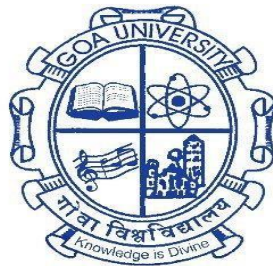


AN INTERSHIP REPORT ON
PAMIR COLA COMPANY
SUMMER INTERSHIP 2022



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Goa Business School

Goa University

2021-2022

Declaration

I, the student of MBA in Goa Business School, Goa University, with great pleasure declare that the project entitled **summer internship report on “Pamir cola Company”**, which has been prepared as an integrated part of the course requirement of my MBA program under the guidance of Mr.Suraj Pavto Velip.My internship was held online at Pamir cola Company. It will be highly appreciated if you kindly accept the report. Your positive action regarding this matter would be very much helpful for my academic career. It has also to be mentioned that this report is neither in full nor in part has previously formed the basis for the award of any other degree or either this university or any other university.

Date: 13th July 2022

Place: Goa University

Name: Surya Noori

Roll No: 2180

My Certificate

Acknowledgement

In the name of almighty Allah, who is the most merciful and benevolent, I pray to the almighty Allah, and ask his blessings in all of my life missions. It is important to say that, the summer internship is one of the most precious, for MBA students, it was an opportunity for me to understand the real functioning of various departments in an organization. First of all I am going to gratitude to all people who helped me to accomplish my summer training internship. Secondly I am thanking Rohullah Faez Timory HR Manager of Pamir cola who has helped me to accomplish my summer training internship. I want to thanks to Mr.Suraj Pavto Velip our respected mentor in Goa Business School Goa University for guiding and giving me the opportunity to initiate this report. I would like to mention that without his expert advice and cooperation it would not have been possible to complete this report. And at the last I thanks to my family to encourage me and send me here for Higher Education.

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1. Executive Summary

Pamir Cola soft drinks Company was established in 2004 in Herat-Afghanistan by Haji Monawar Shah Bahaduri. this firm is known for good Quality Products .Haji Monawar Shah Bahaduri is an Afghan businessman, politician and Member of Afghan Parliament representing Herat Province in the Afghan Parliament. He is an ethnic Pashtun and a native of Herat. Prior to launching his political career, he was a successful businessman in Herat and he is the owner of Pamir Cola Soft Drink Company. First he started business with little money and he was importing beverages and snacks and some other alimentary materials from Iran for ten years. In that length of time he acquired reliability and trust to work with international Businessmen. And he made some deputation and agencies of alimentary materials in Afghanistan. After some time an industrial city opened in Herat province in west of Afghanistan. And government welcomed Afghan Businessmen to start their own business in Afghanistan 39 and gave them land in a very low price and provide them an average electricity and they started manufacturing in Afghanistan. He has started factory with machine of beverages (1.5 L). After some time they expanding their industry with different goods because of their a better quality in market and also people were welcoming inner manufacturing goods and they grew very fast and they bring different types of machines and producing non-alcohol beverages, fruit water, snacks and mineral water in different sizes and different bundling .

2. INTRODUCTION

Pamir Cola soft drinks Company was established in 2004 in Herat-Afghanistan. This company product divided into several categories such as none alcohol cola, carbonated drinks, juices, snacks and mineral water. The carbonated drinks are producing under several brands which are Pamir Cola, Pepsi Cola, Pamir Mountain. Pamir Cola Also producing Biscuits in different sizes named Anatab. This company also produces a very high quality mineral water named Pamir Mineral Water which is comparable with famous brands. Pamir Cola soft drinks Company also produce juices in different tastes such as orange, apple, mango, and pomegranate named Shifa in Plastic Bottles and Packets. After 18 years producing (500_1000) Workers are working in Pamir Cola Which are both Men and Women and Producing (22) types of Products.

Awards ISO 9001:2008 & HACCP standard logo firm.

Company	Pamir cola soft drinks company
Name:	2004
Foundation:	Private
Business Type:	
Street Address:	Behzad-khorasan
City:	Herat
Province/State:	Herat City
Country/Region:	Afghanistan
Zip:	0093
Telephone:	93-40-221844
Mobile Phone:	0093 793173303
Fax:	93

2.1 Brief on the company

Vision of the company:

They seek a world of hope, tolerance, and social justice where poverty has been overcome and people live in dignity and security. And also increase the standard of living of Afghanistan's people and provide a great place for working.

Mission of the company:

To help their people by producing of safe and standardized products (To add vitality to life).To makes the Afghanistan Independent as economy to make

the Afghanistan self-governed and to service for Afghanistan and Afghan people. They are trying to extend their business and products to all provinces of Afghanistan.

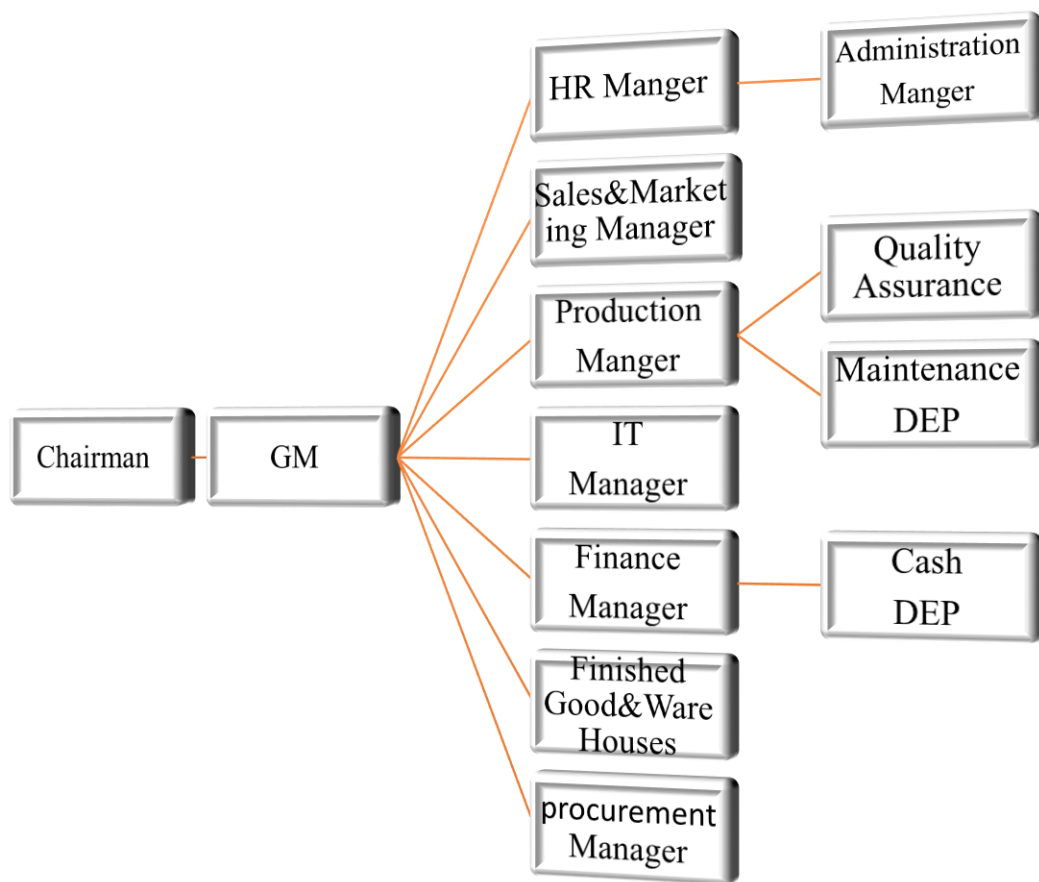
Achievements of Pamir Cola

- 1:- Prevention from importing foreign bad quality goods.
- 2:- 500 workers are working prevention to go outside the country for working.
- 3: - Expanding factory (22 kind of goods are producing).
- 4:- Acquiring famous brand in very less time.
- 5:- Well known for good quality products.

Objectives of the company:

- Replying customers' demand.
- Increasing customer's satisfaction.
- Increasing production level.
- Producing high quality products.

Company Organizational Structure



Company Products:

Pamir Cola Soft Drinks Company product divided into several categories such as carbonated drinks, juices, Biscuits and mineral water. The carbonated drinks are producing under several brands which are Pamir Cola, Pamir Mountain and Pepsi Cola. This company also produces a very high quality mineral water named Pamir Mineral Water which is comparable with famous brands. Pamir Cola Soft Drinks Company also produces juices in different tastes such as orange, apple, mango, and pomegranate. Pamir Cola also Producing Biscuits named Anatab.

