



Cooperative Education Report

**Title: Brand Awareness and Marketing Campaign
for Syn Hub**

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**This Report Submitted in Partial Fulfillment of the Requirements
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Title: Brand Awareness and Marketing Campaign for Syn Hub

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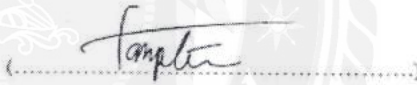
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Oral Presentation Committees



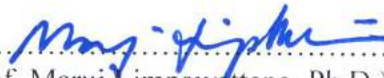
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Project Title: Brand Awareness and Marketing Campaign for Syn Hub
Credits: 5
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Advisor: Mrs. Sumaia Farzana
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Abstract

This internship is conducted at Syn Hub by Synergy Technology which is a co working space modernly designed for startups and business related to IT sector. The main objective of this study is to create brand awareness. The goal of this study is to attract foreigners through different marketing strategies. The study also found that each elements of marketing mix depends not only on the company and its activities but also on the competitors and time. All marketing elements are interrelated and should be seen in the whole of their actions. These instruments operate most efficiently when all the elements are combined and working together. Some items may have greater importance than others; it depends mainly on the company's strategy and its activities. Syn Hub is a service providing company so the provision of service will be a key element. As the intern was placed in the sales and marketing department, all most all of the activities performed were marketing. This study is qualitative study as the sample size was typically small and data was gathered through group discussions and observations. The results found that foreigners were still quite unaware about the company and the services it had to offer.

To promote and increase the brand awareness of the company through social media marketing, we created the promotion campaign called "Songkran Promotion", uploaded the visual contents in the social media platforms, designed the promotion materials and so on. The main targets are for these promotions was foreign residence living nearby apartments.

Key words: Brand awareness, Qualitative, Marketing

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I would also like to take this opportunity to express special thanks of gratitude to the principal of Kathmandu College of Management, Mr. Bishnu Raj Adhikari and Siam University for allowing to complete three and half months of internship after the completion of 7th semester of Bachelors program.

Thank you.

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Grishma Gurung

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Chapter 1: Introduction

Brand awareness and marketing campaign are essentials for any company to excel in the market. For the start ups and new companies promoting and advertising their business is a must. But not all products or services appeal to the people. It is the way how company tries to market their products and services. Even for the company which is already growing or is in established stage they should keep on looking for new ideas for marketing their products and attract new customers. People always tend to look at brand before purchasing so the brand image should be strong to keep trust of the customers. Brand comprises of logos and offerings provided by the company. For building a strong brand in the mind of the customers the business big or small should consistently give efforts and work for it. Brand awareness is the area to which the brand is recognized by the customer. For eg: If anyone says apple then they will say iPhone. It is important to stand out among all the competitors. Business usually tends to use eye catching visuals, advertising in the right place at the right time and being consistent to raise brand awareness.

Brand awareness and marketing campaign go hand by hand. We plan marketing campaign to raise brand awareness. For the successful marketing campaign we should keep certain things in mind, what are our objectives and what are the parameters to evaluate it. The common parameter is the time frames of the campaign as the marketing campaign lose effectiveness over time. For the best marketing campaign to get the results we desired we need to work accordingly with planning and coordination.

1.1 Company Profile

The slogan of the company is “Where Innovators Shape the Future”. It is located at Pantip Plaza, Pratunam, Bangkok. Syn Hub is a Co-Innovative space where people with creative ideas works and turns their dreams into reality. Syn Hub is a really unique and welcoming space with amazing technology, great services and offerings and supportive staffs. With super high speed wifi, smart TV, meeting room, filing storage and rest area we can work on our things quietly and efficiently with refreshment drinks of our choice. The vision of the company is to achieve a sustainable growth; Synergy has established a vision with clear goal. Syn Hub also provides advance It solutions.

