



Cooperative Education Report

**The analysis of marketing research & social media planning
at CG Education**

Written by
Ms. NEPAL ANJILA
Student ID 5708040051

**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 2/2017
Siam University**

Title: The analysis of marketing research & social media planning at CG Education

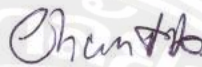
Written by: ANJILA NEPAL

Department: BBA (Marketing)

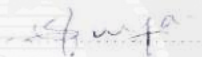
Academic Advisor: Mr. Chanatip Suksai

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

Oral Presentation Committees



(Chanatip Suksai)
Academic Advisor



(Sushant Tripathi)
Job Supervisor



(.....)

Cooperative Committee



(Asst.Prof. Maruj Limpawattana, Ph.D.)
Assistant President
and Director of Cooperative Education

Project Title : The analysis of marketing research & social media planning at
CG education.

By : Anjila nepal ✓
Advisor : Chanatip Suksai ✓
Degree : Bachelor of
Major : Marketing
Faculty : Business Administration
Semester / Academic year : 1/2018

Abstract

This report summarizes about the market research and analysis and social media marketing. Market research is a crucial aspect in order to provide conclusion or meaning to the findings. It is through research many companies can know their weak side and improvise it for creating the better version of their product and service. In this competitive age market research helps to identify the prospective customers whom company can cater to in order to bring profit out of them. Research is that investment which not just gives findings but is also important source of bringing profit for the company. Competitors are big threat for any company and through research company will be able to know their move and to differentiate themselves among their competitors.

On the other hand analyzing the data is equally important as it is through that analytical and logical understanding correct and relevant conclusion can be drawn. It is the critical aspect which can be possible only with in depth study on the related topic. Analysis gives conclusion and that conclusion drawn can be further used as a tool to improve the factor where company has gone wrong either by adding to it or eliminating to it. Setting a certain parameter through qualitative resource this report too contains the finding based on qualitative data to draw a conclusion for the academic auditing.

Digital marketing is next topic which is covered in this report. With the excessive growth in digital marketing reports contains how social media marketing and planning could be done in order to attract customers in the digital world. Slowly and steadily world is now digitalizing in every sector including education. How digitalization can be used or being used in educational sector by using various medium of it like social media marketing is covered in this report.

Keyword: research analysis, digital marketing, social media marketing

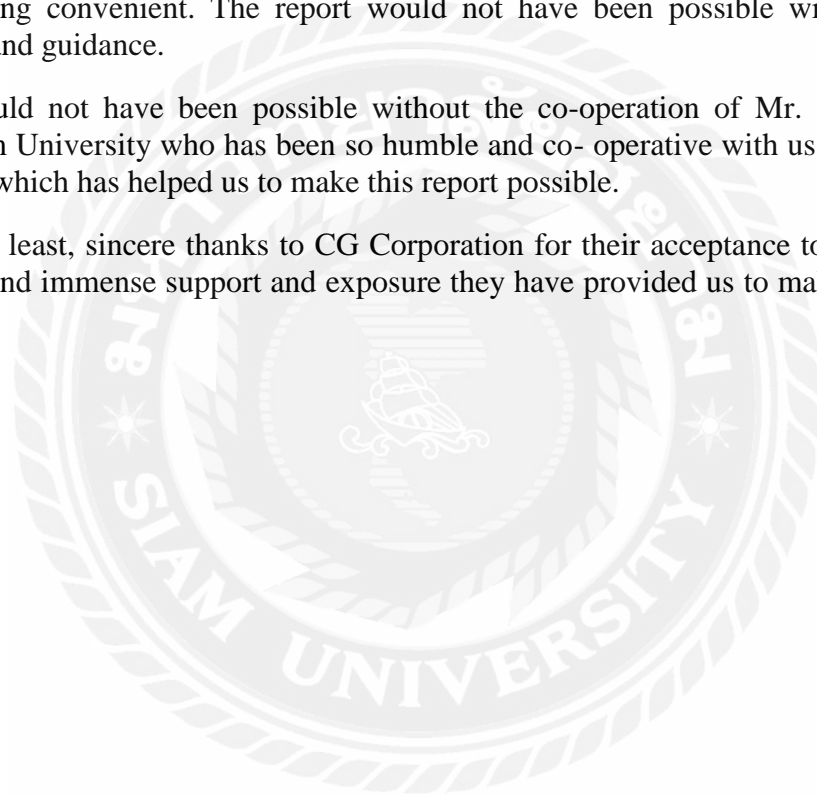
Acknowledgement

Most importantly, I would like to thank Siam University for providing students an opportunity to explore the real market world by including internship as a course for degree requirement. Their effort to make student learn something on the real industry scenario and thus making us ready to appear in the real market world through this internship is highly appreciated. Also, I am very thankful to Kathmandu College of Management for preparing us to be market ready to face the practical aspect of business.