- Pamir Cola Carbonated drink 1.5 Litre 4 Taste
- Pamir Cola Carbonated Plastic Bottle 300 Cc 4 Taste
- Pamir Lemon water 1.5 Litre
- Pamir Lemon water 0.5 Litre
- Pamir Cola Carbonated Metallic 300 Cc 4 Taste
- Pamir Mountain 1.5 Litre

- Pamir Mountain Metallic 300 Cc
- Pamir Mineral water 1.5 Litre
- Pamir Mineral water 0.5 Litre
- Aali packet Juice 200 Cc 3 Taste
- Shifa packet Juice 200 Cc 5 Taste
- Shifa packet Juice 280 Cc 5 Taste
- Noshmak Pamir Juice 100 pieces
- Anatab Biscuits 4 Kg
- Anatab Carmnaz Biscuits 50 pieces
- Anatab Child Biscuits
- Shifa Mango Juice 320 Cc
- Shifa Mango Juice 300 Cc
- Shifa Mango Juice 0.5 Litre
- Shifa Mango Juice 1 Litre
- Shifa Mango Juice for Export 1 Litre
- Shifa Mango Juice 1.5 Litre





Competitors

Their main competitors are

Coca Cola

Pepsi

Their subsidiary competitors are

Aria Cola

Zam zam Cola

Nosh Cola

Nestle Water

Super Cola

Nawbahar Juice

Maihan Mineral Water

Total Strength of the company (Numbers of Employees)

Pamir Cola have total (500-1000) personnel.

Around (100) females workers are working.

They have 56) Managers inside and outside the factory.

They have (20 Drivers and (12) security guards.

Around (30) workers are working in Laboratory.

(530) Workers are working in production (Machineries).



3. Description of the project

Since practical orientation is an integral part of the MBA degree requirement, I have worked in Pamir cola Company, to take real life exposure of the activities of the organization in Afghanistan. During my internship at Pamir cola I have come across with different functions of the company. This report has been originated as the course requirement of the MBA program. I hope the report will give a clear idea about the activities of

Pamir cola in Afghanistan. The main objective of the study is to find out to which field the company belongs? How does the company works? The main focus of the company, market structure of the company, and how do they forecast demand, demand elasticity and cost?

3.1 Methodology

Data Collection: Both the primary as well as the secondary form of information was used to prepare the report. The details of these sources are highlighted below:

- (a) **Primary Source** I have collected primary information by interviewing employees, managers, observing various organizational procedures, structures. Primary data were mostly derived from the discussion with the employees of the organization.
- (b) **Secondary Source** I have elaborated different types of secondary data in my research. Sources like internet data are mostly considered as secondary source.

3.2 Limitations of the Study

In course of my internship I have faced many problems that may be termed as the limitations of the study. These were:

1. Could not spend sufficient time required to make an in-depth study on such an important subject because of time constraint.
2. To get the actual information have been very difficult
3. Sufficient records, publications were not available and some questions were avoided or not exactly answered by the respondents may be because of lack of clear idea.
4. Although their experts have tried their best to help me, their nature of job is such that gives them little time to discuss.
5. Extreme work pressure restricted the officials to give us much time even if they had cordial intentions to provide information.
6. As I was the only one person, this report seriously suffered manpower constraints.
7. Security issues are also one of the biggest obstacles while doing my internship.
8. Light and connection caused my trouble while doing my internship.
9. Secondary sources of data relating to company are very limited as sufficient books, publications and journals were not available even in internet I could not get much information. Despite all these limitations, I have given the best of my efforts and tried to make the report as informative and comprehensive as possible.

4. INDUSTRY ANALYSIS

4.1 (Porters Model)

The porter's five forces is an important strategic tool that is used by companies and businesses to understand industry dynamics as well as identify important aspects of the external environment. As a result, the porter's five forces model is used for decision making purposes, and facilitates companies in its planning and goal setting processes. The strategic model assesses the external environment through five important aspects related to the industry – namely: rivalry, buyer bargaining power, supplier bargaining power, threat of new entrants, and threat of suppliers. These factors help decision makers in understanding the industry position, and as well as growth potential and trends in the industry to better steer the business. The following section will briefly detail porter's five forces for Pamir Cola Company.

This analysis will easily get us all the information about Pamir Cola including whatever going on within and outside the company.

Bargaining power of buyers

What does the bargaining power of buyers mean?

The bargaining power of buyers refers to the pressure that consumers of the good or service can exert on the company and the business. This pressure relates not only to offering competitive pricing to the consumers, but also entails focus on ensuring high quality of business offerings, improved customer service, and ethical production means, the bargaining power of the buyers is important in defining the competitiveness of the industry.

This is because the pressure from the consumers can affect the seller directly, and influence his ability to produce and maintain profits. Higher bargaining power on part of the consumers can exert high pressure on the buyers to not only lower prices, but also consider and work towards fulfilling other consumer demands. Lower bargaining power on part of the consumers, in turn, where consumers are in weaker positions, or high number, leads to low competition in the industry where the buyer is not pressurized by the consumers' demands, and enjoys higher profit potential.

Low pressure the individual buyer no pressure on Pamir cola large retailers, like Wal-Mart, have bargaining power because of the large order quantity, but the bargaining power is lessened because of the end consumer brand loyalty.

Supplier bargaining power

Understanding what supplier bargaining power is?

Supplier bargaining power refers to the pressure and influence that suppliers have on a company or a business through price fluctuations, quality inconsistencies, and

through creating a supply shortage of the raw materials and inputs needed by businesses for operating the business. The supplier bargaining power has a direct impact on the competitiveness of an industry as well as on the profitability of the businesses for industry players – and thereby the growth potential for the overall industry.

The bargaining power of suppliers is said to be high when companies and businesses face a high cost of switching suppliers with respect to the business. In addition, a small number of suppliers also increase the bargaining power of the suppliers as it restricts the choice that a company or a business may have for procuring its raw inputs. In addition, low availability of materials and products from suppliers also strengthens the bargaining power of suppliers.

The bargaining power of suppliers is low because there are more suppliers in market and the switching cost from one supplier to another supplier is low so they can easily change their suppliers

Threat of new entrants

Understanding what threat of new entrants is?

The threat of new entrants refers to the threat that new competition and new players may pose to existing players in the industry. The threat of new entrants also defines the competitive nature of an industry, and helps strategizing along with determining the attractiveness and growth potential of an industry. The threat of new entrants is also an important factor for determining and predicting the profitability of the industry as a whole, as well as of individual members and players.

When new players and businesses enter an industry, it increases competition and rivalry within the business. If the new competing offers same or similar products and services, it will threaten the competitive position of the business.

Medium Pressure Entry barriers are relatively low for the beverage industry: there is no consumer switching cost and zero capital requirement. There is an increasing amount of new brands appearing in the market with similar prices than cola products.

Threat of substitutes

What is the threat of substitutes?

Threat of substitutes refers to the products from other industries that can easily replace the product offerings from the industry in which a company or a business operates. These substitute products offer similar benefits to the consumers. The threat of substitutes also affects the competitiveness of the industry, and influences the profitability potential of the players in the industry.

A higher threat of substitutes i.e. a higher availability accessibility of substitute products increases competitiveness for the industry players, and lowers the profitability for the players as well. This is because consumers could easily switch to other products forming other industries. Lack of close substitutes as well as inaccessibility of substitute products will work towards lowering the competitiveness in the industry and increasing profit potential for industry players. This is because consumers will have high switching costs associated with using substitute products, and may also not have alternatives available. As a result, the businesses in the industry will face a higher demand, and enjoy higher profitability.

Medium to High pressure there are many kinds of energy drink s/soda/juice products in the market. Pamir cola doesn't really have an entirely unique flavour. In a blind taste test, people can't tell the difference between Pamir cola and Pepsi.

Competitive Rivalry among Existing Players

Competitive Rivalry among Existing Players is high because they all have similarity Products, same sizes, same strategies and all the industries have good brands awareness.

4.2 Pestle analysis

PESTEL is an ideal tool to strategically analyse what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business in that country to later chart its long-term targets. Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Political Factors that Impact Pamir cola Company

What are Political Factors in PESTEL Analysis?

The political factors play a huge role in not only investment decision by transnational corporations but also by companies. Political environment and other factors not only impact the cost of doing business but also long term sustainability. Some of the political factors are – governance system, democracy & institutions, military coup chances, probability of armed conflict, law and order in market etc.

What opportunities and pressures are brought by Afghanistan political bodies and what is the degree of public regulations' impact on the Pamir cola business?

- **Transition of Government and Changes in Policy** There is consistency in policy making from one government to another. Secondly governments from all parties adhere to the treaties made by the previous governments. Like so the changes which occurred in Afghanistan government that effect directly on the performance of this company.
- Wars, terrorism and conflicts or unstable situation inside country
- Comparatively stronger governments and stable river riparian countries like Pakistan, Tajikistan, Turkmenistan and Iran
- High level of corruption
- Elections and political trends and regulation trends
- Inter-country relationships Corruption Bureaucracy
- A new tax or duty which may result in a change of the revenue generating structure of the organisation
- Weak government at Afghanistan side
- **Regulatory Practices** - The regulatory practices are streamlined with global norms which have helped the country to improve its “ease of doing business” ranking.
- **Role Local Governments Play** – Local governments are highly influential in the policy making process and implementation as most of the policies and regulations are implemented by the local government as enforcement agencies mostly report to local government in their own states regarding various laws.
- **Political Governance System** – Based on the information provided in the Pamir cola Company case study, it seems that the country have a stable political system that can make strategies based on the stable political environment.
- **International Trade & Other Treaties** – The country has a good record of adhering to international treaties it has done with various global partners. The government of each party has adhered to the treaties done by previous governments, so there is a consistency in both rule of law and regulations.
- **Threat of Terrorist Attacks** – We believe in the world have to live with operating under the shadow of a terrorist attack. The prudent policy should be to take insurance and other types of hedging instruments to mitigate the losses occurring because of the terrorist attacks.
- **Government Regulations and Deregulations** – The government is adhering to all the rules and regulations under World Trade Organization norms. There is consistency in both policy making and implementations of those policies.
- **Unrest within the Country & Chances of Civil Unrest** – We don’t think business operations are facing any dangers from any kind of civil unrest or internal militant operations in the country.