The services provided by Syn Hub are:

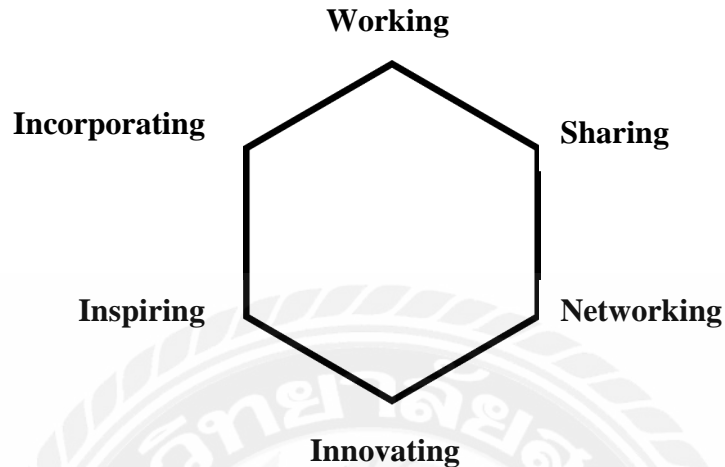


Figure 1: Services Provided by Syn Hub

- i. Working
With unique space and ambience we can work on our things quietly and achieve our results.
- ii. Sharing
It provides platforms for likeminded people to share their ideas and business among each other.
- iii. Networking
Provides chance to meet new people which may be helpful in the future.
- iv. Innovating
It facilitates to create the innovative products at the state of the art prototype lab.
- v. Inspiring
It facilitates to gain insights from other members and be inspired to reach the full potential.

- vi. Incorporating
Syn Hub Co- working space integrate what you know with what you learn as a part of creative and tech minded communities.

It provides the platform for young entrepreneurs and start ups can grow connections by meeting different people, sharing their ideas. As we all know that our network is our net worth. Syn Hub gives us an opportunity to know other people and with good relationships with the right people it can help us achieve our goal and strengthen our network. They also help these start ups by giving advice and feedbacks as a business consultant. R&D service, PCB design assembly, product design, measuring instrument, prototype lab and 3D printer and scanner is also available. Through the facilities of Syn Hub our work will no longer be boring. (Syn Hub)

Customers of Syn Hub are:

- i. Foreigners
- ii. Entrepreneur
- iii. Tech start ups and all other start ups
- iv. Business partners

