

Chapter 4: Results and discussion

4.1 Details of related learnings and new knowledge

Sipradi Trading is one of the trusted leading trading company in Nepalese market. It has been serving in Nepalese market since 1982 A.D by being sole distributor of Tata motors. Tata motors is the flag bearer of the Indian manufacturing industry , being the first Indian manufacturing company to have its own indigenously manufactured passenger car and being the first to make forays into the global market . It is a showcase for the whole industry with world class process management techniques being incorporated (khan, n.d.) .With the success of big vehicle such ash buses, truck and tipper, Tata decide to expand its product line and enter to small vehicle section which is passenger vehicle. It launched its first car which was Indica, it was a massive success. However, it got some mixed review later on and was questioned to hamper brand image. As soon as it entered Nepal's market as Tata was trusted number one brand for big vehicle, people had high hopes for its new expansion. However, due to its new entrance and lack of experiance in passenger vehicle section, it got lot of criticism about its quality, maintenance, after sale service and bad word of mouth got spread all over the market. Thus it has affected Tata brand name for passenger vehicle, people think twice before buying Tata's car or SUVs. Meanwhile, many complaints about Tata's aftersales service and its resale value. People have perception that Tata only focus on their sales but not on the customer's satisfaction. Other competitor brand has been focusing on resale value and aftersales service as to satisfy and retain customer. Nepal is immensely rising at automobile industries. Studies shows that Nepalese are buying more passenger vehicle in recent years due to improvement in living standards. Several brands are entering into market now and then. Basically top passenger vehicles brand which are seen in Nepalese road are:

- Maruti Suzuki
- Hyundai
- Mahindra
- Ford
- Toyota
- Volkswagen
- Datsun
- Renault
- Skoda and more.

Although it holds the 3rd position in the passenger car market in Nepal after Maruti Suzuki and Hyundai, it's increasingly feeling the heat from global competitors like Hyundai, Suzuki etc.in the domestic market. However, new entrance such as Renault, Datsun and several other brand is taking over market share gradually. Customer are becoming more knowledgeable and informative

while buying cars. Thus, companies are coming up with best scheme and features as per people's demand and needs to be sellable.

Main problem I have found on Tata's passenger vehicles are its general impression on the mind of customers. People hesitate to buy Tata's PVs due to bad word of mouth all over the market. Aftersales service is very important as to retain and maintain healthy environment towards the customer. Investing on PVs in developing country like Nepal is a very big deal. People think a lot before buying it. If they are not satisfied with every aspect of the product, they starts to spread bad word of mouth. This has been the main problem with Tata's PVs in Nepalese market. Many people complaint about its unmanaged aftersales service. For example, late spare parts delivery, comparatively less service station, ignorant aftersales service professionals. This might be the main cause of Tata's PVs bad word of mouth and customer's least preference.

4.2 Outcome and recommendation

Customer satisfaction is the main factor for company growth. Tata can greatly enhance customer perception of these three criteria with targeted increased investments. Brand appeal, performance and quality are all functions of the investments made in product development and marketing (www.scribd.com, n.d.). 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. By analyzing market scenario, Sipradi should come up with similar market tactics. Moreover, Tata should make advertisement which could address all the problem with its solution. For example, coming up with catchy catch phrase and suitable brand association by tying up with other brands and personality. With the rise in competition, every brands are coming up with attractive schemes. Customers' buying decision will surely be affected by such discounts and schemes. Potential customers are switching to other brands because of better discounts and schemes. Thus, better discount and attractive discounts should be provided to customers.

4.3 Contribution as an intern

Internship at Spiradi trading had its own bitter sweet experience. There was a lot to learn and it was a gradual process of learning which helped me learn a lot about the ethics of the company and my contribution to it as an intern. I helped out mostly to collect the data which was utilized by the company to understand future planning and decision making. These collected data were used by the company for risk management as well as to analyze the newer marketing techniques used and modification of such techniques to make them better.

I was given the task of call survey as to find out the potential customer willing to but the newer product and also found out several suggestions by the customers and analyzed the hypothesis given by several customers as for the common likings of the customers to bring in products and car according to the specific

demand of the public. Several marketing campaigns were also carried out in which I assisted. As we know that people are attracted into a product by its marketing strategy. Promotion of the newly launched products in malls, public places are a great strategy to bring in customer and in general increase the reach to several people likewise. I assisted in several ad campaign and gave adept ideas to promote these products to increase its fruitfulness.

During my stay as an intern, Nexon was the newly launched Passenger vehicle (SUV). I assisted the company by giving ideas on how to create flyers and also gave idea for the launch of product. Choosing a good brand ambassador plays a great part in the sale of the product in which I helped as well. I collected a lot of feedbacks from the audience present at the time of launch and used this data to further know how to increase the sale of this product.

In this growing age digital marketing is all the hype. People get to know about newly launched product through social media than the launch itself. I gave a lot of ideas to promote the sale of the newly launched car through social media which included several schemes and several graphical representation of the model for the reach among people. I also gave ideas to promote the product in movie halls, billboards, newspapers to be the least. Contribution to the company also was done by me through visit to several showrooms and rival companies and finding out methods through survey as to how surpass them in marketing and management. The contribution was done not only in the field of marketing but also by motivating my coworkers and assisting them in several task.

I contributed a lot to my company and it also contributed me back by helping me learn several skills, knowledge and help me utilize it for my future and my company's future too.