What are Economic Factors in PESTEL / PEST Analysis

Economic factors of a country and region have a direct impact on the potential attractiveness of a given market. Some of the economic factors that should evaluate both in the present market and one in which it wants to enter are – inflation rate, GDP growth rate, disposable income level etc.

Economic factor basically includes the way the economy functions and the impact it has on the working of the company. An increase in the rate of inflation of the economy may affect the manner in which the company sets the price of its products. There will also be a change in the models of supply and demand in the economy. Economic factors mainly include economic growth, foreign exchange rates, patterns, inflation rates, etc.

What economic policies, trends and structures in Afghanistan are expected to affect the organization, what is this influence's degree?

Economic Factors that Impact Pamir cola Company

- Local economy
- **Inflation Rate** – The inflation rate can impact the demand of services. Higher inflation may require to continuously increasing prices in line of inflation which lead to lower levels could brand loyalty and constant endeavours to manage costs. Cost Based Pricing could be a bad strategy under such conditions.
- International trade
- The infrastructural sectors, specially power have direct bearing on the improvements of all production companies
- **GDP Trend & Rate of Economic Growth** – The higher GDP growth rate signals growing demand in the economy. It can leverage this trend by expanding its service range and targeting new customers. One way to start is by closely mapping the changes in – consumer buying behaviour and emerging value proposition.

What are Technological Factors in PESTEL Analysis

Technology is fast disrupting business models across various industries. Some of the technology trends that are impacting the macro environment are – developments in artificial intelligence, use of machine learning and big data analytics to predict consumer behaviour, growing importance of platforms over service providers etc.

What impact do Afghanistan technological aspects, innovations, incentives and barriers have on the organization?

These are related to innovations and changes in technology which may result in a change in the industry's operations and the market either favourably or unfavourably. This is also related to the amount of technological awareness that the

company possesses. As technology many a times becomes obsolete within a few months after being launched, it is crucial to consider it.

- Likelihood of Technology Disruption – If the country is hub of technology companies then there is a high chance of technology disruption among various industries
- Intellectual Property Rights and Patents Protection – Before entering new market the company should focus on the environment for intellectual property rights.

What are Environmental Factors in PESTEL Analysis

What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

The environmental factor most commonly includes all that influences or is determined by the surrounding environment. These are fast gaining traction not only among consumers but also among regulators and policy makers. Changes in ecosystem is leading to the extinction of more than 20% of species on the planet by the turn of this century. Pestle environmental factors generally take into consideration the environment in which business is being carried out. It includes, but is not restricted to the weather, the climate, the global changes in climate, the ground conditions, environmental offsets, etc. A long with this, the water slurry is used to take the ash from the power plant to the ash pond for disposal. The water may contain harmful heavy metals like boron, which have a tendency to leach out over a period of time. Due to this the ground water gets polluted and becomes unsuitable for domestic use. The second factor affecting the water environment is the release of ash pond decant into the local water bodies. This is harmful to the fisheries and other aquatic biota in the water body. Huge amounts of ash rich in toxic trace elements and radioactive elements or radio nuclides, are disposed of in large ponds and on open grounds surrounding the power plant, thus contaminating the topsoil and the subsurface aquifer. All these environmental aspects directly and indirectly influence on the company.

Environmental Factors that Impact Pamir cola Company;

- Noise & Land Environment
- Biological Environment
- Socio-Economic Environment
- Environmental issues
- **Environmental Standards and Regulations both at National & Local Levels**
 - Often the environment policy at national and local level can be different. This can help the company in numerous decisions such as plant location, product development, and pricing strategy.

- **Influence of Climate Change** – How climate change will impact business model and supply chain. For example if the supply chain is not flexible it can lead to bottlenecks if shipments from one part of the world are delayed because of sudden climate shift.
- **Focus & Spending on Renewable Technologies** – How much of the budget is spend on renewable energy sources and how it can make this investment as part of its competitive strategy.

What are Legal Factors in PESTEL Analysis

Legal factors often govern – conditions to enter the market, laws to operate in the market, and procedure to resolve any dispute with other stakeholders. If the legal system is not strong then it can face numerous challenges – from consumer petitions to shakedowns from authorities.

What Afghanistan laws and legislation will exert influence on the style the business is carried out?

This factor takes note of all legal aspects like quotas, resources, exports, imports, employment, etc. Legal factors have both sides external as well as internal. There are certain laws which may possibly change the external environment of the company and also there are a number of policies which the company keeps for itself. Legal analysis takes into account these two aspects and after that it charts out certain strategies by taking these legislations into account.

Legal Factors that Impact Pamir cola Company

- Taxation
- Money laundering regulations
- Securities Law –The securities law in the country directly effect on Pamir cola Company as well as the conditions to list the company on national or regional stock exchange.
- Safety Matters

All work procedures prepared and submitted either for Pamir cola management approval or client (company) shall include a full chapter referring to Safety matters.

What are Social Factors in PESTEL / PEST Analysis

Social factors such as demography trends, power structure in the society, and women participation in workforce have immense impact over not only in the country economic but also on workforce talent availability and level of consumer demand. What cultural and societal aspects of Afghanistan will work upon the demand for the business's products and operations?

Social factors scrutinize all the events that may affect the market and the community that the people residing in the place where the project is setting up or taking place is

also to be considered. These include dynamics of population, global warming, career altitudes, norms, cultural expectations, etc. These factors take into consideration the social environment which is prevalent in the market and determine or measure the determinants such as demographics, cultural trends, population analytics, etc.

Social factors that impact Pamir cola Company are;

- Demographics
- Civil war has brought a variety of social ills in Afghanistan, such as poverty, interethnic strife,
- Population life condition improvement because of access to electricity.
- Social stability among the country.
- **Attitude towards Health & Safety** – The attitude towards health and safety is often reflected in the quality of the products and cost structures of manufacturing processes.
- **Societal Norms and Hierarchy** – What sort of hierarchy and norms are acceptable in society also influence the types and level of consumption in a society. In highly hierarchical societies the power of decision making often reside at the top which has a huge impact of that company.
- **Level of Social Concerns & Awareness in Society** – Higher level of social concerns in the society often result higher consumer activism and pressure from non-governmental organizations, & pressure groups.
- **Nature of Social Contract between Government & Society** – Before entering into a market it needs to understand the nature of social contract between government and society. For example it has been extremely difficult for Pamir Cola Company to enter Turkey market as Turkey system is a nationalized system and everything goes through contracts at national level.
- **Attitude towards Authority** – Various cultures in different part of the world have different attitude towards authority. In Asia authority is respected while in west it is something to rebel against.

5. Company Analysis

VRIN Analysis

The VRIO Analysis of Pamir cola will look at each of its internal resources one by one to assess whether these provide sustained competitive advantage. The Pamir cola Company VRIO Analysis also mentions at each stage whether these resources could be improved to provide a greater competitive advantage. Lastly, the resources analysed are summarised as to whether they offer sustained competitive advantage, has an unused competitive advantage, temporary competitive advantage, competitive parity or competitive disadvantage.

Valuable

The Pamir cola VRIO Analysis shows that the financial resources of the company are highly valuable as these help in investing into external opportunities that arise. These also help pamir cola in combating external threats.

According to the VRIO Analysis of Pamir cola, products are a valuable resource as these are highly differentiated. This makes the perceived value for these by customers high. These are also valued more than the competition by customers due to the differentiation in these products.

The company employees are a valuable resource to the firm. A significant portion of the workforce is highly trained, and this leads to more productive output for the organisation. The employees are also loyal, and retention levels for the organisation are high. All of this translates into greater value for the end consumers of Pamir cola's products.

The Pamir cola VRIO Analysis shows that the company's distribution network is not a valuable resource. They need to work on that, because that will help them in reaching out to more and more customers. This will ensure greater revenues for them. It will also ensure that promotion activities translate into sales as the products are easily available.

According to the VRIO Analysis, its cost structure is not a valuable resource. This is because the methods of production lead to greater costs than that of competition, which affects the overall profits of the firm. Therefore, its cost structure is a competitive disadvantage that needs to be worked on.

The VRIO Analysis shows that the research and development at the company is not a valuable resource. This is because research and development are costing more than the benefits it provides in the form of innovation. There have been very few innovative features and breakthrough products in the past few years. Therefore, research and development are a competitive disadvantage for Pamir cola. It is recommended that the research and development teams are improved, and costs are cut for these.

Rare

The employees of Pamir cola are a rare resource as identified. These employees are highly trained and skilled, which is not the case with employees in other firms. The better compensation and work environment ensure that these employees do not leave for other firms.

Company's presence in some foreign countries has given the company not only higher financial strength but also higher cultural exposure and international

recognition. The global heritage and experience is rare resource that has allowed Pamir cola to enhance.

