



**Cooperative Education Report**  
**Streamlining Specification Processes for Architects, Engineers, and Homeowners**

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**This report is submitted in partial fulfillment of the  
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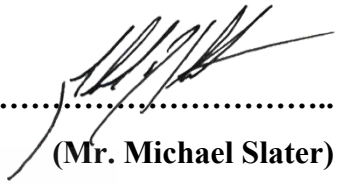
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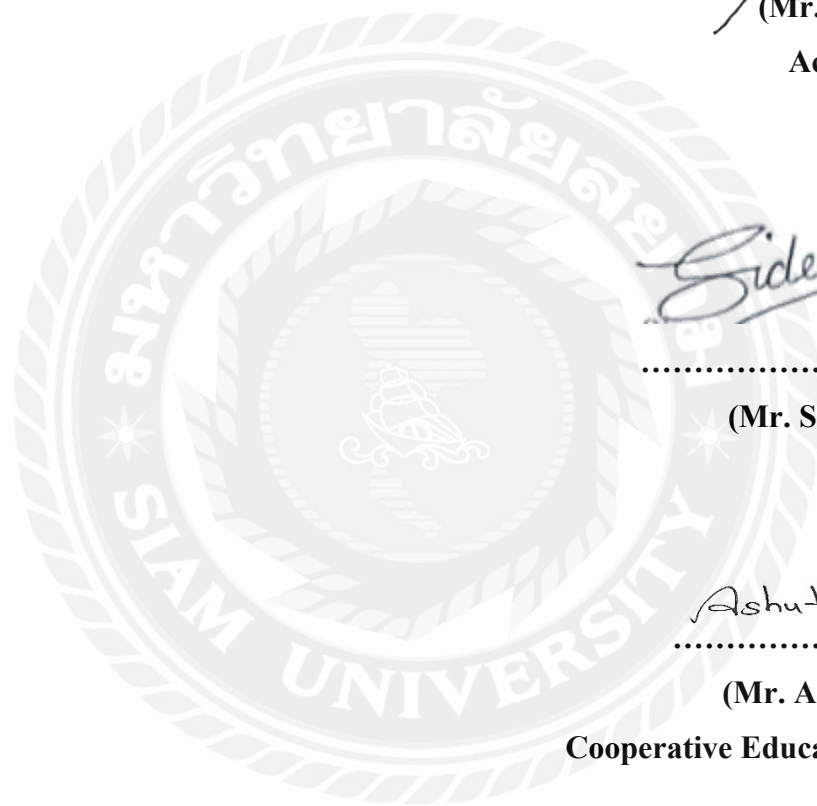
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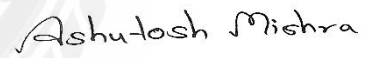
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### **Abstract**

The Cooperative Education Report, titled “Streamlining Specification Processes for Architects, Engineers, and Homeowners,” emphasizes the practical application of technical documentation and market research within the interior construction materials industry. This research focused on the systematic analysis of luxury bathroom fixtures, including jacuzzi, CP fittings, and sanitary ware, to identify market trends and competitor positioning. Furthermore, the report details the process of consolidating complex technical data from factory manuals and dealer portals into actionable, client-specific modules.

The objectives of the study include: (1) gaining a practical understanding of how technical specifications are translated for diverse client bases such as architects, MEP engineers, and homeowners; (2) developing the skills required to bridge the gap between manufacturing realities and design requirements; and (3) understanding how accurately refined technical data aligns with digital marketing strategies to support organisational growth and decision-making.

I worked as an intern at Sunrise Global Trading Pvt. Ltd., where my primary responsibilities included aggregating and categorizing technical specifications, conducting competitive benchmarking, and consulting with MEP engineers to ensure the accuracy of documentation. This internship experience allowed me to apply my theoretical knowledge to real-world business challenges while significantly enhancing my analytical, technical, and communication skills.

**Keywords:** MEP, documentation, specification, luxury bathroom fixtures

## **Acknowledgement**

I would like to express my sincere gratitude to Sunrise Global Trading Pvt. Ltd. for offering me the opportunity to undertake a cooperative education program in its Business Development Department. This valuable experience has helped me connect academic learnings with practical workplace implementation, particularly in the areas of technical documentation and market research within the construction materials industry. I am especially grateful to my academic advisor, Mr. Michael Slater, for his continuous support and guidance throughout my internship journey. His academic support played a crucial role in completing this learning experience.

I would also like to thank my job supervisor, Mr. Saideep Ghimire, for his mentorship, guidance, and for sharing professional knowledge during my internship. His support, along with the collaboration of the MEP engineers and technicians, greatly contributed to improving my skills in data organization and competitive benchmarking.

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## List of Abbreviations

**SWOT:** Strengths, Weaknesses, Opportunities, and Threats

**MEP:** Mechanical Engineering and Plumbing

**USP:** Unique Selling Proposition

**BOQ:** Bill of Quantities

**PMMA:** Polymethyl Methacrylate

**IPX4:** Ingress Protection

**CP Fitting:** Chrome Plated Fitting

**B2B:** Business to Business

## Chapter 1: Introduction

**Sunrise Global Trading Pvt. Ltd.** is an interior construction materials company based in Nepal, specializing in high-end sanitaryware, piping systems, and architectural finishes. The company currently supplies premium products from international brands such as Bravat, Astral Pipes, and Nitco, catering to residential and commercial projects nationwide. It operates with a project-based approach, targeting individual homeowners, architects, MEP engineers, and interior designers. Alongside, the company focuses on bridging the gap between international manufacturing quality and local market requirements, creating a comprehensive interior service ecosystem.



*Figure 1: Company Logo*

### 1.1 Company Profile

**Sunrise Global Trading Pvt. Ltd.** is an emerging player in Nepal's interior construction and infrastructure sector, focused on providing high-quality branded materials and contributing to the country's growing demand for modern infrastructure. The company operates its Head Office in Bagdol-4, Lalitpur, and maintains a branch office in Dhobighat, reflecting a strategic commitment to expanding access to premium building solutions across the valley. With the construction sector currently experiencing rapid growth, Sunrise Global Trading is positioning

itself as a forward-looking organization aiming to support long-term residential and commercial infrastructure development.

The company is actively involved in importing and distributing technically superior interior materials, working towards efficient supply chain management and sustainable operations. Although still in its early phase of development, Sunrise Global Trading has demonstrated strong potential through its exclusive brand partnerships and involvement in high-end construction ventures. Its operations emphasize quality assurance, technical accuracy, and adherence to international standards, which are essential in Nepal's evolving urban landscape. The company's diverse product portfolio includes premium sanitaryware and kitchen solutions, piping systems, specialized doors, tiles, and wooden frames sourced from global markets.

### **1.1.1 Company Vision**

To become Nepal's premier destination for comprehensive interior solutions, building a future where world-class quality and innovative design are accessible under one roof, ultimately setting the benchmark for excellence in the nation's construction and interior infrastructure industry.

### **1.1.2 Company Mission**

To build an integrated ecosystem of premium interior solutions by providing world-class construction materials including high-end sanitaryware, specialized piping, and imported woodwork under one roof. The company is committed to bringing global standards to the local Nepal market while simplifying the construction process for customers through expert technical guidance, cross-functional collaboration with MEP engineers, and a focus on long-term structural and aesthetic excellence in every project.