I also want to express my deepest gratitude and special thanks to Dr. Maruj, Director, Co-operative Education, Siam University who has helped me by preparing the guideline and making my report writing convenient. The report would not have been possible without your extraordinary effort and guidance.

This report would not have been possible without the co-operation of Mr. Chanatip Suksai, Lecturer at Siam University who has been so humble and co-operative with us suggesting us all possible things which has helped us to make this report possible.

Last but not the least, sincere thanks to CG Corporation for their acceptance to do internship at their company and immense support and exposure they have provided us to make this internship successful.



List of Figures

- [Figure 1 Facebook contest for data collection banner](#)**Error! Bookmark not defined.**
[Figure 2 Co-working space of me & my friend](#).....**Error! Bookmark not defined.**
[Figure 3 working space of other employees & interns](#)**Error! Bookmark not defined.**
[Figure 4 Selfies in between work](#).....**Error! Bookmark not defined.**



Chapter 1: Introduction

1.1 Company profile

Chaudhary Group (CG Global) is a multi-national conglomerate company in Nepal. With diversified business interests including financial services, fast-moving consumer goods, education, hospitality, energy, EPC, consumer electronics, realty, biotech and Ayurveda it runs 136 companies under 15 different business verticals across all five continents. (wikipedia)

With over 100 Companies under its umbrella and an investment of over \$1Billion, it is the first Nepalese organization to have a distribution network spanning in various subcontinent. It has made its presence in South Asian competitive Food and Beverages market. Their Food & Beverages products have been a common household name in Nepal for decades. Certified with ISO 9002 providing the lead, their F&B products have crossed the borders to become a favorite in South Asian cities (chaudhary group).

. CG Education is a unit of Chaudhary Group; Nepal's first multinational company stepped into being the best in educational sector in Nepal. Since its establishment, it has nine institutions under its umbrella which are The Chandbagh School (SLC & CBSE curriculum), The Chandbagh Pre-School, Delhi Public School and Campion School which cater to all age groups students from PG (play group) to PG (post graduates). It has initiated many social activities as well in recent times either through scholarship or its CG foundation which works for the societal cause (chaudhary group).