Partners of Syn Hub



Figure 2: Partners of Syn Hub

1.2 Organizational Structure

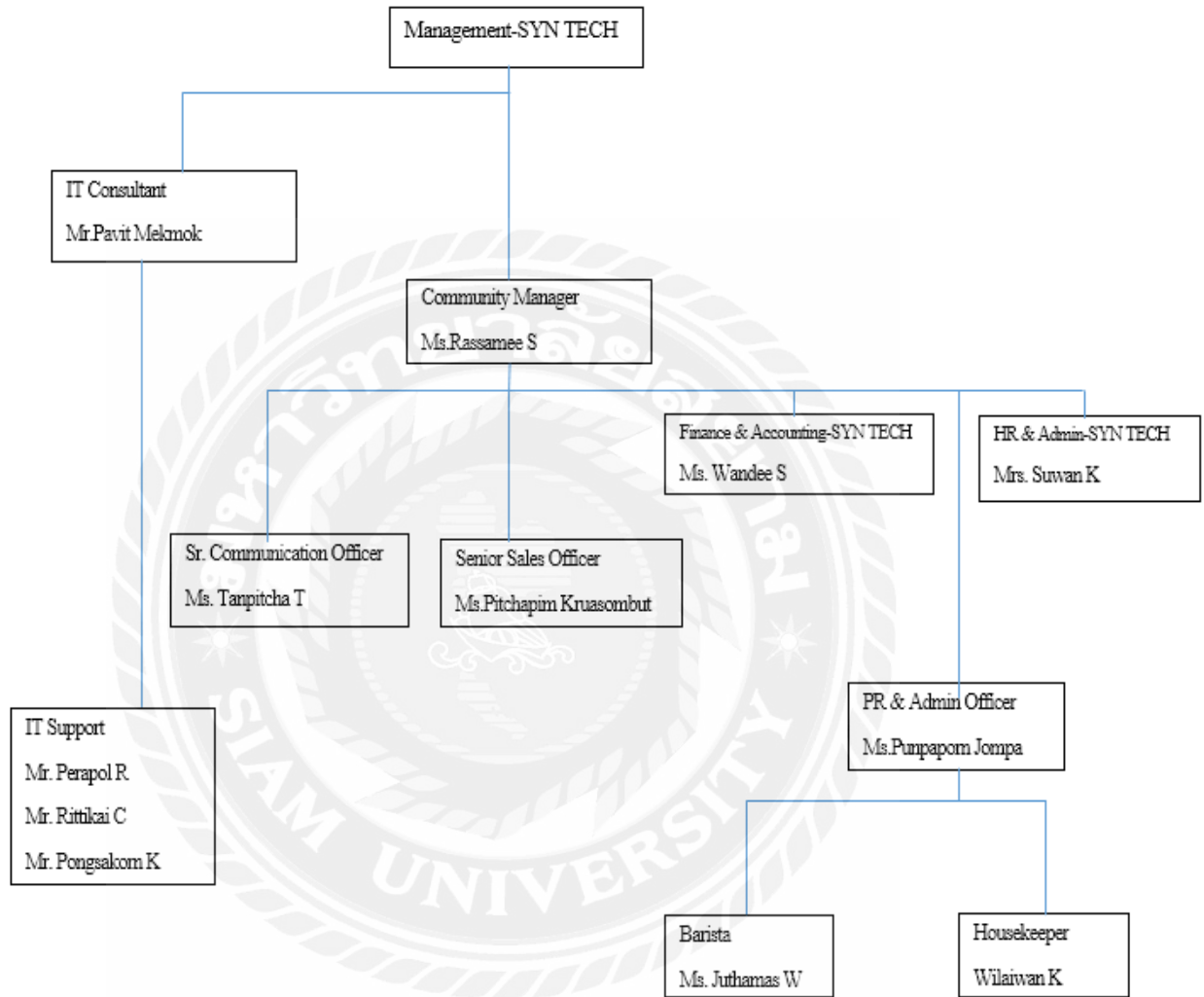


Figure 3: Organizational Structure

1.3 Statement of the report

This report focuses on the brand awareness and marketing campaign for the growth of the company. As the company main targeted customers were foreign nationals, the foreigners were still unaware about the company. So my task was to create awareness about the brand and services provided by the company and bring in as much as foreigners as I can to use the products and services provided by Syn Hub. This report reveals the various tasks done by the intern at the company.

1.4 Objectives of the study

The objectives of this study can be categorized as follows:

- i. To create brand awareness by conducting a successful marketing campaign.

1.5 Limitation of the study

Some of the major limitations that aroused in internship program are listed as:

- i. Time and resources constraints are the limitation of the study.
- ii. As the internship was to complete within the limited time period it was impossible to have in depth study of all the activities of all the departments.
- iii. Busy schedule of organization's employees.
- iv. Due to privacy standard of the agency, information regarding financial data was not available in details.
- v. Validity of report fully depends on the information provided by the concerned authorities.
- vi. Despite the sincere effort and willingness, the office staffs were unable to share overall knowledge they had.

Chapter 2: Literature reviews

2.1 Marketing mix

Marketing is one of the most important activities done by any organization. Through marketing the products or services offered by the organization is reached to its customers. To know the customers, to keep the customers and satisfy them is done through marketing. Customer's desire should be known and we should always focus on the customers and deliver them the best product and services effectively and efficiently than the competitors. Awareness should be created in the market for the people to know about the company and the offerings provided by them. Marketing mix is about putting the right product in the place at the right time and the right price. It refers to the set of actions that a company uses to promote its brand or the product in the market place. The elements of marketing mix are product, price, promotion, placement, people, process and physical evidence. (Margarita Išoraitė *1, 2016)

- i. **Product**
The product can be categorized into durable and non durable, consumers and industrial goods, perishable and non perishable goods, furnished and semi furnished. It is what the customers are expecting to get to fulfill their demands.
- ii. **Price**
Price is the amount of money expected for the product which is paid by the customers. Price is a very important factor as we should not price our product too high which will not attract customers or too low which will result in business loss. If the product is fulfilling the demand in the market and is of good value the customers are more than happy to pay a little more.
- iii. **Promotion**
Promotion means the activity that supports the product or service to be known in the market place. Advertising, word of mouth, social media is some of the tools to convey the messages of the company to the target audience. Promotion is done by the existing company to further increase their sales and for new business to create awareness in the market.