### **1.1.3 Company's Core Objectives**

- Establish a Comprehensive Interior Solutions Ecosystem: To build an integrated hub offering everything from foundation piping to high-end finishing materials, providing customers with a seamless "one-stop" procurement experience.

- Introduce Global Quality Standards in Nepal: To actively promote and distribute world-class brands like Bravat, Astral, and Nitco, ensuring the local market has access to international benchmarks for durability and design.
- Provide Expert Technical Guidance and Support: To leverage the expertise of in-house engineers and technicians to offer professional consultancy, helping clients select the most efficient and compatible materials for their specific projects.
- Optimize Customer Procurement Efficiency: To simplify the complex construction supply chain by offering a diverse product portfolio under one roof, significantly reducing the time and effort required for multi-brand sourcing.

#### **1.1.4 Strategies of the Company**

- Sunrise Global Trading combines a high-touch physical presence, digital outreach, and strategic industry partnerships to strengthen its position in Nepal's interior solutions market. The company's strategies are:
- Implement a "One-Stop" Showroom Experience: To utilize the main showroom in Bagdol as a centralized physical hub where customers, architects, and developers can interact with the full product range, ensuring a "touch and feel" experience for premium items like Bravat sanitaryware and Indonesian woodwork.
- Expand Digital Presence and Marketing: To extensively leverage digital marketing platforms and social media initiatives to reach a wider national audience, positioning the company as a modern leader in the construction material sector.
- Strengthen B2B Partnerships and Collaborations: To collaborate directly with real estate developers, architects, and construction firms, supplying high-quality materials for large-scale residential and commercial projects across Nepal.
- Ensure Technical Accuracy through Expert Consultation: To provide specialized technical support by involving MEP engineers and technicians in the sales process, ensuring that global product specifications are correctly matched to local project requirements.

### 1.1.5 Project Portfolio

Sunrise Global Trading has established a strong track record of supplying high-quality interior materials to some of the most prestigious commercial, hospitality, and healthcare projects in Nepal. By partnering with global brands, the company ensures that these large-scale infrastructures meet international standards of luxury and durability.

- **Recent Major Projects:**

- ❖ **Medicity Hospital:** Supply of specialized sanitaryware and infrastructure solutions tailored for international healthcare standards.
- ❖ **Hilton Kathmandu:** Provision of high-quality plywood, doors, and premium wellness products for luxury suite rooms.
- ❖ **DoubleTree by Hilton:** Supply of tiles, plywood, doors, and premium sanitaryware for high-end guest rooms.
- ❖ **CG Golf Retreat, Nawalparasi:** Delivery of complete sanitaryware solutions and wellness products for the retreat's luxury infrastructure.
- ❖ **Dusit Thani Kathmandu:** Contribution to a major bathroom renovation project, including the supply of premium tiles and sanitaryware.

### 1.2 Organisational Structure

The organisational structure at Sunrise Global Trading helps in understanding how different functions work together to support high-end project execution, ensure technical accuracy, and strengthen the company's position in the premium interior solutions sector. Understanding how various departments collaborate to support procurement, guarantee operational efficiency, and fortify the company's position in the expanding infrastructure market is made easier by this structure.

The company is organized into four specialized pillars: Technical, Business Development, Sales, and Finance & Administration. This specialized setup allows for clear accountability, expert decision-making, and efficient management of complex B2B projects such as hotels and hospitals. This section describes the organisational structure of Sunrise Global Trading and my role as a Business Development Intern within it.

### 1.2.1 Diagram of the Organisational Structure

The diagram below shows the detailed organisational structure of Sunrise Global Trading Pvt. Ltd., identifying the reporting lines from the Chairman down to the departmental interns and officers.

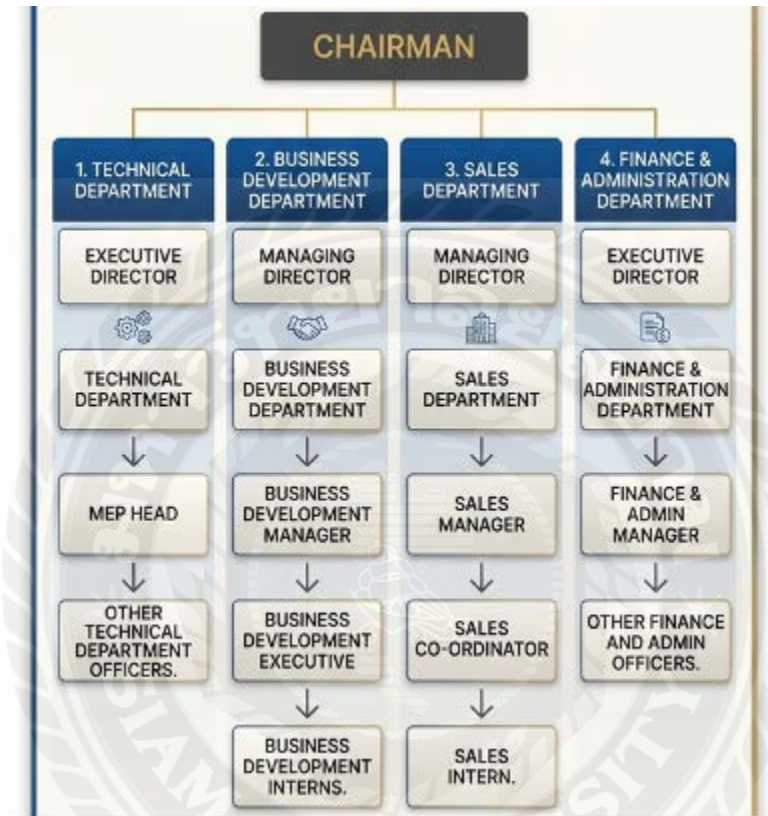


Fig 2: Organisational Structure of Sunrise Global Trading

### 1.2.2 My Job Position

During my internship at Sunrise Global Trading, I contributed as a Business Development Intern. I worked under the direct supervision of the Business Development Manager, Mr. Saideep Ghimire, in a role that bridged technical data management and market outreach.

My duties included conducting in-depth research on premium interior and construction components, specifically focusing on brands such as Bravat by Dietsche 1873, Astral Pipe, and Nitco Tiles. A significant part of my technical responsibility involved developing a Master

Technical Database. This required gathering and organizing complex product specifications, import details, and supplier information to ensure the company had a centralized, accurate repository for project bidding and client consultations.

In addition to technical research, I also worked in communication by managing content for the company's digital presence. This involved creating professional content to enhance the visibility of Sunrise Global Trading across various digital platforms. By aligning technical product knowledge with digital marketing strategies, I helped improve the company's market positioning and its ability to attract high-end B2B projects in the hospitality and healthcare sectors.

### 1.2.3 My Job Position in the Company's Organisational Structure

During my internship at Sunrise Global Trading, I was formally assigned the role of Business Development Intern, nested within the Business Development Department. This department acts as the strategic and technical backbone of the company's expansion efforts in Nepal's premium construction and interior market.