Problem solving skills: The Pamir cola fosters an organizational culture of problem solving amongst its employees and management. This allows higher teamwork, creativity and innovation in the company. The innovation in turn leads to higher competitiveness, which leads to competitive advantage and benefit for the company in the market place in the short run and the long run

Risk taking characteristics: The Pamir cola shows high propensity towards taking calculated and guided risks. This capability is important for a company to be able to grow and expand – especially in unknown regions and countries. The Pamir cola's risk assessment function is strong, and allows the company to identify potential opportunities and take guided actions and steps to benefit from. The ability to take risks is thus an important aspect and competency for business growth for the company.

Imitable

Quality product: The Pamir cola offers high quality products to consumers that have been a source of the brand appeal the high and consistent quality leads to repeat purchases, and increases consumption of Pamir cola products

This is an inimitable resource for the company as the high quality, and specific of prediction are known internally to the top management of the company only.

Location of the stores/ placement in stores: The Pamir cola operates through multiple stores in different places. All the places where the Pamir cola stocks its products are easily accessible, and provide higher visibility to the band

Competitive pricing: The Pamir cola efficient production capacities that operate at economies of scale. The company has controlled operational costs that have been achieved through expansion, and a consistent demand. Also it has also integrated technology to minimize costs, and improve processes and operational internally. This cost saving function allows Pamir cola to continuously maintain competitive pricing in comparison to competitors. This is an inimitable resource for the Pamir cola

Customer experience: The Pamir cola provides a unique customer experience to the customers. The company offers customers high brand engagement with the experience that is memorable, and relevant for the target groups. It also engages with the customers at multiple touch points, and offers a holistic experience that leads to customers wanting repeat purchases. The engagement and brand experience for customers for the Pamir cola has also expanded beyond the basic product offering, and evolved into offering and engaging consumers with relevant content generation that allows the brand to increase its equity. This is thus a non-substitutable advantage enjoyed by the Pamir cola Organisation

These resources are uniquely developed for the Pamir cola, and cannot be used by competing players in the industry. These resources have no substitutes, and thus cannot be employed by companies other than the company, and as such allow the company to exploit opportunities and make use of resources effectively for business growth.

5.1 SWOT Analysis

The description below Pamir cola Company SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

This has been prepared based on their performance since their existence in our country and some Soft drink companies are taken into consideration as immediate competitors.

The table below lists the SWOT (Strengths, Weaknesses, Opportunities, and Threats), The Pamir cola soft drink.

Strengths

Below are the Strengths in the SWOT Analysis of this Company:

- It has around 18 years of operational experience which gives it a huge advantage over its competitors.
 - **Strong brand identity** – Pamir-Cola is a highly popular brand with a unique brand Identity. Its soft drinks are the most-selling drinks in history.
 - **Brand equity:** it is one of the most prominent and famous brands in Afghanistan in the Soft drink and mineral water. They have emerged as a very strong brand when it comes to juices and bottled water category.
 - **Supply Chain:** It has one of the best supply chain networks in the Afghanistan, making the products available throughout the Afghanistan. Apart from this they also have a very efficient reverse logistics associated with it.
 - **Clear target audience:** Pamir cola online has always had a clear target audience – the young crowd. It always targets youngsters through its ads and generally the youngsters are shown to be smarter than the old ones.

Weaknesses

Here are the weaknesses in the Pamir cola Company SWOT Analysis:

- It has limited global presence as compared to global players. Online presence about the company is very lesser when compared to other players. You can rarely find information about the company is internet which can be counted as a weak marketing strategy of the company. Nowadays people solve all their matters and whatever the look for through internet so lack of presence information about the company can directly influence on its customer awareness and business profitability.
- It has narrow operating span: Or span of management, it is an important term used in business management. Like tasks as collecting, manipulating and presenting operational information upper managers need to add value by training and developing new skills in the workers and few employees reporting to the manager, while a wide span of control refers to a structure with many employees reporting to a supervisor.
- Centralised decision making can be consider as one of the weakness of the company.
 - Limited product availability
 - 3Unmotivated Employees.
 - Strong Brand Reputation of Competitors.
 - Lack of Online Presence

Opportunities

1:- They have opportunity to produce Energy drink.

2:- They have huge number of loyal customer, so they can provide online shopping

3:- Packaged drinking water with hygiene becoming a major factor in the consumption of

Water, packaged drinking water has found its way into peoples mind. Coca cola has a

Presence in the packed drinking water segment though Kinley. Although Kinley's expansion

Is slow as of now, Kinley has a huge potential of expansion

Threats

1:- Danger of quitting Electricity because they are using Iran's Electricity.

2:- Lack of insecurity in country.

3:- Producing bad quality goods by competitors and selling in low price.

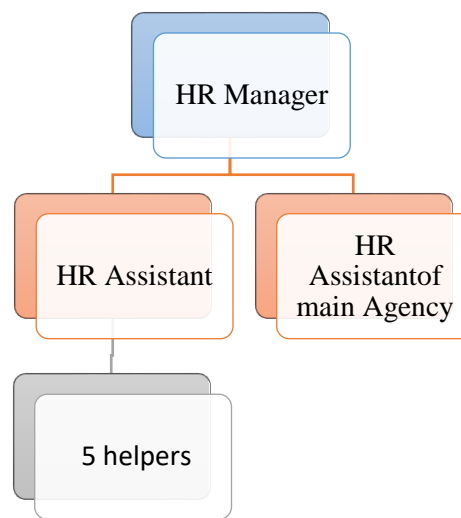
4:- Importing similar Products from Pakistan and Iran.

6. DEPARTEMENTAL STUDY

HUMAN RESOURCE DEPARTMENT

Pamir Cola Soft Drink Company Human Resources Department basely has the role of development of the organization. This Department (HR) helps to recruit, select, train and develops members for the organization. Also Human Resource (HR) Department knows the salary of each individual that they work in the Pamir Cola Soft Drinks Company.

Human Resource Department (HR) is concerned with the people that they are in their organization. The Human Resource Policies are applicable to all personnel of Pamir Cola Soft Drink Company.



Objectives:

- To achieve an effective utilization of human resources.
- To establish and maintain an adequate organizational structure and a desirable working relationship among all the members of the Pamir Cola Company.
- Achieving organizational goals of Pamir Cola Company.
- Keeping relationship between employees.
- Encouraging the employees.
- Improving working condition.
- To maintain a high morale and better human relations inside the company.

Human Resource Department functions and responsibilities:

The main responsibilities of Human Resource Management are:

- Checking and also keeping the personnel files
- Planning and Organizing

- Keeping all confidential files and records
- Keeping personnel information and documents
- Ensure that all those candidates who are applying for any vacant position should complete the employment form of the Pamir Cola Company
- Making short list
- Finalizing the CV's
- Calling those candidates that short listed
- Conducting interview
- Trainee probation and conformation
- Preparing employment
- Checking staff attendance record

Working hours:

Pamir Cola Company has two shifts in the first 9 months of the year 8:00 am to 4:00 pm and from 8:00 pm to 4:00 am and remain 3 months only one shift 8:00 am to 4:00 pm.

Salary payment:

Who are working hard such as managers, engineers and etc they will receive from 15000 Afghani to 35000 Afghani per month and others from 6000 to 9000 Afghani per month. And also some of the employees receive their salaries according to their jobs.

Over time:

Those which they work more than one shift will receive extra amount.

Manpower Planning

Pamir Cola has been taking decisions of recruiting new employees on this basis

- They have to pass the health test
- Without any crime (they have to bring a letter from police that this person has no crime)
- They have to have a guarantor inside the factory or guaranteed by an office or organization
- Having Education at least 10th class graduation
- To accept the roles of Pamir cola

Pamir Cola has been laying off the existing staff on this basis

- Absenteeism
- Disrespect to roles of Organization
- Not performing their particular tasks
- Dissatisfaction of colleagues

Who decide about the number of employees?

HR Department is deciding the number of employees required in case of increasing and decreasing.

Recruitments and Selection

- Pamir Cola is preferring to recruit educated employees
- Pamir Cola mostly preferring to recruit employees in summer season
- Pamir Cola attracting best quality workers from office of Work and Social Affairs
- They are taking one interview from each employee
- The interview is conducting by HR Manager or In charge officer of factory
- HR Manager is taking the final decision to select a particular employee

Induction training or organization orientation

- Orientation is conducting when new employees start the work
- Orientation is conducting by HR manager or any other related manager to employee's workplace

Training:

- Cola Company will train who they want to join with Pamir Cola Company, and Pamir Cola Company prepared three people for training the new employees
- They provide training to half of the employees that are working in production and some other employees
- They are providing training up to employees learn their works
- After the training they have feedback analysis

Performance Appraisal

- Pamir cola HR Manager plans for the competencies and skills on which the employees need to be tested

- HR Manager facilitate the performance appraisal documents and also conducting by HR Manager
- Performance is evaluated based on the employee work and behaviour with co-workers and co-workers satisfaction from employee

Compensation and Rewards

- Pamir Cola preparing some packages with regards to relevant work experience, aptitude, and etc. and then will be submit for them

Pamir Cola give promotion and increment to some employees on these criteria's

- Honest and Accurate in work and to organization
- Implementing their particular work on time
- Complying to the rules of organization
- Less absenteeism in work

Pamir Cola give promotion and increments on employee's achievements and performances

Pamir Cola give some benefits to employees

Pamir Cola have their own transport system for their employees daily they are bringing their employees to Herat industrial city (Pamir Cola) that is 15 KM away from Herat main city and sending back to their homes

- 1) They are giving some loans to their employees.
- 2) To the particular group of employees they are giving Credit Cards also.

