of the cooperative education. Covering multiple retail zones in a single day, recording observations accurately, and reporting findings to the area manager required strong time management and organizational discipline that improved progressively over the cooperative education period.

3.7 Approaches Used to Overcome the Challenges

To address the challenges encountered during the cooperative education, several practical approaches were adopted in coordination with supervisors and the sales team.

To manage stock imbalances across retail outlets, a systematic approach of recording stock availability during every field visit was followed. Observations were compiled into structured reports and shared with the warehouse and area manager, enabling faster identification of low-stock locations and prioritization of dealer replenishment orders. This approach helped reduce the frequency of out-of-stock situations at high-demand retail points.

To counter the strong competition from established Indian FMCG brands, the focus was placed on improving product visibility through consistent POP material placement and proactive product recommendation at the retail counter level. Building personal relationships with shopkeepers through regular visits and product knowledge sharing helped increase retailer confidence in RB Brush products, which in turn improved recommendation rates to end customers.

Dealer coordination challenges were addressed by maintaining a structured visit schedule and keeping updated records of each dealer's stock levels, order history, and pending requirements. Regular communication before and after visits helped reduce misalignment between dealer expectations and the company's supply capacity. Over time, this approach improved the efficiency of the dealer replenishment process.

The issue of deteriorating POP materials was managed by conducting dedicated display audits during field visits and maintaining a checklist of outlets requiring material replacement. This allowed damaged or missing materials to be flagged in advance and replaced during the following visit cycle, ensuring that promotional visibility was maintained consistently across key retail locations.

Personal time management and organizational skills were improved by adopting a structured daily planning approach — preparing a route plan before each field day, prioritizing outlets by urgency, and setting clear documentation targets for each visit. This helped make field work more productive and ensured that observations were recorded accurately for reporting purposes.

3.8 Recommendations to the Company

The company should consider strengthening its inventory management and stock monitoring processes across both warehouse and dealer levels. During the cooperative education period, it was observed that product availability plays a significant role in influencing sales performance. In several instances, certain products were found to be out of stock at some retail outlets while being overstocked at others. Such imbalances can lead to missed sales opportunities and affect overall distribution efficiency.

At present, stock visibility between the warehouse, dealers, and retail outlets relies largely on manual monitoring and communication. Implementing a more structured inventory tracking system, supported by regular dealer stock reporting and periodic stock reconciliation, would allow the company to identify low-stock situations more quickly and make replenishment decisions in a timely manner. This would help ensure a more balanced flow of inventory throughout the distribution network.

The company should also continue emphasizing inventory control practices such as FIFO (First-In, First-Out), regular stock audits, and monitoring of slow-moving products. These practices can help reduce inventory losses, improve stock turnover, and make better use of warehouse storage space. Regular review of stock movement data would further support accurate planning and forecasting of future inventory requirements.

By improving inventory management and stock monitoring procedures, RB Brush Industries can enhance product availability, strengthen dealer and retailer satisfaction, and improve overall operational efficiency. Effective inventory management will ultimately support the company's sales performance and contribute to sustainable business growth in the highly competitive FMCG market.



CHAPTER 4: CONCLUSION

4.1 Summary of Highlights of My Co-op Studies at RB Brush Industries

The 16-week cooperative education placement at RB Brush Industries Pvt. Ltd. was a valuable and practical learning experience that provided exposure to marketing, sales, field operations, and warehouse management within Nepal's FMCG sector. The cooperative education offered a broad understanding of how a domestic manufacturing company operates at the ground level.

A major part of the experience involved regular retail outlet visits across the Kathmandu Valley, including areas such as Kalanki, Baneshwor, Bhaktapur, Lalitpur, Thamel, Naxal, and Bouddha. These visits included checking product displays, installing POP materials, analyzing competitor shelf presence, and interacting with shopkeepers. This helped develop a clear understanding of retail marketing practices and retailer–company relationships.