As illustrated in the departmental hierarchy below, my daily tasks in market research, technical data management, and digital communication supported the overall department workflow. My insights and organized technical data eventually served as decision-making tools for the higher management in pursuit of B2B projects.



Fig 3: My Job Position in Sunrise Global Trading

In my position as a Business Development Intern, I reported directly to the Business Development Manager (Mr. Saideep Ghimire). This reporting line was crucial for my learning experience. I worked under his mentorship, assisting him by standardizing the technical specifications for major import brands (Bravat, Astral, etc.) used in client proposals. This direct supervision allowed me to receive immediate technical and operational guidance while learning how business development is executed in a high-end trading environment. Overall, this reporting structure enabled me to understand how a rapidly growing trading company conceptualizes, manages, and executes its business development strategies at the operational level.

### **1.3 My motive to choose Sunrise Global Trading as my Co-Op Studies Workplace**

Sunrise Global Trading is a rapidly expanding company in Nepal's premium interior and construction sector, representing world-class brands like Bravat and Astral. The primary reason for selecting it as my internship workplace was the opportunity to work at a firm that currently supplies materials for international-standard projects such as Hilton Kathmandu and Medicity Hospital.

Given the rapid growth of the luxury hospitality and healthcare infrastructure in Nepal, I believed that working for a market leader in this niche would offer worthwhile exposure and opportunities for hands-on learning. Sunrise Global Trading, with its specialized focus on high-end B2B solutions and digital marketing integration, provided me with the platform to observe and take part in actual large-scale procurement cycles. Through this experience, I gained firsthand knowledge of business development strategy, technical data management, and the overall operations of a dynamic international trading company.

## 1.4 Strategic Analysis of the Company (SWOT Analysis)

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Exclusive Global Brand Partnerships</li> <li>● Diverse Product Portfolio</li> <li>● Strong Presence in Prestigious Projects</li> <li>● Strategic Location Split</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Niche Market Focus</li> <li>● Technical Information Gap</li> <li>● High Dependency on Imports</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Booming Hospitality Industry</li> <li>● Modernization of Healthcare</li> <li>● Digital Transformation</li> <li>● Shift toward Quality</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Policy &amp; Duty</li> <li>● Currency Fluctuation</li> <li>● Intense Local Competition</li> <li>● Economic Sensitivity</li> </ul>

*Figure 4: SWOT Analysis of the Company*

### Strengths

- **Exclusive Global Brand Partnerships:** Authorized distributor for premium brands like Bravat (Germany) and Astral (India), providing a competitive edge in the luxury segment.
- **Diverse Product Portfolio:** Offers a "one-stop" solution, including sanitaryware, wellness products, piping, tiles, and Indonesian plywood, reducing the client's need for multiple vendors.
- **Strong Presence in Prestigious Projects:** Proven track record with "A-list" clients like Hilton and Medicity, which builds high market trust and brand equity.
- **Strategic Location Split:** Operating a premium showroom in Bagdol for retail experience while maintaining a dedicated administrative hub in Dhobighat for efficient backend operations.

## **Weakness**

- **High Dependency on Imports:** Reliance on supply chains from Indonesia, Malaysia, and India makes the company vulnerable to global shipping delays and customs fluctuations.
- **Niche Market Focus:** The focus on "premium" pricing may limit the customer base to high-net-worth individuals and large corporations only.
- **Technical Information Gap:** Managing complex technical data across multiple brands can lead to communication delays if the master database is not constantly updated.

## **Opportunities**

- **Booming Hospitality Industry:** The rise of new luxury hotels and resorts across Nepal (like those in Nawalparasi) creates a continuous demand for premium interior solutions.
- **Modernization of Healthcare:** Hospitals are increasingly upgrading to international sanitary and infrastructure standards (e.g., Medicity model), opening a specialized market.
- **Digital Transformation:** Use of digital marketing and technical databases allows the company to reach architects and developers more effectively than traditional trading.
- **Shift toward Quality:** Nepalese consumers are moving away from cheap materials toward durable, branded solutions with long-term warranties.

## **Threats:**

- **Currency Fluctuation:** Since products are imported, a weakening Nepalese Rupee against the USD or INR can suddenly increase costs and squeeze profit margins.
- **Policy & Duty Changes:** Changes in government import duties or luxury taxes on construction materials can affect pricing competitiveness.
- **Intense Local Competition:** Increasing number of traders entering the market with mid-range Chinese or Indian alternatives at lower price points.
- **Economic Sensitivity:** The luxury construction market is highly sensitive to the overall economic climate and bank interest rates for construction loans.

## 1.5 Objective of Co-Op Studies

This report summarizes the lessons I learned while working as a Business Development Intern at Sunrise Global Trading for my Co-Operative Education Studies. This report has both academic and professional goals. It allowed me to gain practical experience in the operations of a leading premium interior and construction material trading company in Nepal while applying what I had learned in the classroom to real-world scenarios.

The main objectives of Co-Op studies are:

- To apply academic knowledge in a practical environment: I wanted to observe how the concepts I had learned in class—such as market research, business strategy, and information management—were applied in actual B2B project cycles. By working on the Master Technical Database, I was able to make the connection between theoretical data organization and its practical necessity in high-stakes project bidding.
- To understand the operational dynamics of the premium trading and construction sector, I gained insight into how Sunrise Global Trading efficiently manages international supply chains and maintains brand standards for global partners such as Bravat and Astral. By assisting with technical documentation and coordinating with the MEP team, I came to understand how specialized trading firms navigate industry regulations and client requirements.
- To enhance professional abilities and preparedness for the workplace.
- Rational skills, technical literacy, and professional communication improved significantly because of managing brand data, collaborating across departments, and developing digital content. Handling the technical specifications of diverse product lines helped me develop a sharp eye for detail and improved my professional readiness for the corporate world.

## Chapter 2: Co-Op Studies Activities

### 2.1 My Job Description

I worked as a Co-Op Intern in the Business Development Department at Sunrise Global Trading Pvt. Ltd. My primary role was to serve as a technical bridge between the company's extensive product catalog and its diverse client base, including homeowners, architects, MEP engineers, and interior designers. I was responsible for aggregating complex technical data from factory manuals and dealer portals, performing competitive benchmarking, and consulting with MEP engineers to categorize specifications into modular, client-friendly formats. From analyzing intricate technical components such as jet configurations and IPX4 water resistance ratings for luxury fixtures to streamlining documentation for marketing purposes, this role offered practical exposure to the operational standards of a growing interior construction firm. This experience provided me with profound insights into how technical precision and effective information flow directly support business development and stakeholder satisfaction in Nepal's construction industry.

### 2.2 My Job Responsibilities

My key responsibilities as an Intern in the Business Development Department at Sunrise Global Trading Pvt. Ltd. were as follows:

#### Technical Specification Management:

- Aggregated and centralized technical data for all product lines, ranging from luxury massage bathtubs, jacuzzies, and commodes to CP fittings, basin mixers, and accessories, by compiling information from factory-provided manuals and online dealer portals.
- Consulted with MEP engineers to refine and segregate technical specifications into specialized, modular formats tailored to the diverse needs of homeowners, architects, and design professionals.
- Analyzed complex technical components, such as material compositions (PMMA vs. acrylic), jet configurations, and water resistance (IPX4) ratings, to ensure documentation accuracy and clarity.