- iv. Placement
Place refers to the point of sale. The location should be convenient for the customers. Product and customer should be there at a place then only sales can happen, otherwise not.
- v. People
With the help of different people we are able to provide service to our customers. So when hiring people in the business we should select carefully and train them as our need. We should always keep our employee happy by motivating them so that they would give their best performance.
- vi. Process
For the final product to reach to its end consumers there are various steps it needs to undergo through. Without the proper mechanism and flow of activities the service or product may not be delivered as demanded.
- vii. Physical evidence
There are of two types. One is internal and another one is external. With the help of these an environment is created to carry out the services. (Ahmed, 2015)

Marketing mix can be also known as the set of tools marketing managers uses to influence sales. Each elements plays an important role in promotion of the products and services and delivering those products and services to the end users. As customer satisfaction is one of the essential factors for the success of the company, companies should know if their customers are satisfied with their services or not. As every element impact each other so if handled correctly can give great success to the company, if not the business may go to loss or shutdown. (The Economic Times) With the help of internship I was able to apply theoretical knowledge learnt in classroom into practical work as I could observe and experience every marketing mix elements playing their roles.

2.2 Consumer behavior

Consumer behavior tells that consumers actively search for information about the product and services they are going to purchase or consume. Consumer buying behavior is studied to know how the individuals, groups or organizations choose the products as their past experience. It has been found that the consumer buying

behavior is the outcome of their needs and wants and they purchase accordingly to satisfy their needs. There are three factors that affect consumer behavior which are psychological, personal and social. (Manali Khaniwale , 2015)

i. Psychological

As each individual have different thoughts and perceptions, they react differently to the marketing message. So the marketers must take those psychological factors as an important indicator to make sure their marketing campaign is able to target the right audience and able to get the results.

ii. Personal

Personal factors are trait that are specific to a person and is different with other people. With these traits a person makes a decision. Personal factors are influenced by age, sex, culture etc.

iii. Social

Social factors have a significant impact on consumer behavior as where the individuals live, the family, the circle, income, living condition, education level etc. It is important to consider the social factors in consumer behavior as marketers would know about the consumer decision making and the reactions from the marketing campaigns. (Study.com)

Emotions and reasoning is involved in the selection process of the product. The study of consumer behavior helps us to even predict the future. Understanding, investigating and monitoring buyer conduct is exceptionally basic for a marketing department to hold their position effectively in the market. There are five major stages in the buying process which are problem recognition, information search, evaluative stage, purchase decision and post purchase decision.

i. Problem recognition

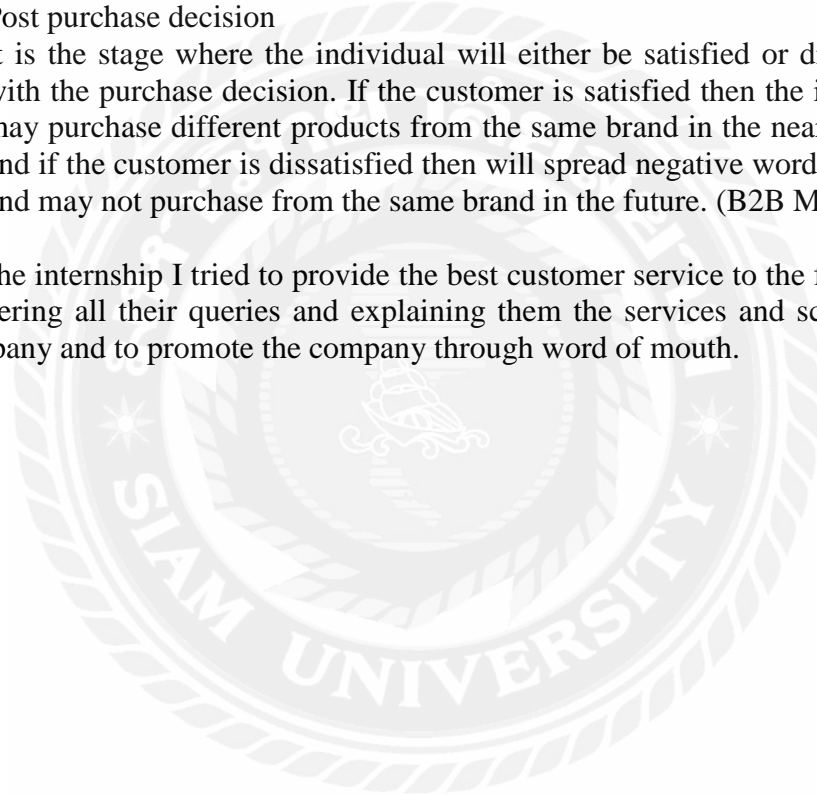
It is the first and most important step in the buying process. A purchase cannot be done without the need. The need may have provoked due to the internal stimuli such as hunger or external stimuli such as advertising.