Warehouse and stock management tasks were also an important component of the cooperative education. Responsibilities included receiving and verifying stock, maintaining bin card records, stock counting and reconciliation, preparing dispatch notes, FIFO checks, and identifying slow-moving or damaged stock. These tasks built a strong foundation in inventory control and its role in distribution efficiency.

Dealer visits and meetings further provided insight into distribution network management, dealer performance evaluation, and replenishment planning. Observing coordination between area managers and dealers helped in understanding channel management in the FMCG industry.

Additionally, mini market research, in-store activation for Jokuse body wash, and competitor analysis were highly practical learning experiences. These activities improved analytical thinking and the ability to convert field observations into useful business insights.

4.2 My Evaluation of the Work Experience

The co-op placement at RB Brush Industries Pvt. Ltd. was highly enriching and exceeded expectations in terms of practical exposure. Working across field marketing, sales support, warehouse operations, and dealer coordination provided a well-rounded understanding of FMCG operations in Nepal.

The experience helped build a better understanding of consumer behavior, especially how price sensitivity, availability, and retailer influence impact purchasing decisions. It also provided insight into the challenges faced by local manufacturers competing with international and Indian brands.

On a personal level, the cooperative education significantly improved communication skills through regular interaction with retailers, dealers, and team members. It also strengthened time management and organizational skills due to the demands of fieldwork and reporting. Accuracy and attention to detail improved through stock management and documentation tasks.

One key area for improvement identified was gaining stronger proficiency in Excel and data reporting tools, which would have made reporting and stock management more efficient.

Overall, the experience was highly productive and contributed greatly to professional growth and career readiness.

4.3 Limitations of My Co-op Studies

Although the cooperative education was highly beneficial, certain limitations affected the scope of learning. The 16-week duration was not enough to observe full business cycles such as annual marketing planning, complete product launch processes, or long-term sales performance analysis.

Field exposure was mainly limited to the Kathmandu Valley, restricting understanding of the company's operations in other regions of Nepal, especially semi-urban and rural markets.

This limited a complete view of the national distribution strategy.

The cooperative education role was primarily supportive, which meant limited involvement in independent decision-making or managing full responsibilities such as a sales territory or dealer account.

Access to detailed internal data, including financial reports and strategic plans, was also restricted due to confidentiality, limiting deeper financial and strategic analysis.

Lastly, the physical nature of fieldwork sometimes made detailed documentation challenging during busy days covering multiple retail outlets.

Despite these limitations, the cooperative education provided meaningful practical exposure and significantly enhanced understanding of marketing, sales, and FMCG operations in Nepal.

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Appendices

Appendix A: Daily Worksheet

Name of Student: Sanyog Agarwal

Name of the Organization: RB Brush Industries Pvt. Ltd.

Name of Organization's Supervisor: Ghanashyam Gautam

Date: February 1, 2026 – May 22, 2026

Week 1			
Day	Date	Day of Week	Task Assigned
Day 1	01/02	Sunday	Orientation and introduction to RB Brush Industries — toured the office, warehouse, and storage areas; met supervisors and sales team members
Day 2	02/02	Monday	Holiday (Holi)
Day 3	03/02	Tuesday	Company briefing on product categories — learned about toothbrush, toothpaste, and cosmetic product lines under Pearl, Jokuse, Fresh Up, and Orlex brands
Day 4	04/02	Wednesday	Introduced to warehouse operations — learned how incoming stock is received, labeled, and organized by product category and brand
Day 5	05/02	Thursday	Field visit to Bhotahity dealer — observed stock replenishment process and discussed product demand with dealer; noted order quantities
Day 6	06/02	Friday	Accompanied sales representative on retail outlet visits in Kathmandu; observed product placement and POP material installation at 6 shops