## **Market Research and Competitive Analysis:**

- Conducted in-depth research on competitor brands to identify gaps in product specifications and technical documentation.
- Translated dense technical jargon into practical, real-world application guides to simplify client understanding and enhance product usability.
- Developed unique selling propositions (USPs) based on technical product advantages to support the company's digital marketing activities and strategic business development.

### **2.3 Activities in Coordinating with Co-Workers**

During my internship at Sunrise Global Trading Pvt. Ltd., working together and coordinating with coworkers was crucial to my everyday tasks. I actively assisted the Business Development department by collaborating closely with team members to consolidate precise technical data and ensure the company's product specification databases were accurate and relevant. Smooth coordination while gathering factory manuals, conducting competitive benchmarking, and sharing refined specification modules was made possible by the team's effective communication.

To understand product requirements and incorporate technical details appropriately, I collaborated closely with the Business Development Manager, Mr. Saideep Ghimire. To support my specification refinement work, I also worked with the MEP engineers and technical team to gather essential installation data, product insights, and maintenance guidelines. Additionally, when necessary, I worked with the sales and marketing teams to comprehend the specific needs of different client bases, which was relevant to my research and the creation of unique selling propositions (USPs). I collaborated with team members to create and improve documentation for digital platforms to support the company's marketing function.

Towards the end of my internship, I ensured that my specification modules and research drafts were properly organized so the team could easily access and use them. This facilitated seamless coordination within the company and preserved continuity in ongoing work. I experienced a collaborative working environment where individuals contributed across multiple functions. Working in such an environment improved my teamwork, communication, and coordination abilities with various team members. It also made it easier for me to understand how teamwork

drives effective operations in a growing business within Nepal's interior construction materials sector.

## 2.4 Job Process Diagram



*Figure 5: Job Process Diagram for Business Development Role*

**Job Description for the role of Business Development:**

The figure above shows the systematic approach I used while performing technical specification and research-related duties at Sunrise Global Trading Pvt. Ltd. The process began with my supervisor assigning research and briefing me on specific objectives and the scope of the work. I defined the technical requirements needed for product specifications and gathered raw product data directly from factory-provided manuals and dealer portals. I conducted competitive benchmarking to assess the current market landscape and identified key product differentiators in the industry.

To ensure accuracy, I coordinated closely with the MEP engineering team to verify critical technical components. A key component of this process involved assessing material properties—such as the distinction between PMMA and acrylic along with examining various technical ratings. I then segregated this data into modular, client-focused formats tailored to the diverse needs of homeowners, architects, and designers. Translating complex technical jargon into practical, client-focused unique selling propositions (USPs) allowed me to better support the company's communication and marketing objectives.

After gathering and organizing the required data, I systematically compiled and arranged the master specification sheets to facilitate easy access and future analysis. I incorporated my supervisor's feedback to further refine these documents. Finally, I finalized the technical specification database for use in digital marketing and professional presentations. Through this process, I gained hands-on experience with technical documentation, competitive research, stakeholder communication, and professional reporting within Nepal's interior construction materials.

## **2.5 Contribution as a Co-op Student in the Company**

My main contribution as an intern was effectively supporting Sunrise Global Trading's business development and technical communication efforts. My research on product technical specifications, competitive benchmarking, and industry standards provided the team with valuable insights for both internal documentation and external client communication. I also contributed by developing modular specification sheets and marketing content that highlighted the company's product quality, technical advantages, and overall presence in the interior construction sector.

I facilitated the efficient flow of technical information across departments by collaborating closely with the Business Development Manager and coordinating with the technical and MEP engineering teams. This guaranteed that the content created was trustworthy, technically accurate, and in accordance with ongoing market requirements. I also kept well-organized records of product research and content drafts, which enhanced team accessibility and long-term productivity.

To ensure an effortless transition and continuity of workflow, I made sure my specification databases and ongoing research tasks were properly handed over at the end of my internship. In addition to supporting the company's research and business development operations, these contributions gave me a better understanding of how technical precision, information flow, and content creation contribute to the overall effectiveness of a developing company like Sunrise Global Trading. Overall, I helped the organization strengthen its reputation in Nepal's growing interior construction market while providing steady day-to-day technical support.

## Chapter 3: Learning Process

### 3.1 Problems/Issues of the Company

During my internship at Sunrise Global Trading Pvt. Ltd., I observed several real-world challenges in managing and communicating technical product data. A primary issue was the lack of a centralized, practical framework for product specifications, as technical details were often scattered across various disparate platforms and manufacturer portals. This fragmentation made it difficult to provide cohesive documentation, which frequently led to discrepancies in Bill of Materials (BOM) preparation and quotation submissions, resulting in rejections during the client's formal specification checklist process. These issues hindered effective communication with diverse client bases such as architects, engineers, and homeowners, each of whom requires specific technical documentation tailored to their unique professional requirements. These challenges offered critical insights into the difficulties companies face when operating in a market where technical accuracy and standardized documentation are essential for project approval.

#### 3.1.1 Problem Statement

Sunrise Global Trading's operational efficiency was directly impacted by the absence of a master specification file, which caused inconsistencies in external communications and hindered the ability to convince stakeholders of product suitability. The reliance on scattered, unorganized technical data disrupted workflow continuity, delayed project approvals, and underscored the urgent need for improved data management, systematic information centralization, and stakeholder-specific documentation strategies within the company's business development operations.

#### 3.1.2 Major Problems Identified

- **Fragmented Technical Data and Documentation Silos:** The most significant challenge was the lack of a centralized "Master Specification" framework. Technical data regarding high-end bathroom and interior products was scattered across disparate platforms, manufacturer websites, and international manuals, making it difficult to access accurate

information quickly. This fragmentation often led to inconsistencies when preparing project-specific documentation or responding to technical queries from architects and MEP engineers.

- **Mismatch Between Global Specifications and Local Compliance:** Products imported for the high-end interior market often carry international technical certifications that do not always align perfectly with local Nepalese regulatory standards or site-specific construction requirements. Reconciling these international specs with local engineering checklists created significant friction during the project approval process, often requiring extensive manual adjustments to ensure the product was accepted by site engineers and stakeholders.
- **Dependency on Diverse International Supply Chains:** The company's portfolio relies on a variety of international sources ranging from high-end sanitaryware in Europe to piping and tiling materials from India, Malaysia, and Indonesia. This wide geographic dependency makes the supply chain vulnerable to import uncertainties, fluctuating lead times, and logistical challenges. Consequently, maintaining a steady, reliable flow of precise technical data for these various imported product lines was a constant operational hurdle.
- **Limited Availability of Standardized Market Intelligence:** Gathering reliable, real-time market data on interior construction materials in Nepal proved difficult. Because the industry lacks comprehensive, localized digital databases for product benchmarking, I had to rely heavily on secondary sources, individual factory manuals, and manual comparison. This limited the speed at which we could conduct competitive analysis, occasionally restricting the breadth and depth of the market insights we could provide to our clients.

