

Chapter 1: Introduction of the Company

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. Gradually, it has expand its operation to various other sector and has become top tax payer to Nepalese government.

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. It has been operating its service throughout the country with immense network having 22 sales network offices and 25 service centers dedicated to Commercial vehicles. Moreover, 16 showrooms and 25 service centers dedicated to Passenger Vehicles and allocated 300 spare parts outlet across the country.



Figure 1: Thapathali showroom

Likewise, it is an exclusive distributor of Mak Lubricants, Michelin tires and Exide Industrial batteries along with Luminous Inverter and other various line of products. The company has over 1500 employees and staffs and has been creating more job opportunities ever since.



Figure 2: Annual general meeting

The company has following sub division:

- Sipradi Trading Private Ltd
- Sipradi Auto parts
- Sipradi Earthmovers
- Sipradi Equipment
- Sipradi Assured
- Sipradi Hire Purchase

It has always been undertaking Corporate social responsibility (CSR) as a major aspect. It has undertaken major CSR initiatives in driver training, traffic management, road building, drinking water supply, education and tree plantations (<http://www.sipradi.com.np/>, n.d.).



Figure 3: plantation program held by Sipradi team

1.1 Organizational Structure

Siprati trading is combination of several sub division. Every organizational structure varies according to the product type. As I have been assigned as an intern in passenger vehicle unit division. I would be presenting its organizational structure:

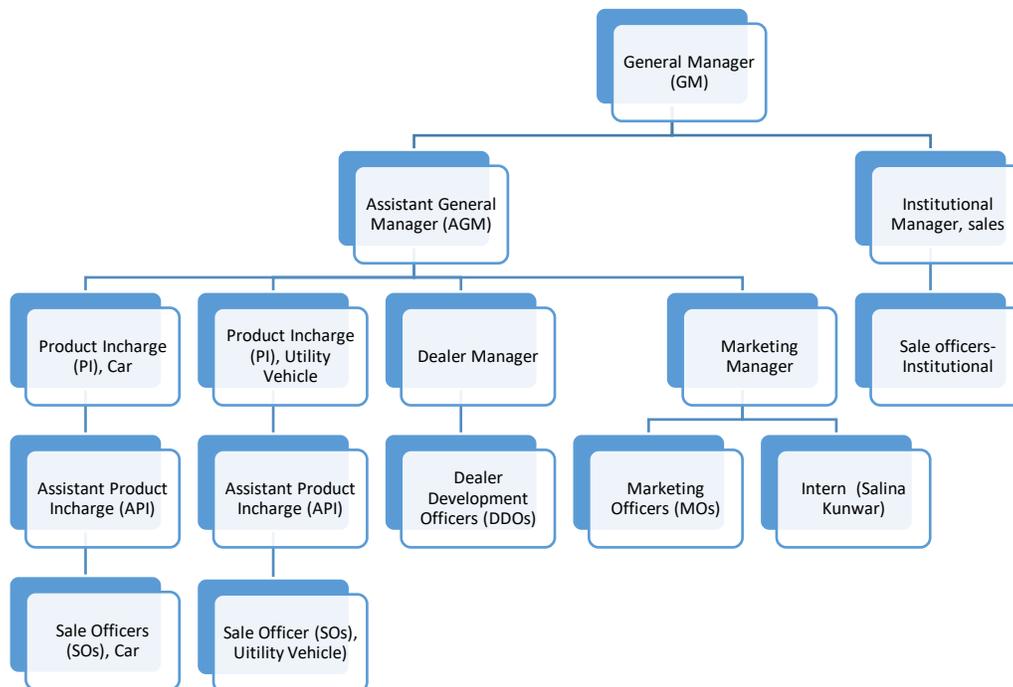


Figure 4: Passenger Vehicles' Department Hierarchy

1.2 Statement of problem

Even though Tata is one of the leading automobile seen in Nepalese road, there has always been mixed perception from the customers towards Tata's vehicle (especially passenger vehicle section) due to bad word of mouth. This report attempts to understand customer buying behavior as a result of various marketing tactics and market competition. Furthermore, it tries to understand and determine following aspects:

1. How can Siprati trading change customers' perception and regain its market value?
2. What tactics could affect sales of passenger vehicle?
3. What marketing tactics could affect customer buying behavior?
4. Why customer prefer other passenger vehicle over Tata's?
5. What are overall solution to increase sales and goodwill?

1.3 Objectives

The objective of this report is to provide overall view of Tata's passenger vehicle marketing practices. Following are the specific objectives that this report covers:

- Understand customer's buying behavior and their preference while buying any passenger vehicle.
- Analyze the aspect of market and its influence to buying decision of the customer while buying passenger vehicle.
- Recommendation and suggestion to enhance Tata's brand value and ultimate sales.

1.4 Scope of study

This report will consist of understanding and evaluating marketing aspect in the field of automobile industries. This report will highlight people's preference and buying behavior while buying passenger vehicle. More specifically, it will describe marketing practices pros and cons for building brand value and ultimate sales increment for Tata's passenger vehicle. Furthermore, it will analyze and recommend marketing tactics to enhance brand value and sales.

1.5 Expected outcome

My internship in Sipradi Trading has been a fruitful experience till date. I have been assigned as an intern in marketing department under marketing manager in passenger vehicle unit. My basic assignment is to learn and analyze ongoing market trend on cars and SUVs. Likewise, I have been participating in several events and campaign organized by Sipradi Trading and assigned to critically analyze the drawbacks and give suggestion and recommendation. As a whole these are my expectation outcome after the completion of this internship report:

- This report aims to critically evaluate Tata motors Nepal marketing activities related to passenger vehicle and provide feedback of any kind.
- Objective of this report is to understand market trend of cars in Nepal and reasons behind Tata sales results.
- Gain valuable experience from my internship about how to cope up with professional career.
- To self-assess my potential and understand my field of interest. And to critically evaluate my learning capacity.

1.6 Limitation of the study

Even though, there are several advantages of doing an internship in reputed organization like Sipradi Trading. However, there are some limitations which are unavoidable. Some of them are:

- As internship is not a proper job, company hesitates to share all the information and task allocation are carried out accordingly.

- As Sipradi trading is a big organization handled by big number of employees. We get little change to observe and understand company's overall working system and get exposure to limited department.
- Limited access to company's information to come to required and expected outcome.
- Internships often have very low earning potential. Unlike a proper, full-time job, most paid internships don't offer a competitive wage to try and attract talent.