Motivation:

Motivation which is a desire to achieve the goals and to work toward those goals, our motivation will increase the quality of the company and also we will have a good name, so the Pamir Cola Company always tries to motivate those which they work in this company by increasing the salary and rewards.

Resignation:

The resignation will be accepted if those which they want to resign inform us at least one month before.

Maternity Leave:

Maternity leave period will be three months for all the female as they work with us.

Paternity Leave:

Paternity leave period will be 15 days for the entire male while they are getting married.

Retirement:

Employees will attain superannuation at the age of 65 years and the Pamir Cola Company will not provide any retirement benefits for them.

Industrial incidents

Many incidents happened in company Like Machine has broke down many times

When a machine is break down then it affect the firm like:

- It stop the production
- The worker become unworkable

Reason and consequences of incidents

The first reason is Electricity because this Electricity is come from Iran and it is not standard sometimes this Electricity become very weak but sometimes this Electricity is powerful

And sometimes the employees less attention and consideration

Consequences

When a machine is break down in firm than they have their own Engineers to make it if their Engineers can't able to make it then they invite an Engineer from outside the country to remake the machine

If a part of the machine breaks down then they importing from outside the country and make it new

Safety Programmes of Pamir Cola

They are giving some equipment to employees Safety

- 1) Pamir Cola special uniform
- 2) Plastic Gloves
- 3) Plastic Helmet
- 4) Shoes

Pamir Cola have fire Extinguishers inside the factory

Pamir Cola have First Aid equipment

They have train their own managers and employees for first aid and fire extinguishers.

6.1 INFORMATION TECHNOLOGY DEPARTMENT

Information Technology Department is also one of the Pamir Cola Company departments which have the responsibility of controlling all those systems which exist in this company and this company (Pamir Cola Company) has 25 systems (Computers).

Controlling and saving the data base, salary sheets, internet and etc. These all depends on Domain servers and Database servers.

- **IT Manager**
- **IT Assistant**

Objectives:

- Preparing easily work for the company employees
- Preparing internet link for each system

Functions and responsibilities:

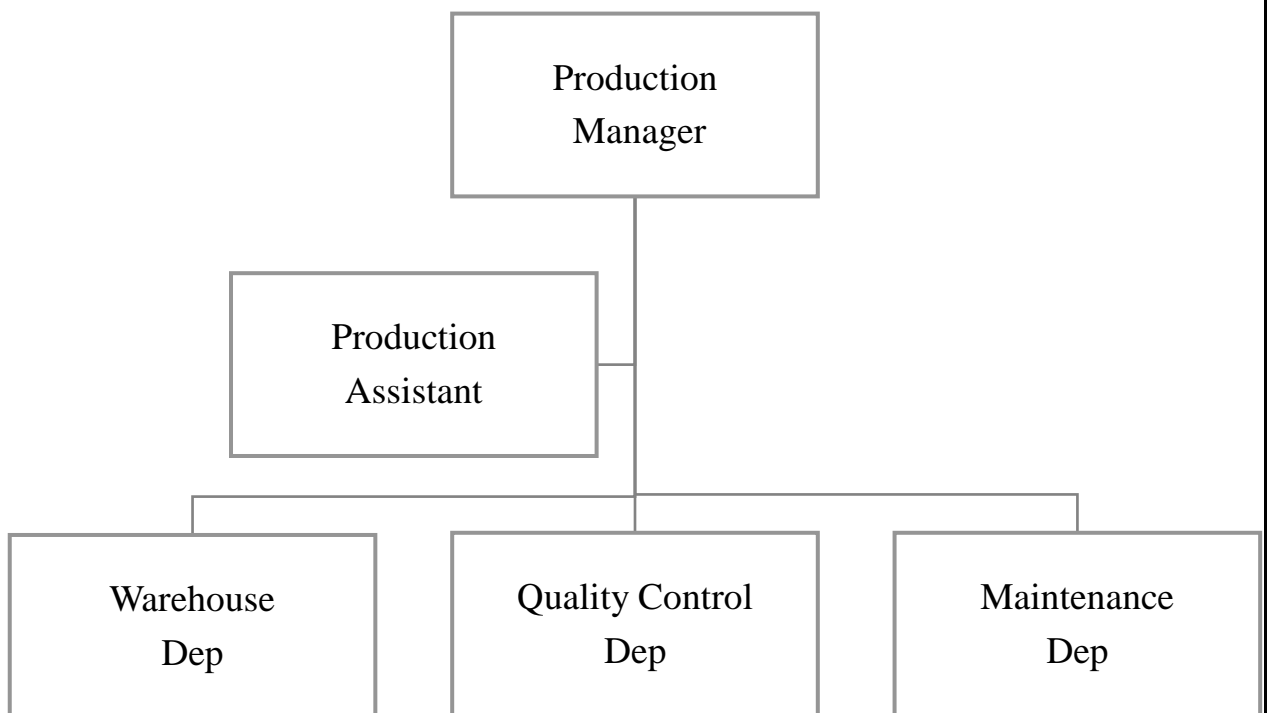
- Installation and configuration of windows (XP, 2000)

- Installation and configuration of services
- Installation of different kind of software which is needed in Pamir Cola Company
- Installation of anti viruses
- Creation of Users
- Creation of profiles
- Installation and Configuration of Standby Databases
- Backup and Recovery
- Installation of Databases
- Installation of remote access services
- Configuration and maintenance of e-mail accounts
- Backup and Recovery of the system

6.2 PRODUCTION DEPARTMENT

Production Department of Pamir cola Company is responsible for making sure that raw materials are provided and made into finished goods effectively. The main role of Production Department of Pamir cola Company is to turn inputs (raw materials which are needed to manufacture goods) into outputs (finished goods).

Production Department of Pamir cola Company produces different kind of beverages Juices and Biscuits for their customers.



Objectives:

- Replying customers' demand.
- Increasing customer's satisfaction.
- Increasing production level.
- Producing high quality products.

Production Department of Pamir Cola daily Producing (50000) cartons
They bring and importing machines from Turkey, Italy, Iran, China and Pakistan

Some of the production machines:

- Filler machine
- Blowing machine
- Palletizing machine
- Conveyer machine
- Check machine
- Shrink machine
- Caser machine
- Caps conveyer machine
- Mixer machine
- Packing machine
- Label machine
- Date coding machine
- Brushing machine
- Washing machine

Functions and responsibilities:

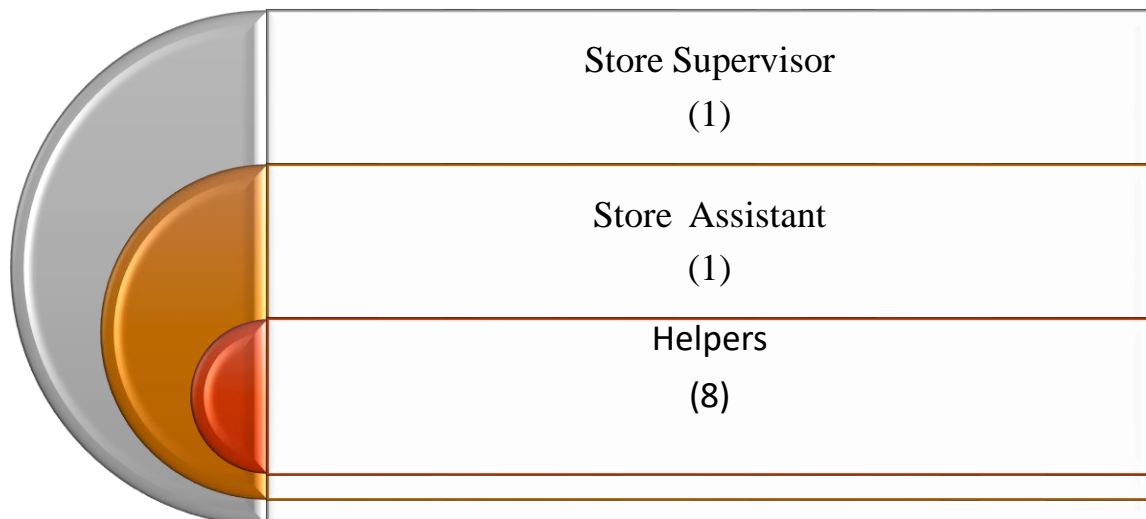
The main role of Production Department of Pamir cola Company is to turn inputs (raw materials which are needed to manufacture goods) into outputs (finished goods).

- To produce on time.
- Controlling of production process
- Ensuring that all machines are prepared
- To make sure that all equipment is running well



6.3 STORE DEPARTMENT

Storage of materials such as gas, fuel, and etc depends on Store Department of Pamir Cola Company. The materials will be checked and then will be sending to warehouses by this department and the most important purpose served by the stores is to provide uninterrupted service to the manufacturing division. Stores procedure involves receiving of materials, storing them properly and issuing them to the using department as and when needed by them



Objectives:

- Store of material as good as possible

Functions and responsibilities:

- Storage of raw materials
- Controlling of the ware houses
- Issuing of materials to different departments
- Sending of raw materials report to the finance department
- Distribution of gas and fuel
- The materials should keep by names and labels

Importance of stores keeping:

- To receive the material from the supplier.
- The materials received by the store keeper must be arranged in a proper manner.
- It provides adequate and proper storage and preservation to the various items.
- It ensures good housekeeping so that material handling, material preservation, stocking, receipt and issue can be done adequately.