### 3.2 Proposed Solutions to Identified Problems

The following solutions are suggested to improve Sunrise Global Trading's operational effectiveness, documentation accuracy, and business development capabilities, considering the challenges I encountered during my internship.

- **Development of a Centralized Master Specification Database:** To address fragmented technical data, the company should implement a centralized "Master Specification" digital library. By consolidating all factory manuals, installation guides, and product ratings into a single, searchable repository, the company can ensure that every team member has access to accurate, up-to-date information. This will eliminate discrepancies in BOQ preparation and ensure that quotations meet the rigorous requirements of client specification checklists.
- **Implementation of Stakeholder-Specific Technical Modules:** To better serve diverse client bases, the company should develop modular, pre-formatted technical briefs tailored to specific audiences, such as simplified features for homeowners and high-level performance data for MEP engineers and architects. This approach would allow the team to quickly retrieve and present the exact documentation required for different project stakeholders, thereby increasing the likelihood of timely project approval and reducing the need for repeated manual edits.
- **Standardization of Import-Product Documentation:** Given the company's reliance on diverse international supply chains, it is essential to create a standardized "Technical Bridge" document for each imported product line. This document should reconcile international manufacturing standards with local Nepalese construction requirements. By proactively identifying and addressing these gaps, the company can minimize friction during site inspections and ensure smoother compliance with local engineering standards.
- **Establishment of a Systematic Market Intelligence Repository:** To mitigate the difficulty of finding reliable market data, the company should institutionalize a routine data collection process. By maintaining a shared internal database that tracks competitor pricing, product trends, and import-export benchmarks, the team can reduce dependency on ad-hoc secondary research. Regularly updating this repository with insights from industry reports and project outcomes will improve the accuracy of future competitive benchmarking and strengthen the company's strategic positioning in the market.

### 3.3 Recommendation to the Company

The following recommendations are proposed to improve Sunrise Global Trading's operational efficiency, documentation standards, and market competitiveness:

- **Institutionalize the Master Specification Framework:** The company should move beyond ad hoc documentation by establishing the Master Specification database as a core operational tool. This will ensure that all technical data is maintained in a single, accessible repository, thereby reducing the time spent retrieving information and minimizing errors in project quotations.
- **Strengthen Technical Training for Sales and Marketing Teams:** To bridge the gap between complex technical data and client needs, the company should conduct regular internal workshops. By training team members to utilize and translate technical specifications into client-facing USPs, the organization can improve its ability to secure approvals from architects and MEP engineers.
- **Enhance Digital Infrastructure for Client Engagement:** The company should integrate its technical specification modules into a dedicated digital portal or interactive client platform. Providing architects and homeowners with direct, user-friendly access to verified technical documents will not only improve public recognition and professional image but also significantly speed up the project approval cycle.
- **Formalize a Market Intelligence Loop:** Sunrise Global Trading should establish a dedicated workflow for continuous market monitoring, with a focus on product performance trends and evolving construction standards in Nepal. Regularly updating internal records with competitor benchmarking and regulatory insights will enable the company to stay ahead of market shifts and provide more accurate strategic guidance to its clients.
- **Develop an Integrated Supply Chain Documentation System:** To mitigate the risks associated with diverse international sourcing, the company should develop a system that links supplier-provided technical data directly to local compliance requirements. Creating this proactive documentation link will help reduce logistical friction and ensure that imported materials are immediately ready for use upon site arrival.

### 3.4 Learning Outcome from Co-Op Studies

My internship at Sunrise Global Trading Pvt. Ltd. gave me hands-on experience in technical documentation, business development, and communication within Nepal's interior construction and infrastructure industry. I gained a better understanding of how a growing company manages

technical data and the specific difficulties faced when bridging international product standards with local market requirements.

Major learning outcomes are listed below:

- The significance of competitive benchmarking and technical analysis in determining a company's market position and value proposition.
- The function of technical data aggregation is to streamline supply chain communication and ensuring product suitability for high-end residential and commercial projects.
- The way interior construction operations are affected by local engineering standards, site-specific requirements, and the need to align international product specs with local compliance requirements.
- The importance of efficient coordination between technical teams, MEP engineers, and business development departments to ensure accurate project quotations and BOQ finalization.
- The process of translating complex technical jargon into practical, client-focused content to improve transparency, trust, and brand credibility.
- The value of systematic documentation, adaptability, and cross-functional collaboration in resolving operational bottlenecks within a scaling business.

Overall, the co-op experience strengthened my technical research and professional communication skills, provided significant exposure to Nepal's interior construction sector, and offered deep insight into the internal workflows necessary for successful business development.

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

During my internship at Sunrise Global Trading Pvt. Ltd., I was able to bridge the gap between theoretical frameworks and practical industry challenges. My academic background provided a robust foundation in research methodology, business management, marketing, and analytical communication, all of which were instrumental in navigating the operational demands of the business development department.

When conducting competitive benchmarking and aggregating technical product data from international manuals, knowledge from courses like Research Methodology and Data Analysis proved highly applicable. These studies improved my systematic approach to information gathering, enhancing my ability to interpret dense technical specifications and translate them into actionable, client-friendly documents.

Similarly, I applied concepts from Marketing, Brand Management, and Integrated Marketing Communications to develop content for the company's digital platforms and client presentations. By utilizing principles of brand positioning and maintaining consistency in technical messaging, I was able to create modular specification sheets that resonated with diverse stakeholders—including architects, MEP engineers, and homeowners. This structured approach to communication ensured that the brand's professional image remained consistent across all technical and marketing collateral.

Additionally, my ability to manage technical databases and create professional presentations was directly supported by my academic exposure to Business Applications and Digital Productivity Tools. The theoretical knowledge gained through my studies regarding organisational behavior and professional communication significantly bolstered my confidence. Overall, this internship reinforced the value of my academic coursework, providing me with a clear understanding of how these theoretical principles translate into real-world efficiency and effective business development within Nepal's construction materials sector.

### **3.6 Special Skills and New Knowledge Gained**

My internship at Sunrise Global Trading Pvt. Ltd. provided me with practical knowledge in technical documentation, business development, and communication activities related to Nepal's interior construction sector. My professional development was supported by the internship, which helped me acquire both soft and technical skills that are essential in a fast-paced business environment.

### **The major technical skills that I learned are:**

- **Advanced Market and Competitor Benchmarking:** I learned how to conduct in-depth research on competitors in the interior construction materials market and analyze industry trends to strengthen our company's market positioning.
- **Technical Data Analysis and Specification Management:** I gained practical experience in synthesizing complex technical data from factory manuals and international product guides. This helped me bridge the gap between global manufacturer specifications and local site requirements.
- **Digital Communication and Content Development:** I gained experience in preparing professional communication modules and content for digital platforms. This improved my understanding of how to maintain consistent brand messaging while translating technical jargon into clear, client-focused, unique selling propositions (USPs).
- **Deep Industry Knowledge in Construction Materials:** This internship provided me with practical knowledge of Nepal's interior construction industry. I developed a detailed understanding of the operational hurdles, the dynamics of client-architect relationships, and the technical prerequisites for product approval in high-end projects.
- **Stakeholder-Specific Documentation:** I mastered the ability to tailor technical communication for diverse audiences ranging from MEP engineers who require performance ratings to homeowners who prioritize aesthetics and usability, significantly enhancing my professional communication agility.