ii. Information search

After recognizing the need the individual then search for the best solution out in the market which may be through ads, online media or word of mouth.

- iii. Evaluative stage
At this stage after collecting all the available information the individual then evaluates it and selects the best options.
- iv. Purchase decision
It is the stage where the purchase is done. Philip Kotler (2009) states that the final purchase decision may be 'disrupted' by two factors: negative feedback from other customers and the level of motivation to accept the feedback.
- v. Post purchase decision
It is the stage where the individual will either be satisfied or dissatisfied with the purchase decision. If the customer is satisfied then the individual may purchase different products from the same brand in the nearby future and if the customer is dissatisfied then will spread negative word of mouth and may not purchase from the same brand in the future. (B2B Marketing)

During the internship I tried to provide the best customer service to the foreigners by answering all their queries and explaining them the services and schemes of the company and to promote the company through word of mouth.



Chapter 3: Methodology

3.1 Roles and responsibilities assigned by company

- i. **Online and offline marketing**
Online marketing were done through social Medias like Facebook, Line, Instagram. I used to go live when events and programmes were conducted at Syn Hub so people who were not there but wanted to see the event could see. I also used to take photos of the events and post it on social media. Offline marketing was done by distributing brochures and pamphlets around pantip plaza and nearby apartments.
- ii. **Event management**
Events used to be frequently conducted at Syn Hub. During events Intern used to take photos and videos of the event, interact with the participants with their questions and confusion and assist in the successful completion of the events.
- iii. **Designing marketing materials**
I used to design brochures of the upcoming events and for different promotions provided by Syn Hub. Designing were done through Photoshop program.
- iv. **Marketing research**
Researches were conducted with the online information to know about the potential clients and were the marketing campaign would be effective.
- v. **Promotion of the company**
Promotion of the company were done through word of mouth, by using the merchandise of the company, posting photos on social media, distributing pamphlets of the company and offering promotion schemes to nearby peoples.

3.2 Project details

i. Songkran Promotion Campaign

Mrs. Rassamee Suebchompoo founder at Synergy Technology appointed us to conduct a promotion campaign for songkran . The main aim for this promotion was to increase the sales of coffee and let people see the working space. I distributed the promotion brochures mainly to the people working in the pantip plaza and nearby apartments.



Figure 1: Promotion Brochure

ii. CSI Entrepreneur

CSI Entrepreneur was the recent program organized at Syn Hub. At this event different start ups and businesses from Thailand came and present their business model. Through which selected ones were given the opportunity to participate in various workshops and training programmes conducted by experts. They were even guided for product design and given various suggestions on improving their business and marketing strategy. We helped by conducting the smooth running of the programme.

Chapter 4: Results and Discussion

4.1 Contributions of student made during the internship

Various contributions were made directly and indirectly by the intern during the internship program. Some of them are:

- i. **Writing and searching contents for social medias**
Contents related to technology were searched and discussed among groups in regular basis and were uploaded in Medias such as Facebook and Instagram to keep the followers updated about the latest news and technology and the offers provided by the company. The intern also used to help create workshop content by co –working with the internal team.
- ii. **Promotion and Offline Marketing**
Promotion of the company was done mainly through social media platforms and through offline marketing. Intern assisted in promotion campaign of Syn Hub by preparing brochures and distributing it in the nearby apartments and to the Pantip Plaza employees. Promotion and offline marketing is the integral work done by the intern.
- iii. **Photography and video taking**
There used to be various workshops and events like CSI Entrepreneur, Java Script etc. organized at the company The intern used to take photos and videos of the events conducted at Syn Hub. And help in selecting the best one out of all.
- iv. **Designing Info graphics and Prospectus**
Info graphics representing useful information data were made and prospectus of the company was also made to give information to clients, members which were made from Photoshop.
- v. **Marketing Research**
Research was conducted online to see where the potential clients may be and how to attract them. Research was also carried out to see if the marketing campaign would yield the desired results or not. Intern used to research about the competitors and try to find the ways to outsmart and become better than them.