Week 2			
Day	Date	Day of Week	Task Assigned
Day 1	08/02	Sunday	Field visit to Kalanki dealer area — checked stock levels at retail shops and noted fast-moving and slow-moving products; reported findings to supervisor
Day 2	09/02	Monday	Assisted in warehouse stock count for toothbrush range — matched physical inventory with stock register entries; identified 2 discrepancies for review
Day 3	10/02	Tuesday	Accompanied area manager on dealer visit to Lalitpur; observed how dealer stock orders are reviewed and approved based on previous sales performance

Day 4	11/02	Wednesday	Learned about the stock dispatch process — observed how outgoing orders are picked, packed, and loaded for dealer delivery
Day 5	12/02	Thursday	Field visit to retail outlets in Baneshwor — assisted in placing posters, flex boards, and danglers at 8 shops; noted which materials had worn out
Day 6	13/02	Friday	Visited Bhaktapur dealer with sales team; surveyed product visibility and checked if dealer stock levels aligned with expected weekly movement

Week 3			
Day	Date	Day of Week	Task Assigned
Day 1	15/02	Sunday	Assisted in receiving a new stock delivery at the warehouse — verified incoming quantities against purchase order, checked packaging condition, and updated the stock register
Day 2	16/02	Monday	Helped organize warehouse shelving — separated toothbrush SKUs by type (soft, medium, hard) and arranged cosmetic products by brand and category
Day 3	17/02	Tuesday	Field visit to Bouddha area retail shops — conducted competitor shelf analysis comparing Pearl toothbrush vs Dabur placement and pricing
Day 4	18/02	Wednesday	Attended pricing discussion meeting; learned about competitive pricing decisions and discount structures offered to dealers
Day 5	19/02	Thursday	Assisted in preparing stock dispatch notes for dealer deliveries — cross-checked order sheets against available warehouse stock before loading
Day 6	20/02	Friday	Field visit to Chabahil and Jorpati areas — assisted in distributing POP materials and collected empty display stands from closed promotions

Week 4			
Day	Date	Day of Week	Task Assigned
Day 1	22/02	Sunday	Conducted retail shop survey in Patan Dhoka area — recorded product availability, display quality, and POP material status across 12 shops
Day 2	23/02	Monday	Assisted in monthly stock reconciliation — compared closing stock figures in the register against physical count for toothpaste variants; documented variances
Day 3	24/02	Tuesday	Joined sales team on field visit to Kirtipur and Balkhu — assisted in product recommendation at shop counters and noted customer objections

Day 4	25/02	Wednesday	Observed negotiation between area manager and a major retailer in Lagankhel; learned about volume discount terms and seasonal deal structures
Day 5	26/02	Thursday	Supported warehouse team in re-labelling slow-moving Jokuse cosmetic stock — updated price stickers and reorganized display-ready units for dealer dispatch
Day 6	27/02	Friday	Physical marketing and promotional material distribution at local shops in Bagbazar and Indrachowk area

Week 5			
Day	Date	Day of Week	Task Assigned
Day 1	01/03	Sunday	Assisted in quarterly stock audit — counted all SKUs in warehouse storage area, recorded quantities in audit sheet, and compared against system records
Day 2	02/03	Monday	Entered dealer order data into the sales tracking sheet; cross-referenced orders with available warehouse stock to flag any out-of-stock items
Day 3	03/03	Tuesday	Field visit to Balaju area — visited 3 supermarkets; observed planogram and product shelf positioning for personal care category
Day 4	04/03	Wednesday	Election Holiday
Day 5	05/03	Thursday	Election Holiday
Day 6	06/03	Friday	Election Holiday

Week 6			
Day	Date	Day of Week	Task Assigned
Day 1	08/03	Sunday	Work from Home — compiled weekly field visit reports and summarized competitor product pricing observed across all retail visits
Day 2	09/03	Monday	Work from Home — organized stock count data from the quarterly audit into a structured Excel file for supervisor review
Day 3	10/03	Tuesday	Work from Home — researched warehouse management practices used by FMCG companies in Nepal for a comparative study note
Day 4	11/03	Wednesday	Work from Home — prepared draft notes on stock movement patterns observed during field visits; identified fast and slow-moving SKUs