### **Major Soft Skills that I learned are as follows:**

- **Communication Skills:** Regular interaction with MEP engineers, technical teams, and the business development manager significantly improved my written and verbal professional communication skills. Creating technical specification modules and professional presentations enhanced my ability to distill complex data into clear, persuasive content.
- **Teamwork and Collaboration:** By working closely with cross-functional teams to reconcile international product specifications with local construction requirements, I gained a deep appreciation for the value of cooperation and professional synergy in a corporate environment.

- **Adaptability:** Operating within a growing business required me to quickly adapt to shifting project priorities and evolving market demands. I learned how to manage multiple technical tasks effectively, even when requirements changed based on specific client needs.



## Chapter 4: Conclusion

### 4.1 Summary

My Co-Op at Sunrise Global Trading Pvt. Ltd. was a rewarding and enlightening educational experience. It gave me invaluable insight into how a growing company in the interior construction and infrastructure sector operates in the real world. I was able to apply my academic knowledge to practical business challenges while significantly honing my professional and technical skills.

Throughout the internship, I was able to:

- Gain practical experience in technical documentation and business development roles, such as benchmarking product specifications, analyzing competitive import trends, and creating modular, client-focused content.
- Develop my research, communication, and analytical abilities by consistently participating in industry-related benchmarking and systematic documentation projects.
- Work closely with the business development manager and cross-functional teams, including technical and MEP engineering departments, in a flexible, collaborative setting.
- Gain a practical understanding of the interior construction industry, including how technical information is used to secure project approvals and how communication strategies support business growth.
- Enhance my enthusiasm for technical communication, especially in translating complex manufacturer data into clear, engaging, and practical unique selling propositions (USPs) for architects and homeowners.

Overall, this internship provided me with a strong foundation in understanding how a growing company manages its technical and communication workflows. It also encouraged me to further explore the role of systematic research and precise documentation in supporting business growth and building a strong, professional presence in Nepal's expanding construction materials sector.

## **4.2 Evaluation of Work Experience**

My internship at Sunrise Global Trading Pvt. Ltd. has been a fulfilling and educational experience. Considering that managing technical specifications and participating in business development activities within the interior construction sector were relatively new to me, I am very satisfied with the exposure, professional guidance, and support I received throughout my tenure. My technical research skills, communication abilities, and adaptability in a professional work setting have all been significantly enhanced by this experience.

The practical experience I gained was extremely beneficial, particularly in benchmarking product technical data, synthesizing import-export trends, and creating modular, client-focused specification sheets. My learning process was greatly improved by being assigned substantive, project-critical tasks and having the opportunity to collaborate closely with the Business Development Manager and the technical engineering teams. The work environment was professional and encouraging, with team members being both accessible and supportive whenever I required technical guidance.

Over time, I developed a strong interest in technical communication within the construction materials sector, particularly in how to effectively translate complex manufacturer specifications into practical, engaging content for architects and engineers. All things considered, working at Sunrise Global Trading Pvt. Ltd. has been both personally and professionally rewarding, inspiring me to further pursue the critical role that research and precise documentation play in the success of companies operating within Nepal's quickly growing interior construction industry.

## **4.3 Limitations of Co-Op Studies**

During my internship at Sunrise Global Trading Pvt. Ltd., several constraints influenced the scope and depth of my learning. While these challenges are characteristic of growing enterprises, they highlighted critical areas for operational development and provided a deeper understanding of industry hurdles. The main limitations I noted were:

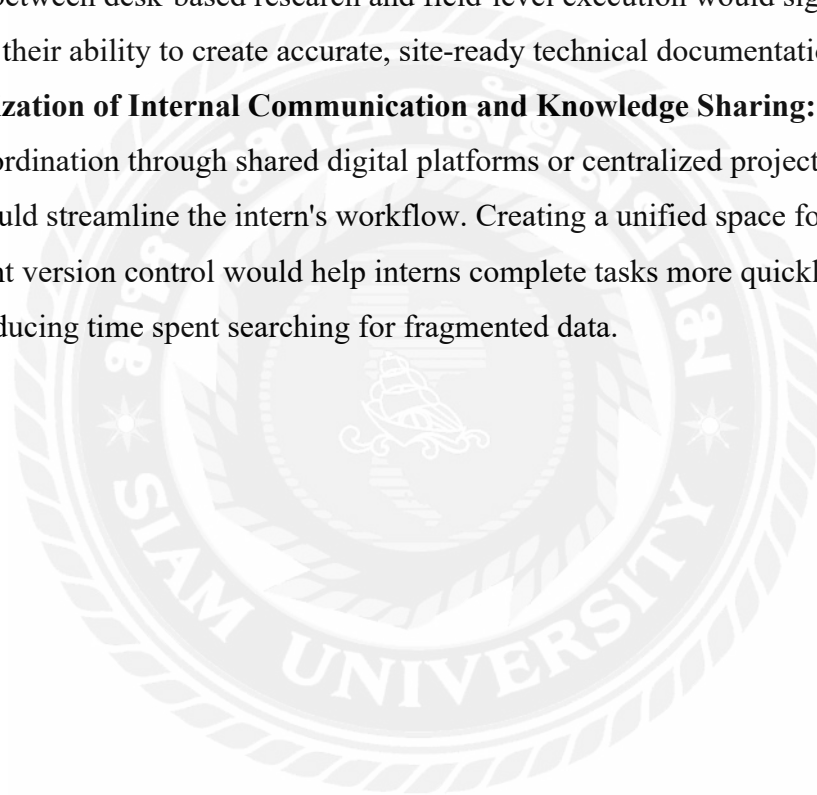
- **Early-Stage Organisational Structure:** As the company is in a phase of active growth, the organisational structure is still evolving. This occasionally resulted in overlapping duties or less clearly defined roles, which sometimes impacted the speed of workflow and task-specific accountability.
- **Fragmentation of Technical Data:** I encountered significant difficulties in accessing a centralized, organized, and credible master database for product specifications. The reliance on scattered, fragmented sources meant that a considerable amount of time was dedicated to data consolidation, which limited the scope for deeper, more advanced market analysis.
- **Limited Exposure to On-Site Technical Implementation:** While I collaborated closely with the technical and MEP engineering teams, my primary focus remained on research and documentation. As a result, I had limited direct exposure to on-site project installation and the hands-on, field-level troubleshooting of complex sanitaryware and plumbing systems.
- **Evolving Standard Operating Procedures:** Because the company is actively refining its business processes, many procedures are still in development. The absence of fully standardized operating procedures occasionally required a high degree of self-direction and flexibility to navigate inconsistent workflows, which, while educational, posed challenges in maintaining full uniformity in documentation.

#### 4.4 Recommendation for the Company

Based on my experience, I would like to recommend the following changes to improve the educational value and operational contribution of future Co-Op students at Sunrise Global Trading Pvt. Ltd.:

- **Clear Role Definition and Structured Task Allocation:** As the company continues to scale, defining distinct roles and responsibilities for interns—specifically within business development and technical documentation—would minimize role overlap. This structure would ensure a more balanced and comprehensive learning experience across research, specification management, and project communication tasks.