- vi. **Arrange company workshop with Internal team**
Workshops and different kinds of programmes were organized on regular basis like CSI Entrepreneur, Java Script etc. Intern used to assist with the internal team when a workshop was organized in the company. The intern also used to help when the event was going on.

4.2 Details of related learning process and new knowledge student has received

Syn Hub is a good place to gain practical knowledge. During this internship period of 3 months intern had learnt a lot about the company culture and its practices. The internship has been fruitful in many ways to intern. As I worked independently I didn't waste my time and always kept myself busy by discussing new ideas. I learnt a lot about the importance of marketing and how it is conducted in the real world. I also came to know about a lot of latest technology trends which I didn't know. I became more expressive and confident to share my views and ideas and was able to develop my interpersonal skill as well, which is the demand of every job, both with the boss, co-workers, supervisors and the other staff members who are the first basic things for an organization to obtain successful career. I was able to develop a professional working habit and become more patient and observant. With the internship process I was able to experience and gain exposure to the working pressure that I am likely to face in the future.

The intern was also able to know how the co working space operates and have some idea to operate an own working space in the future. Internship has broadened intern's knowledge, vision, ability, management skill and confidence to perform in real working environment. It was a great experience working as an intern in Syn Hub. There was good communication, pleasant working environment and healthy relationship between the employees. Each and every staff of Syn Hub was totally professional. Thus, the knowledge and experience endowed with this study will surely be constructive towards the pavement of intern's career and professional life.

Chapter 5: Conclusions

5.1 Self-assessment as future professional

Through this internship programme I was able to know a lot about myself. My skills, interests, strengths and weakness. I came to know I am a very punctual and professional individual. Any task given to me, I will do it effectively and efficiently. I have become to work more smartly. As I worked in a completely different culture and environment I was able to adapt to it quickly and interact with the staff and members associated with Syn Hub which improved my interpersonal skills. Many works were done as a team, so I was able to improve my team performance skills and work under pressure. Another thing I came to know about myself is work-life balance is the skill I need to conquer. Sometimes work used to soak up all my energy and attention that I would not care about other things. So I need to take control of my life and give time for the things that matter to me.

5.2 Comparison of practical learning VS theory

The learning during the 3 months of working period will definitely add value towards any career path the intern opts for. This coop education program of SIAM University was made in order to apply, compare and contrast theoretical learning with actual work done in any kind of corporate environment. Though all aspects of working in organization were not covered in the short time frame, basic idea and know-how of working in a sales and marketing department of Co working space in Thailand was learnt. Some of the models are:

- i. 7Ps of the marketing mix
The 7ps of the marketing mix model are product, price, place, promotion, people, process and physical evidence. These are the important elements of the marketing mix to form a core tactical marketing strategy or plan. I think its right usually at the beginning of the list since it's still widely utilized and I think may be a basic way to think through how a company markets its products. A great show to clarify promoting methodology to somebody who isn't a advertiser.
- ii. Brand positioning map
This model allows marketers to visualize a brand's relative position to competitors in the market place by plotting consumer perceptions of the brand and competitor brands against the attributes that drive purchase. This is often a great concept for understanding how clients see a brand.

iii. Unique Selling Proposition

Unique selling proposition is the concept that brands should make clear to potential buyers why they are different and better than their competitor. This maybe a straight forward concept and a fundamental message to communicate online since the core brand message aren't clear.

There were lots of instances where theory Vs practical learning did not match. However, the basic understanding of subjects did assist the intern to manage the duties assigned to him.

5.3 Recommendations

- i. I would strongly recommend to the company to hire a staff who is good at English verbally and in writing. If not due to this they may lose many potential clients as information is not flowed properly and they may not be able to get proper information about the company.
- ii. Another thing I would recommend is to organize marketing campaigns frequently. As the company is in growth phase they should advertise and market their services more and more. I see that the company is now not acting upon it and just wishing for the customers to come in.

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