Day 5	12/03	Thursday	Resumed office work — assisted in planning dealer delivery routes for the week; updated dispatch schedule based on pending orders
Day 6	13/03	Friday	Sick Leave

Week 7			
Day	Date	Day of Week	Task Assigned
Day 1	15/03	Sunday	Field visit to Gongabu bus park area — visited 10 retail shops; recorded stock availability of Pearl and Fresh Up products and noted reorder urgency at 3 outlets
Day 2	16/03	Monday	Assisted in preparing weekly stock movement summary — tallied dealer dispatch records against opening stock to calculate net stock consumed during the week
Day 3	17/03	Tuesday	Accompanied area manager on Bhaktapur district retail survey — covered 6 shops; identified 3 locations with low stock needing urgent replenishment
Day 4	18/03	Wednesday	Assisted in reinstalling promotional materials — posters, stickers, and dangler boards — at outlets visited the previous day
Day 5	19/03	Thursday	Helped warehouse team organize incoming raw packaging material delivery — sorted cartons by product type and updated the packaging stock register
Day 6	20/03	Friday	Field visit to Swayambhu and Sitapaila area — assisted in replacing expired promotional display materials with updated campaign assets at 7 outlets

Week 8			
Day	Date	Day of Week	Task Assigned
Day 1	22/03	Sunday	Holiday (Post-activity break)
Day 2	23/03	Monday	Field visit to Sundhara and Jamal retail belt — noted product stocking behaviour and collected informal feedback from shopkeepers on Pearl brand availability
Day 3	24/03	Tuesday	Assisted in updating warehouse bin card records — entered latest stock receipts and issues into individual bin cards for toothbrush and toothpaste products
Day 4	25/03	Wednesday	Accompanied billing staff on delivery route to three dealers; assisted in verifying invoice accuracy and matching delivered quantities against dispatch notes

Day 5	26/03	Thursday	Field visit to Tokha and Budhanilkantha — surveyed rural retail outlet product availability; observed limited stock penetration compared to core city areas
Day 6	27/03	Friday	Learned how staff identify customer needs and suggest suitable products; practiced product recommendation at Kalanki dealer counter

Week 9			
Day	Date	Day of Week	Task Assigned
Day 1	29/03	Sunday	Conducted joint field visit with area manager to Lalitpur southern belt — covered Ekantakuna and Satdobato; assessed dealer stock levels and reorder needs
Day 2	30/03	Monday	Supported product display arrangement at Bhotahity dealer's outlet; reorganized shelf placement to improve Jokuse cosmetics visibility near the entrance
Day 3	31/03	Tuesday	Assisted in warehouse FIFO (First In First Out) check — verified that older stock batches were being dispatched before newer ones to minimize expiry risk
Day 4	01/04	Wednesday	Observed quarterly promotional campaign planning meeting; noted how weekly campaigns are structured around available stock levels and dealer capacity
Day 5	02/04	Thursday	Assisted in preparing a stock shortage report for 4 SKUs running low in the warehouse; helped estimate reorder quantities based on average weekly dispatch volumes
Day 6	03/04	Friday	Compiled field notes from the week into a structured route visit report; highlighted new shop contacts discovered during the Thankot visit

Week 10			
Day	Date	Day of Week	Task Assigned
Day 1	05/04	Sunday	Field visit to Dallu and Swoyambhu retail cluster — checked stock depletion rates and restocking frequency with 9 shopkeepers; noted high demand for Pearl medium toothbrush
Day 2	06/04	Monday	Assisted in full warehouse stock verification — physically counted all product categories and updated the master stock register with current figures
Day 3	07/04	Tuesday	Accompanied marketing staff on brand visibility audit — visited 14 shops across Thamel area to verify POP display compliance and stock placement