- **Establishment of Regular Mentorship and Feedback Sessions:** Implementing a structured mentorship program with periodic feedback sessions would help interns align more closely with organisational expectations. Providing consistent guidance would not only enhance performance but also ensure that the intern gains deeper insights into the company's strategic goals.
- **Increased Exposure to On-Site Technical Operations:** To provide a more holistic understanding of the interior construction and infrastructure sector, future interns should be given opportunities to observe or assist in on-site project implementations. Bridging the gap between desk-based research and field-level execution would significantly improve their ability to create accurate, site-ready technical documentation.
- **Centralization of Internal Communication and Knowledge Sharing:** Strengthening team coordination through shared digital platforms or centralized project management tools would streamline the intern's workflow. Creating a unified space for updates and document version control would help interns complete tasks more quickly and precisely while reducing time spent searching for fragmented data.



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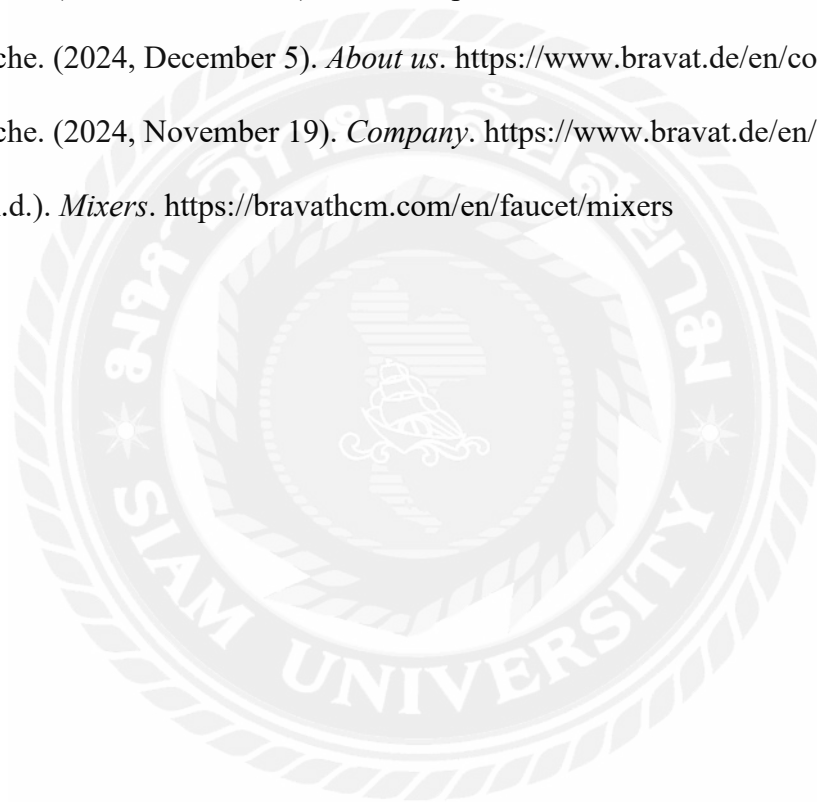
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## Appendices

Week	Day	Date	Day of Week	Task Assigned / Completed
<b>Week 1</b>	Day 1	02/13	Friday	Introduction to the Master Technical Database and initial research on Bravat by Dietsche 1873 product specifications.
<b>Week 1</b>	Day 2	02/14	Saturday	HOLIDAY
<b>Week 1</b>	Day 3	02/15	Sunday	HOLIDAY
<b>Week 1</b>	Day 4	02/16	Monday	Research on competitor brands (Kohler, Roca), particularly the technical specifications of wellness products
<b>Week 1</b>	Day 5	02/17	Tuesday	Research on competitor brands (Kohler, Roca), particularly the technical specifications of wellness products
<b>Week 1</b>	Day 6	02/18	Wednesday	Organizing and gathering scattered Bravat technical information on Microsoft Word (wellness products)
<b>Week 2</b>	Day 1	02/19	Thursday	NATIONAL DEMOCRACY DAY HOLIDAY
<b>Week 2</b>	Day 2	02/20	Friday	Reviewing technical specifications for wellness products of competitor brands
<b>Week 2</b>	Day 3	02/21	Saturday	HOLIDAY
<b>Week 2</b>	Day 4	02/22	Sunday	HOLIDAY
<b>Week 2</b>	Day 5	02/23	Monday	Reviewing technical specifications for wellness products of competitor brands
<b>Week 2</b>	Day 6	02/24	Tuesday	FIELD VISIT (Roca Showroom on Teku as a client with the sales manager)
<b>Week 3</b>	Day 1	02/25	Wednesday	Researching the international luxury bath ware market regarding technical specifications
<b>Week 3</b>	Day 2	02/26	Thursday	Standardizing technical data formats for the Master Technical Database.
<b>Week 3</b>	Day 3	02/27	Friday	Drafting the format of the master technical database (framework for wellness products of Bravat)
<b>Week 3</b>	Day 4	02/28	Saturday	HOLIDAY
<b>Week 3</b>	Day 5	03/01	Sunday	HOLIDAY

<b>Week 3</b>	Day 6	03/02	Monday	HOLI PURNIMA HOLIDAY
<b>Week 4</b>	Day 1	03/03	Tuesday	FIELD VISIT (Kohler showroom in Teku and Swayambhu as client)
<b>Week 4</b>	Day 2	03/04	Wednesday	ELECTION HOLIDAY
<b>Week 4</b>	Day 3	03/05	Thursday	ELECTION HOLIDAY
<b>Week 4</b>	Day 4	03/06	Friday	ELECTION HOLIDAY
<b>Week 4</b>	Day 5	03/07	Saturday	HOLIDAY
<b>Week 4</b>	Day 6	03/08	Sunday	INTERNATIONAL WOMEN'S DAY HOLIDAY
<b>Week 5</b>	Day 1	03/09	Monday	Analyzing technical requirements for luxury bathroom fixtures in hospitality projects.
<b>Week 5</b>	Day 2	03/10	Tuesday	Comparing the past BOQ of project requirements of wellness products against the Master Technical Database
<b>Week 5</b>	Day 3	03/11	Wednesday	Coordinating with the technical team to align product specs with client needs. The MEP engineer approved the framework for wellness products specification.
<b>Week 5</b>	Day 4	03/12	Thursday	Gathering technical data of wellness products (Bravat) from the distributor website and the Performa Invoice.
<b>Week 5</b>	Day 5	03/13	Friday	Gathering technical data of wellness products (Bravat) from the distributor website and the Performa Invoice.
<b>Week 5</b>	Day 6	03/14	Saturday	HOLIDAY
<b>Week 6</b>	Day 1	03/15	Sunday	HOLIDAY
<b>Week 6</b>	Day 2	03/16	Monday	Researching emerging brands in the premium construction sector to support business development.
<b>Week 6</b>	Day 3	03/17	Tuesday	Refining technical specification sheets for Bravat products.
<b>Week 6</b>	Day 4	03/18	Wednesday	GHODE JATRA HOLIDAY
<b>Week 6</b>	Day 5	03/19	Thursday	HOLI PURNIMA (HILL) HOLIDAY
<b>Week 6</b>	Day 6	03/20	Friday	HOLI PURNIMA (TERAI) HOLIDAY