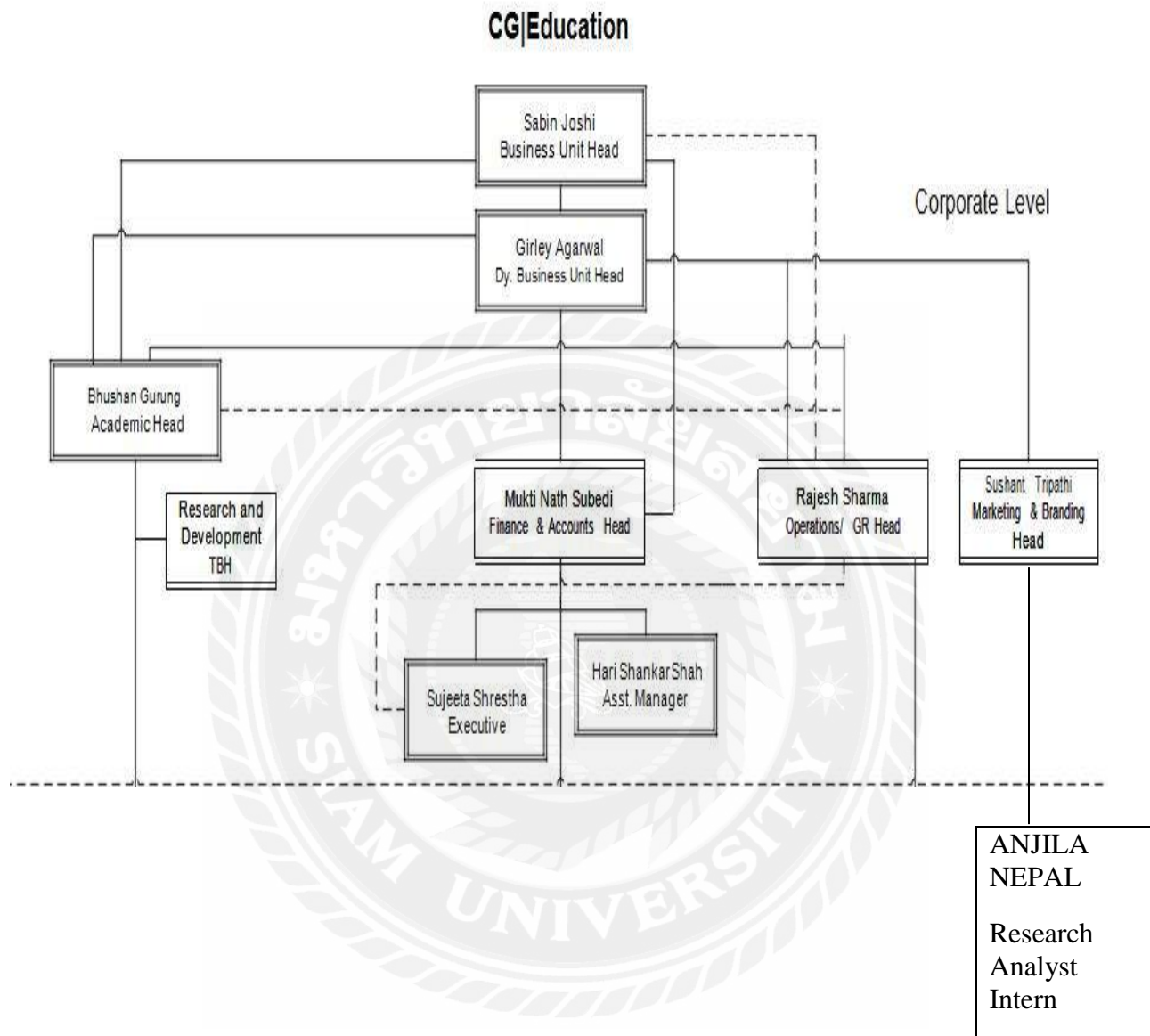
Their intention is to become the known name in education in terms of quality, scale and dynamism, CG Education aims to give quality service involving world class processes, practices, and resources resulting in smart, bright and confident students. With the goal to blend expansion, growth, standardization and also be result oriented it has been working to be the best and trusted name in the educational sector (chaudhary group).

Malvern House which is in Ireland, Malaysia, Singapore and Cyprus are educational intuitions under CG which provide quality educational program for adults & juniors. It allows students to improve their career prospects by pursuing university courses. They have schools in London, Ireland, Singapore, Cyprus & Malaysia. (chaudhary group)

AEC Education is quoted on AIM, the London Stock Exchange's international market for smaller growing companies. It is the holding company for a number of wholly-owned operating subsidiaries whose business is the provision of educational programs and qualifications. (chaudhary group)

Company Website- <https://www.chaudharygroup.com/>

1.2 Organizational structure



I worked under the supervision of Marketing & Branding Head and was required to report to him directly. He was the only person who assigned me tasks during my internship period. He played the role of Research Analyst Intern & was responsible for doing competitors analysis, create approaches for data collection as well as responsible for social media planning along with other miscellaneous tasks provided like counseling the A Levels students & conducting marketing audit. I was asked to do tasks wherever any people need was there and not specifically only one role as an analyst. Details of work detail are written in internship activities chapter.

1.3 Statement of the report

This report consists of theoretical learning applied in the practical aspect under the topic marketing and branding. As marketing and branding plays a significant role in creating value and added benefit, market research which is also a crucial aspect for company and the important part of doing marketing, is covered here in this report which helps in doing proper marketing and branding for the business. Along with it analysis of research topic is also applied as and when needed and studied during the internship period whose detail are included in this report as well. Lastly, social media marketing which has now become integral part of marketing is applied in the real world scenario relating it with the theories studied and is co-related to wherever required.