- The store keeper issues the material as per the requisition of the production.

Store procedure:

Stores procedure involves receiving of materials, storing them properly and issuing them to the using department as and when needed by them.

- Entry registration
- Inspection of materials
- Preparation of materials inspection report
- Receiving and storing materials
- Issuing materials

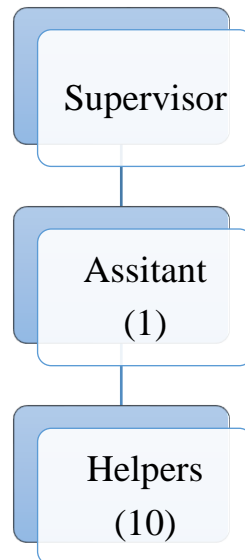
Transportation:

Pamir cola Company brings their raw materials from Iran, so bringing of raw materials and safety of the raw material depends on Iran transportation companies (how to bring raw material from Iran to Afghanistan as good as possible) so the responsibility goes to the transporter.

FINISHED GOODS AND WARE HOUSE

Ware houses are the place in which finished goods are stored. Finished goods which are stored in warehouse then according to demand and requirement

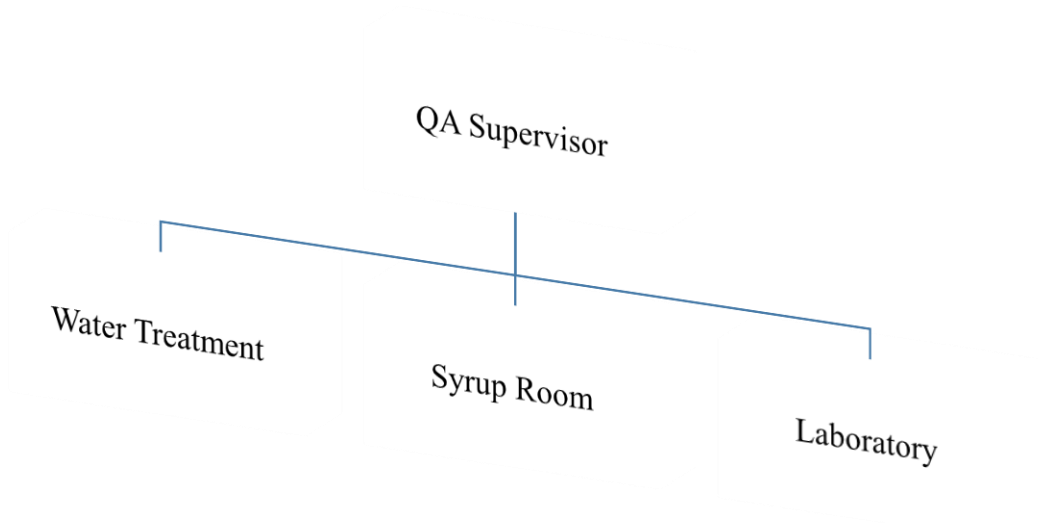
they are transferred into markets. The ware houses Department is responsible for controlling ware houses activities and also he must knows that how many goods are received from Production Department and how many goods are sent to the market. Directing the drivers, shipping the product from the production department, these are some important responsibilities which belong to the helpers.



6.4 QUALITY ASSURANCE DEPARTMENT

Quality Assurance Department of Pamir Cola Company basely focuses on preventing the claims from customers in case the company receives such

claims on quality of provided products this department as soon as possible starts searching the reasons in order to get their customers satisfied with their products.

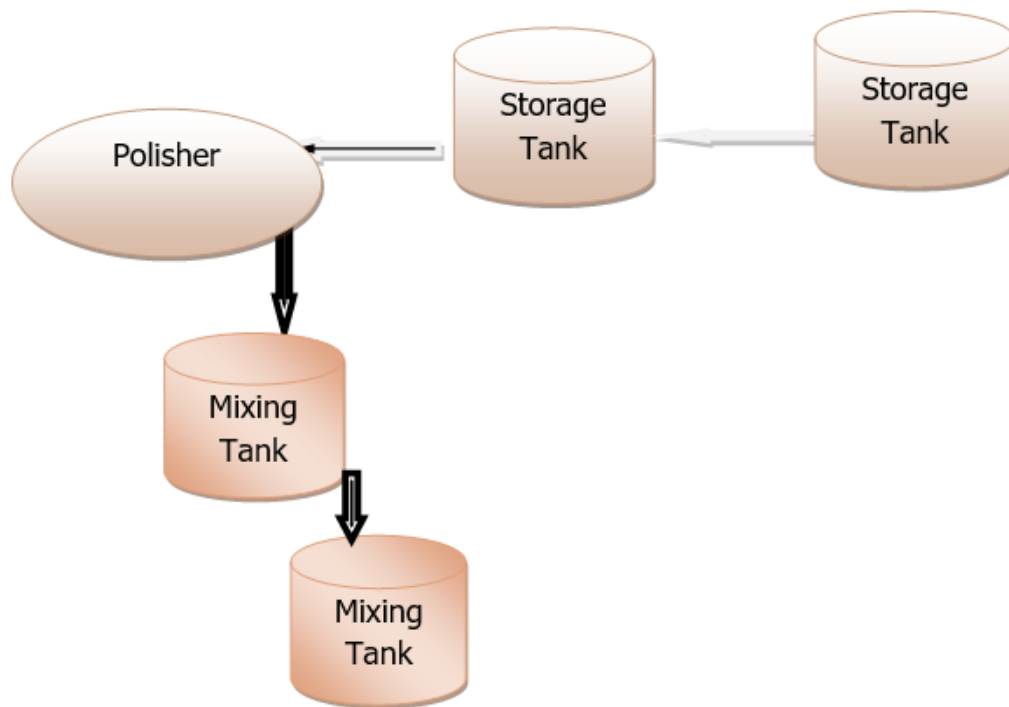


Objectives:

- To verify the product with better accuracy and quality as per customer requirement
- To enhance the products quality
- To increase customer satisfaction
- To decrease the claims from customers

Process:

Pamir Cola Company has two storage tanks for water with the capacity of 2500L. Mixing sugar, leading water to production line and etc.

**Syrup room:**

The Pamir Cola Company syrup room has the responsibility of making syrup for producing beverages, controlling the machine, mixing sugar, controlling the viscosity of syrup, and preparing syrup these are some of the important responsibility of this room, so this is the place which makes syrup for producing beverages. When the syrup is ready then syrup will be leading to the production line.

Laboratory:

Pamir Cola Company has four microbiologist engineers for checking the products, components of the products, checking wealth of the bottles these are some of responsibility which belong to laboratory.

Important responsibility:

- Checking components of the products
- Checking wealth of the bottles
- Checking of all products
- Checking of the raw materials
- Keeping a clean sample room

Process:**Cleaning in Place:**

Responsibility of cleaning and washing of all production lines in each break.

Calibration:

Responsibility of accuracy and inaccuracy of all equipment's.

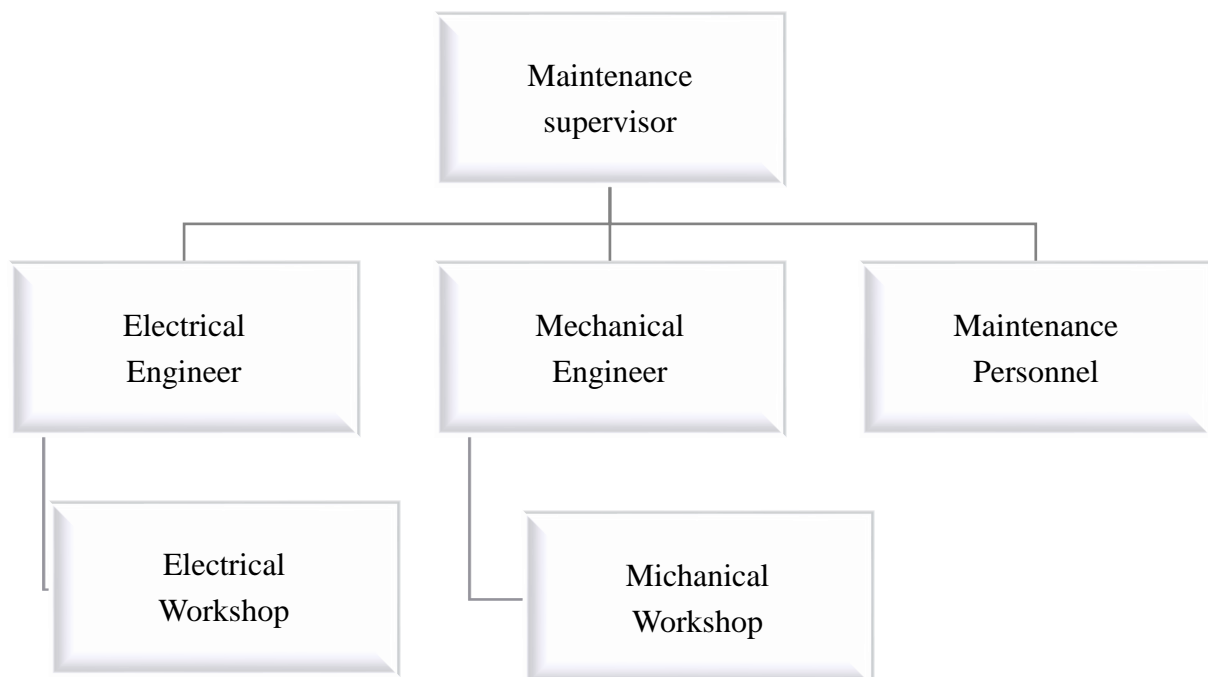
Pest control:

Responsibility and controlling of the company the environment

6.5 MAINTENACE DEPARTMENT

Maintenance Department of Pamir Cola Company has the responsibility of maintaining any problem such as mechanical problems, electrical problems and

Maintenance Department of Pamir Cola Company has two engineers and some helpers. All the employees who work in this department are responsible to take care all the maintenance activates.