<b>Week 7</b>	Day 1	03/21	Saturday	HOLIDAY
<b>Week 7</b>	Day 2	03/22	Sunday	HOLIDAY
<b>Week 7</b>	Day 3	03/23	Monday	Collaborating on technical documentation for a large-scale healthcare infrastructure project.
<b>Week 7</b>	Day 4	03/24	Tuesday	Meeting with the digital marketing team for content to highlight technical product advantages.
<b>Week 7</b>	Day 5	03/25	Wednesday	Updating the Master Technical Database with newly researched information.
<b>Week 7</b>	Day 6	03/26	Thursday	Preparing technical summaries for the Business Development Manager's review.
<b>Week 8</b>	Day 1	03/27	Friday	Meeting with the Digital Marketing team on suggestions on technical information conversion to USP for content creation
<b>Week 8</b>	Day 2	03/28	Saturday	HOLIDAY
<b>Week 8</b>	Day 3	03/29	Sunday	HOLIDAY
<b>Week 8</b>	Day 4	03/30	Monday	Researching technical specifications of Jaquar for competitive bidding on interior projects.
<b>Week 8</b>	Day 5	03/31	Tuesday	Researching technical specifications of Jaquar for competitive bidding on interior projects.
<b>Week 8</b>	Day 6	04/01	Wednesday	Meeting with the MEP team for suggestions regarding the technical documentation and review
<b>Week 9</b>	Day 1	04/02	Thursday	Assisting the Business Development Manager with technical data analysis for project bids.
<b>Week 9</b>	Day 2	04/03	Friday	Meeting with Business Development team regarding massage bathtub and bubble bathtub usage video
<b>Week 9</b>	Day 3	04/04	Saturday	HOLIDAY
<b>Week 9</b>	Day 4	04/05	Sunday	HOLIDAY
<b>Week 9</b>	Day 5	04/06	Monday	Researching supplier compliance for high-end project specifications.
<b>Week 9</b>	Day 6	04/07	Tuesday	Updating the Master Technical Database with detailed product performance metrics.

<b>Week 10</b>	Day 1	04/08	Wednesday	Drafting communications for architects and interior designers regarding new product lines of wellness products
<b>Week 10</b>	Day 2	04/09	Thursday	Coordinating digital marketing strategies with technical team insights.
<b>Week 10</b>	Day 3	04/10	Friday	Reviewing progress on technical documentation.
<b>Week 10</b>	Day 4	04/11	Saturday	HOLIDAY
<b>Week 10</b>	Day 5	04/12	Sunday	HOLIDAY
<b>Week 10</b>	Day 6	04/13	Monday	Preparing technical reports for review by the MEP team
<b>Week 11</b>	Day 1	04/14	Tuesday	NEPALI NEW YEAR HOLIDAY
<b>Week 11</b>	Day 2	04/15	Wednesday	Research on toilet system specifications online
<b>Week 11</b>	Day 3	04/16	Thursday	Updating the Master Technical Database to reflect current market outreach data.
<b>Week 11</b>	Day 4	04/17	Friday	Collaborating with the Business Development Manager on technical specifications for upcoming bids.
<b>Week 11</b>	Day 5	04/18	Saturday	HOLIDAY
<b>Week 11</b>	Day 6	04/19	Sunday	HOLIDAY
<b>Week 12</b>	Day 1	04/20	Monday	Researching technical trends in premium sanitary ware for market reports.
<b>Week 12</b>	Day 2	04/21	Tuesday	Researching the toilet systems specifications of competitor brands
<b>Week 12</b>	Day 3	04/22	Wednesday	Organizing technical project data for future bidding cycles.
<b>Week 12</b>	Day 4	04/23	Thursday	Assisting in preparing client presentation materials with technical product knowledge.
<b>Week 12</b>	Day 5	04/24	Friday	Updating the Master Technical Database with a new category (toilet systems)
<b>Week 12</b>	Day 6	04/25	Saturday	HOLIDAY
<b>Week 13</b>	Day 1	04/26	Sunday	HOLIDAY
<b>Week 13</b>	Day 2	04/27	Monday	Meeting with the MEP team to discuss the framework of the toilet system specification

<b>Week 13</b>	Day 3	04/28	Tuesday	Analyzing technical specifications to support market outreach for projects
<b>Week 13</b>	Day 4	04/29	Wednesday	Coordinating with MEP engineers to ensure technical specs meet project requirements.
<b>Week 13</b>	Day 5	04/30	Thursday	Gathering and collecting data on Bravat Toilet Systems
<b>Week 13</b>	Day 6	05/01	Friday	LABOUR DAY HOLIDAY
<b>Week 14</b>	Day 1	05/02	Saturday	HOLIDAY
<b>Week 14</b>	Day 2	05/03	Sunday	HOLIDAY
<b>Week 14</b>	Day 3	05/04	Monday	Gathering and collecting data on Bravat Toilet Systems
<b>Week 14</b>	Day 4	05/05	Tuesday	Updating the data collected on toilet systems on Microsoft word
<b>Week 14</b>	Day 5	05/06	Wednesday	Meeting with the supervisor to discuss the gathered data and review
<b>Week 14</b>	Day 6	05/07	Thursday	Changes and enhancement on gathered data of the technical documentation of Toilet Systems
<b>Week 15</b>	Day 1	05/08	Friday	Compiling technical specifications of wellness products for the final handover to the department.
<b>Week 15</b>	Day 2	05/09	Saturday	HOLIDAY
<b>Week 15</b>	Day 3	05/10	Sunday	HOLIDAY
<b>Week 15</b>	Day 4	05/11	Monday	Correction of the technical data of wellness products based on review from the department
<b>Week 15</b>	Day 5	05/12	Tuesday	Correction of the technical data of wellness products based on review from the department
<b>Week 15</b>	Day 6	05/13	Wednesday	Reviewing the specification of wellness products with the supervisor before handover to the department
<b>Week 16</b>	Day 1	05/14	Thursday	Finalizing modules of toilet systems for the framework of the concealed system
<b>Week 16</b>	Day 2	05/15	Friday	Meeting with the supervisor regarding the framework of the concealed system
<b>Week 16</b>	Day 3	05/16	Saturday	HOLIDAY
<b>Week 16</b>	Day 4	05/17	Sunday	HOLIDAY

<b>Week 16</b>	Day 5	05/18	Monday	Worked on gathering information and centralizing it in one place for the toilet system product-wise
<b>Week 16</b>	Day 6	05/19	Tuesday	Worked on gathering information and centralizing it in one place for the toilet system product-wise
<b>Week 17</b>	Day 1	05/20	Wednesday	Worked on gathering information and centralizing it in one place for the toilet system product-wise
<b>Week 17</b>	Day 2	05/21	Thursday	Meeting with the department regarding the centralized information on the toilet system
<b>Week 17</b>	Day 3	05/22	Friday	Competitor research on toilet systems (Toto and Grohe)



## Photo Gallery



*Fig 5: Photo with my supervisor*



*Fig 6: Photo of my workplace*



*Fig 7: Puja at office*



*Fig 8: Working at Tile Showroom*