Day 4	08/04	Wednesday	Assisted in preparing a dealer-wise stock distribution report — summarized how much stock each of the 5 Kathmandu Valley dealers had received over the past month
Day 5	09/04	Thursday	Field visit to Lazimpat and Maharajgunj — surveyed premium retail shops; noted gap in Orlex toothpaste placement and low stock visibility in higher-end grocery stores
Day 6	10/04	Friday	Helped reorganize warehouse storage area — separated overstocked Jokuse hair care units into a dedicated section; updated location records in the stock register

Week 11

Day	Date	Day of Week	Task Assigned
Day 1	12/04	Sunday	Joined morning route — covered Koteshwor and Lokanthali retail zone; helped place newly designed dangler boards for Fresh Up toothpaste at 7 outlets
Day 2	13/04	Monday	Supported retail counter interaction — handled customer queries at Kalanki dealer shop; recommended suitable toothbrush variants based on age and usage preference
Day 3	14/04	Tuesday	Nepali New Year Holiday
Day 4	15/04	Wednesday	Assisted in post-holiday stock replenishment for two dealers — verified order quantities, prepared dispatch notes, and updated warehouse outgoing stock records
Day 5	16/04	Thursday	Sick Leave
Day 6	17/04	Friday	Field visit to Naxal and Hattisar area — distributed new Jokuse cosmetics promotional posters; also checked dealer stock levels to flag low-stock items for urgent dispatch

Week 12

Day	Date	Day of Week	Task Assigned
Day 1	19/04	Sunday	Participated in area-wide retail survey — covered Patan and Lagankhel; documented shopkeeper satisfaction scores for delivery reliability and stock freshness
Day 2	20/04	Monday	Assisted in preparing monthly stock movement report — compiled weekly dispatch and receipt data to show opening stock, inflow, outflow, and closing stock for each SKU

Day 3	21/04	Tuesday	Field visit to Maitidevi and Dillibazar — introduced Orlex toothpaste to 3 new retail outlets; left product samples and pricing sheets with shopkeepers
Day 4	22/04	Wednesday	Helped update damaged goods record in warehouse — identified 12 units with broken packaging from a recent delivery; prepared a damage report for supplier credit claim
Day 5	23/04	Thursday	Assisted in preparing market visit summary and competitor pricing update for the marketing manager's weekly review meeting
Day 6	24/04	Friday	Field visit to Kupondole and Pulchowk — checked display compliance and collected 6 orders from retail shops; updated order log and forwarded to Kalanki dealer for dispatch

Week 13			
Day	Date	Day of Week	Task Assigned
Day 1	26/04	Sunday	Joined full-day field visit covering Bhaktapur district — visited 11 shops; noted increasing demand for Pearl soft toothbrush in residential neighbourhoods
Day 2	27/04	Monday	Assisted in preparing a warehouse space utilization review — mapped which storage sections held which product categories and identified underutilized areas
Day 3	28/04	Tuesday	Conducted mini market research at 8 shops in Tripureshwor — asked shopkeepers to rank top-selling FMCG hygiene products; Fresh Up ranked 2nd behind a major Indian brand
Day 4	29/04	Wednesday	Reported mini market research findings to marketing manager; discussed stock allocation implications for shops where RB Brush products were undersupplied
Day 5	30/04	Thursday	Assisted in cycle count of cosmetic product inventory — counted Jokuse skin care and body care units section by section and updated the warehouse stock ledger
Day 6	01/05	Friday	Helped prepare product sample kits and display materials for upcoming dealer meeting; packed brochures and verified sample quantities against packing list