Objectives:

- To reduce cost of maintenance

Functions and responsibilities:

- Controlling all activities which belongs to this department
- Controlling of the systems
- Maintenance of production machines
- Installation of new production lines
- Training (helpers)
- Monitoring, controlling, maintenance and installation of electric and mechanic equipment.

Electrical engineer:

Solving of electrical problems, record maintenance activities, controlling of electricity in company, maintenance of the electricity, and installation of electrics these all are electrical engineer responsibilities.

Mechanical engineer:

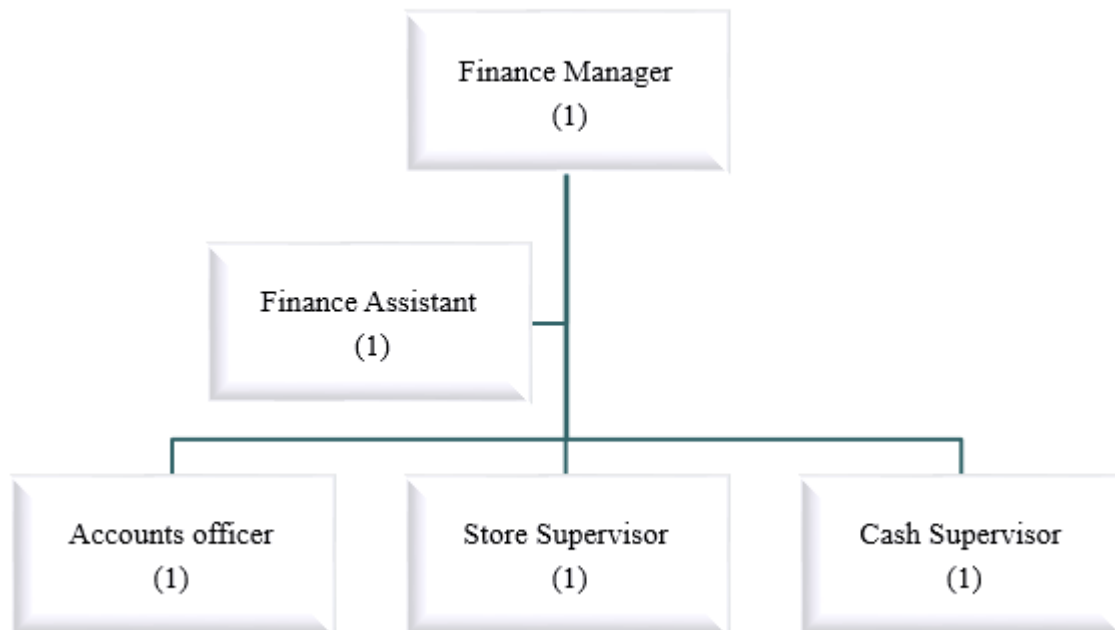
Solving of mechanical system of the company, record maintenance activities, controlling of mechanical system of the company these all are mechanical engineer responsibilities.

Maintenance personnel:

To carry routine, Preventive and corrective maintenance are three important responsibilities of maintenance personnel.

6.6 FINANCE DEPARTMENT

Finance which is an exchange of available resources and also which is not restricted only to the exchange and or management of money. There are many functions to be fulfilled in this department and the duties include all things related to budgeting. This department provides daily financial services functions. Also this department generally focuses on providing such information which determining how our company can make better financial decisions. Also preparing the payments for the employees depends in this department.



Objectives:

- Managing of all finance activities
- Giving maximum profit

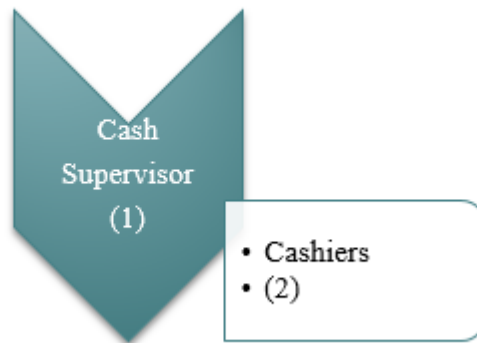
Finance department functions and responsibilities:

There are some important responsibilities which depend to this department such as:

- Recording all taxes in files
 - Collection of the money from debtors
 - Preparing monthly financial report
 - Keeping of day to day incoming and outgoing transaction
 - Preparing payment for raw materials
 - Paying all types of bill such as sales bill, cash payment bill and etc.
-
- Preparing of payroll
 - Processing of salaries
 - Keeping of bank reconciliation

6.7 CASH DEPARTMENT

Cash Department of Pamir Cola Company is a small department of this company and also Cash department of Pamir cola Company is under the control of finance department. This department has one supervisor and two cashers.

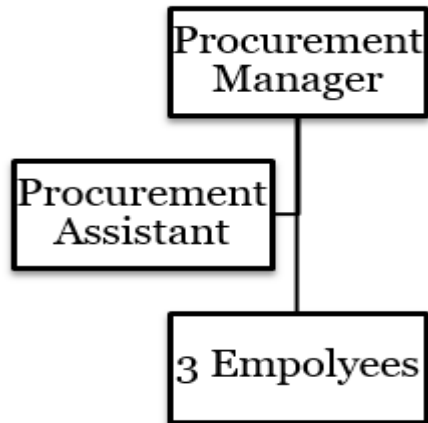


Functions and responsibilities:

- Distributing the employees' salaries
- Monthly giving over times
- Monthly giving commission to sales staff
- Receiving money from sale man
- Paying money for purchased goods
- Depositing the cheques into bank and make bank
- Monthly tax depositing into Afghanistan bank
- Monthly giving over times
- Writing register book of receiving money in cash book

6.8 PROCUREMENT DEPARTMENT

They have 5 employees in Procurement department



Pamir Cola purchasing their most raw materials from India, Iran, Pakistan, UAE, China, South Korea and Germany.

Pamir Cola Carbonated Drinks Raw Materials

1: Eatable Phosphoric Acid 2: Sugar 3: Bottle 4: Label 5: Empty Carton
6: Plastic Shilling 7: Lid 8: Metallic Can 9: Gas Water

Pamir Cola Mango bottle juice Raw Materials

1: Empty Bottle 2: Label 3: Sugar 4: Mango pulp 5: Citric Acid
6: Lid

Pamir Cola Packet Juice Raw Materials

1: Packet 2: Empty carton 3: Sugar 4: Citric Acid 5: Fruit
Constanta

Anatab Biscuits Raw Materials

1: Flour 2: Sugar 3: Dry Milk 4: Salt 5: Label 6: Empty carton
7: Vegetarian Oil

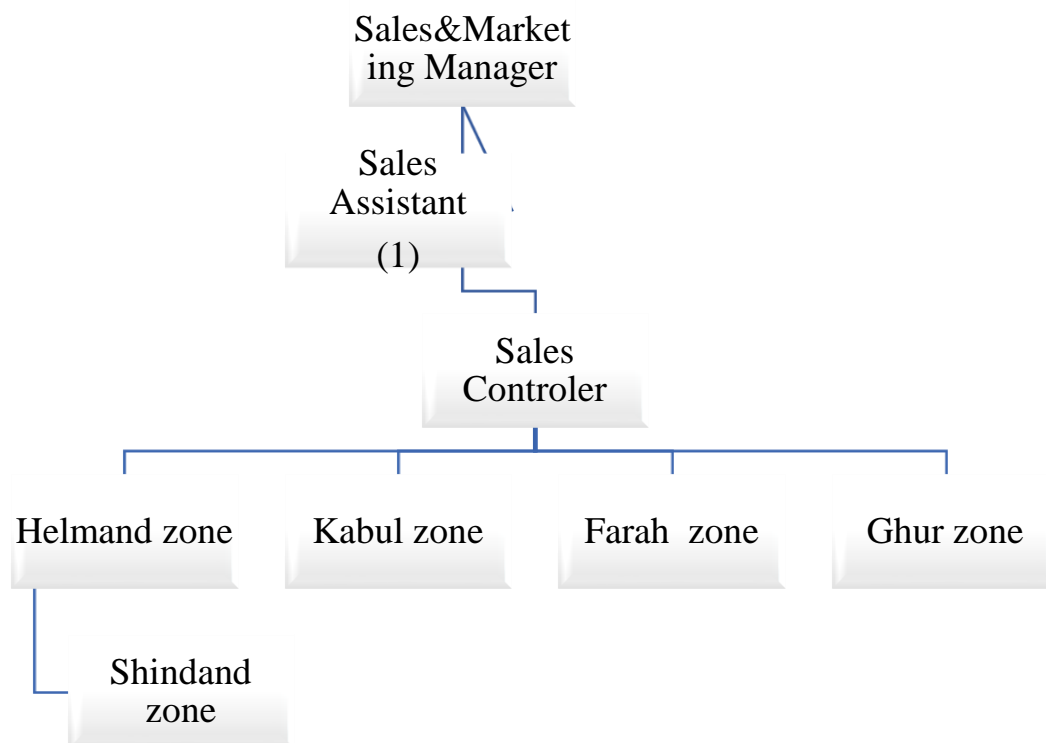
LOGISTIC DEPARTMENT

Five workers are working in Logistic department

They are giving Breakfast and Lunch and to some workers that they are staying night also they are giving Dinner

