

## Abstract

This report is about my internship experience I did my internship in Sipradi Trading. Sipradi trading private limited is one of the leading company in automobile and allied business in Nepal. At an introductory stage, it started its operation as a sole authorized dealer of Tata motors India in 1982 AD.

Sipradi Trading Private Ltd (STPL) is an ISO 9001:2008 certified company. Tata motors has always been the main backbone for the company's operation and success. The objective of this report is to provide overall view of Tata's passenger vehicle marketing practices. This report will highlight people's preference and buying behavior while buying passenger vehicle. More specifically, it describes marketing practices pros and cons for building brand value and ultimate sales increment for Tata's passenger vehicle. As a part of internship requirement, I was given a research project where basically I had to carry out survey among all the potential customer who had inquired in Thapathali showroom and understand market situation and come up with recommendation.

A major finding of my report is that Nepalese market of automobile has become gradually competitive due to new entrants and aggressive marketing. Likewise, word of mouth and aftersales service provides major contribution for the future of Passenger vehicle.

Tata should be investing more on research and development as to come up with more effective and efficient product. Sipradi trading should focus more on aftersales service. It should establish more service center and address customer problem properly. They should assign separate department for complaint handling and have fast spare parts delivery

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