Week 14			
Day	Date	Day of Week	Task Assigned

Day 1	03/05	Sunday	Attended dealer meeting at company office — observed how area managers review quarterly stock targets and discuss replenishment schedules with dealers
Day 2	04/05	Monday	Prepared summary presentation of field observations — POP compliance, competitor analysis, stock availability gaps, and new retail contacts discovered during cooperative education
Day 3	05/05	Tuesday	Field visit to Samakhusi and Ganesh Chowk — accompanied area manager for monthly dealer performance review; observed how stock movement data is used to set new targets
Day 4	06/05	Wednesday	Assisted in updating the warehouse dead stock register — identified 3 SKUs with no movement in 60+ days and prepared a slow-mover report for management review
Day 5	07/05	Thursday	Field visit to Chabhil and Gaushala area — conducted independent retail audit across 10 outlets; submitted a structured stock availability and display compliance report to area manager
Day 6	08/05	Friday	Internal review day — presented field visit and warehouse findings to supervisor; received feedback and guidance on cooperative education report structure

Week 15			
Day	Date	Day of Week	Task Assigned
Day 1	10/05	Sunday	Reflected on field and warehouse learnings from all 14 weeks; prepared observation notes on how stock availability directly impacts sales performance at the retail level
Day 2	11/05	Monday	Assisted marketing team in planning a small in-store activation campaign for Jokuse body wash at 5 selected retail outlets in Lalitpur
Day 3	12/05	Tuesday	Participated in in-store activation setup at 2 Lalitpur outlets — arranged product display, distributed sample sachets to walk-in customers, and collected verbal feedback
Day 4	13/05	Wednesday	Assisted in tracking activation-linked stock movement — compared pre-activation and post-activation stock levels at the 5 participating outlets to measure sell-through
Day 5	14/05	Thursday	Compiled activation stock and feedback report; summarized customer responses and estimated short-term inventory uplift needed to support reorder demand
Day 6	15/05	Friday	Observed how visual merchandising — colour blocking, eye-level placement, and product bundling — is used at Bhotahity dealer outlet to drive faster stock turnover

Week 16

Day	Date	Day of Week	Task Assigned
Day 1	17/05	Sunday	Began writing the cooperative education co-op report — drafted introduction and company profile sections based on information gathered over 16 weeks of fieldwork and warehouse work
Day 2	18/05	Monday	Compiled all field visit data, stock movement observations, warehouse notes, and competitor findings to support the business activities chapter of the report
Day 3	19/05	Tuesday	Prepared final report draft covering marketing mix, sales strategy, distribution structure, and warehouse management observations with real data from field work
Day 4	20/05	Wednesday	Reviewed and revised cooperative education report with supervisor feedback; finalized the co-op activities chapter based on actual job responsibilities and learnings
Day 5	21/05	Thursday	Prepared final PowerPoint presentation summarizing 16 weeks of cooperative education — marketing activities, field work, stock management learnings, and key observations
Day 6	22/05	Friday	Final day — submitted cooperative education report and presentation; expressed gratitude to supervisor, area manager, warehouse team, and sales staff for the guidance and opportunity

Appendix B: Pictures Of Cooperative education

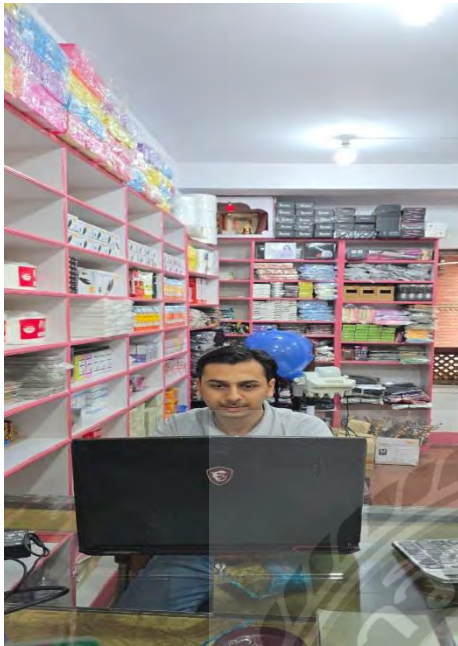


Figure 4: My Work place



Figure 5: Display of the Locally Produced Products



Figure 6: Manual Stock Checking



Figure 7: Visit to a Retail store



Figure 8: Final Presentation Meeting