6.9 SALES AND MARKETING DEPARTMENT

As it is clear marketing is about understanding the customers and finding ways to provide the products that customers demand and also access of company, developing marketing strategies, making a huge marketing environment, and how to analyze the clients (customers) these all are the important main things which belongs to marketing department.



Marketing Research:

Marketing research is very important for a business; also Marketing Department has to classify each market segment, The Company should be able to understand its core competencies. It is also very important to make an internal marketing analysis within an organizational structure.

Objectives:

- Customer Satisfaction
- Best service
- To increase marketing share
-

Functions:

- Achieve market share target
- Preparing monthly sales report
- Achieve sales volume

Promotional materials:

- Calendars Pamir cola
- Billboards in cities
- Glasses Pamir cola
- Wall clock Pamir cola
- Jack Pamir cola
- T –shirt and caps Pamir cola
- Map Pamir cola
- Umbrella Pamir cola
- Posters
- Sponsoring Herat Khurasan Football team
- Sponsoring Sport programmes
-

Salespersons:

- Preparing the products on time
- They should know what their customers need

The company has two kinds of sales direct and indirect:

Direct sales:

Direct sale depends on team each team is controlled under one supervisor; direct sale is done by sales team in every zone under the control of one supervisor. Each team has one driver one vehicle and two sales men.

Indirect sales:

The company indirect sales include those areas which are far from the company and also they are outside the city. It is important to mention that government offices, air port, and huge companies they send their demand (need) by email or phone.

And then the company will asks full information about quantity, type of product and etc, and then according to their information the company will send their demand.

Market survey:

By survey it will be clear for the company that how many clients (How many percent of the people) use their products. If the customers are satisfied or not

satisfied from their products. What is the customer's expectation from the company?

What kind of changes do they want from our company?

And then Pamir Cola Company according market survey and their customer's expectation from the company our company is trying to make some changes in products because the customers satisfaction is one of the main objective of our company.

As it is clear for the company 57% of those people which they are in the city they use our products than the other companies and 53% use others companies products so the company is trying to improve the quality of their products in order to achieve the customer's satisfaction and trying to increase the percentage of those which they use their products.

Market share:

According to the company survey the Pamir Cola Company has only 50% market share in the Herat City and 30% market share in the other zones.

COSTUMER SERVICES

- Pamir Cola giving products to their customers on credit
- They load and unload their products to customers by their own workers
- Making tableau's to shopkeepers for free
- Giving Freezers to shopkeepers
- Giving some prizes with 100 cartons like TVs, Irons, Jacks and other home equipment
- Giving car lottery cards

10. Conclusion

Pamir Cola Company is overall a very good organization to start a career in. It gives one huge scope of work. Also their pay scale is good. Moreover, their reputation in market is significantly high and their clients are relatively very happy by the service they get from the company. This makes the organization more sustainable in market and gives it the opportunity to retain the market lead. Also, the higher authorities are very friendly and they have the mentally to hear from the employees all the time. This means their door is always open for any level of people working in the organization. Due to this behaviour, the employee turnover rate is very less in the organization.

Furthermore, what is very appealing about the company is its relationship with each other as well as the way they communicate. The provide opportunity for each

employees and workers to put their points and ask them for their feedback. This helps them lead in the market and give the best of their results.

The biggest weakness for Pamir Cola is their marketing strategies. The company has a weak marketing which cost them negatively. Their networking and social presence are extremely weak. Nothing is mentioned and uploaded about their company online. So rather than their customers who know them personally or the ones who are aware of their works there is no chance for attracting higher customers.

The quality of their products is high. The way they manage their departments are quite unacceptable for me. They need to focus more on their accounting, marketing as well as HR departments. Records of their financial information or any other annual reports are not available. If they work on that they can also attract more investors and increase their profitability.

Over all it is one of the best companies in Afghanistan which provides the best products for its customers and tries to complete their contract on the given period of time with best results

11. Recommendation

Based on the observation of the Pamir Cola Company, I can suggest some below recommendations as well as the plus points of the company and what need to be improving in my point of view.

- In this time they need the best marketing strategies, various trainings to keep them updated, in order to attract more customers.
- Provide Excellence to Customer: it's one of the plus Point of Pamir Cola excellent customers service will elevate their business above the rest. Involving them when making decisions will let the clients feel heard.
- The company has several departments but they need more focus on human resource department. There is just one person looking for all that HRM matters which is extremely difficult and can cause them harm.
- The company can expand its business into other countries for more achievements and profitability which is a plus point.
- Their concern towards its workers is appreciation. They really focus a lot on their safety during the working time.
- They have a good image in the market and known as one of the best construction company in the country so I believe they should focus on exploring their business and try to make it larger by taking more than one contract and investing.
- Invest in your business. If you want to earn more business you have to invest time and money into your company. This means buying new equipment and

technology when needed, training your employees and actively marketing your business.

- Network to earn more work. One of the best ways to network is to join and be active in the local chapter of a trade association. Networking can be a useful tool to build brand awareness for your company, generate leads and find vendors. Being active and giving back to your community is also a great networking opportunity for your business.
- Quality is king. Tread carefully when considering any measure that could sacrifice the quality of your work. Cutting corners to reduce costs speed up completion of a project can be detrimental. Your company's reputation for doing quality work is only as good as your last project so never compromise your high standards of performing quality work.
 - I recommend Pamir Cola that they should take feedback analysis after the training to check that employees are satisfied or not.
- Change is good. Adaptability is one of the keys to success in the construction industry. As we've seen with the recent recession, construction can be quite a volatile industry. If you are unwilling to make adjustments in your business to keep up with the changing trends you are setting yourself up for failure.
- Give great customer service. Pleasing your clients should be a top priority. This doesn't mean you have to cave to their every demand. You should be actively communicating with your client on all aspects of a project so you can be equal partners in the decision-making process. Satisfied customers will lead to repeat business and great referrals.
- Be proactive, not reactive. You can't just sit back and expect more work to just fall in your lap. You have to proactively seek out new opportunities to retain and grow your business. Constantly reach out to the owners, architects and general contractors you find out what projects they have on the horizon.
- Make smart decisions. We make thousands of decisions every day, many of which are inconsequential. When it comes to earning more business, this often means making hard decisions that will impact your success for years to come. Take the time to consider all angles and options and perform your due diligence for future success. Never get pressured into making rash or impulsive decision

12. MY EXPERIENCE & LEARNING

I have learnt objectives and particular tasks of Human Resource Department and HR Manager.

I learn that how to recruit whom to recruit from where to obtain best quality employees and how to motivate, how to train employees for their work, how to appraise and assess the employees. To which employees give promotion and rewards. I have learnt how to resign and how to leave the work this was good experience to me for working practically.

I have learnt that what responsibilities in organization I T Manager has.

I learn responsibilities of Production department and see how to make different kinds of beverages and see the different types of machinery ,I learn how to store the raw materials I learn the responsibilities of maintenance department and know that every time they are controlling all the machines I have learnt that from which materials that products are coming and how to purchase raw materials and from where to purchase I have learnt that how to promote the products by different strategies and how to sale I have knew how to increase market share and how to research in market How to satisfy demand of the people and make good brand in the market.

My experience and learning with Pamir Cola Soft Drinks Company starts with my joining at 28-5-2022. My experience at Pamir cola soft drinks Company has been a very informative and has provided me with the different kind of experiences that I feel proud to have attained.

It was a great opportunity for me to do my project with Pamir Cola Soft Drinks Company. In the first day as I join with Pamir Cola Soft Drinks Company I got a brief explanation about the functions of various departments. I visiting all departments involved, and I got a training schedule indicating the number of days to be in a particular department and the concerned department's manager got the responsibility of my training as trainer.

As I joint with the Pamir Cola Soft Drinks Company I got lots of experience and also I can say that my learning and experiences are more than what I expected to learn. I got lots of experience to have a look and study about the various departments. Anyway it was a great experience for me to undergo into real life scenario.

12. References

<https://pamircola-co.com/videos/>

<https://af.linkedin.com/company/pamir-cola-group-of-companies?trk=similar-pages>