Hence, this report covers the detail study of market research, research analysis and social media marketing concepts which are used in practical application during my internship period.



1.4 Objective of the study

Following are the objective of my study:-

- i. To know the differentiation strategy undertaken by competitors A levels colleges
- ii. To come with an approach to collect data of the current Secondary Education Examination (SEE) appearing student
- iii. To prepare a social media plan of their individual units
- iv. To do academic auditing of CG education units



1.5 Expected outcome

After the completion of study, following are the expected outcomes from my study:-

i. Competitors analysis gives is expected to give clear picture of competitor move & differentiation strategy:-

Competitors move can be known and differentiation in current offering can be provided for A levels students. High number of students could be enrolled for upcoming session by improvising all the necessary changes and attracting more number of students through differentiation and competitors mapping.

ii. Collected data can be refined and used as a targeting tool for students: -

Data of students can be collected which will give tentative number of student data. Students could be attracted via scholarship which is being offered to FB contest winners. Potential students could be reached and targeted. Brand awareness and recall can be made by informing students about CG institute so that during admission their brain will trigger back to CG institute names.

iii. Segment of audience could be targeted with differentiated social media plan for each depending upon the size and need of audience: -

Higher leads could be generated. Through social media presence reach can be increased. Timely post can be made so that CG education institute will be in top of the mind of students as well as parents

iv. Evaluation of teachers & students can be done once auditing is completed :-

Performance of good as well as worst teachers and students can be known and necessary actions could be taken in order to improve them. Area of improvement can be known by knowing if the standard academic format that they have prepared is being followed or not and better version of it could be created. Schools which are lacking behind can be focused more in order to improve the quality of their educational standard. Good schools and teachers can be appraised whereas poor performers can be corrected.

1.6 Limitations of the study

- i. In depth study cannot be conducted due to time limit which increases the chances of study to be error
- ii. Deceptive information can be provided by students.
- iii. Lack of interest of data providers & Negative feedback may back fire the company image.



Chapter 2: Literature Review

Richard Washington, in one of his blog has written how Twitter, Instagram & Youtube has used market research to pivot their businesses. When twitter was launched initially, it was supposed to be used as a podcast thing which did not work out. Eventually, due to their market research, they realized to rather pivot it into a information sharing platform targeting news and celebrities and the rest is history. Similar thing happened with instagram, started with Burbn for check in app later pivoted into instagram as a platform with features only to upload, like and comment which again created a history. **Marketing research** can give business insight on what kind of products and services can bring profit to the business. It allows business to know what went wrong and what could be done possibly if the business exists. It plays a vital role in reshaping and restructuring the whole business by adding or eliminating element which could then create a history just like Twitter and Instagram. (Washington, 2013)

Sage Age strategy in one of its article on how research creates a strong differentiated brand states that in order to differentiate company should know if you are special in the eyes of prospective consumers? And to that it research is what plays a crucial role. It states that as per the rule of effective marketing company should have upto date knowledge about how their customers think and act. Company should know what their value in the eye of their consumers is. This thing can be and should be known through research so that your company will always be on the top of the mind whenever they think about product they are willing to buy and money that they are spending into. Mallisa Iliano states that, "in the increasingly competitive marketplace, many communities are achieving significant ROI through research that is used to transform or refine their positioning in the competitive market place & improve their appeal to the customers (Iliano).

Ana Brant in the HBR article has studied about how hotel used data to make laundry service glamorous. It summarizes how they tackle with the situation by understanding from customer point of view on what their customers wanted, what they desire for and how they can identify new areas of improvement from the data that they have of their customers. (Brand, 2017) **Research Analysis** is that crucial element of market research which summarizes the collected data and provides a conclusion. With the analytical and logical reasoning it determines the patterns, relationship and trends providing a meaning to the collected data. Collecting is data is the first thing but for the proper finding and summarized conclusion research analysis works as a important tool by not just solving the problem but opening up new channel of improvement and enhancement. As we saw above how collected data from customers and thinking from their point of view help solve the problem. It is not just data that helped but analysis of that data which created a meaning to cater with that existing problem.

Werner Rainartz, in this HBR article on, "Using market research just for marketing is a missed opportunity" (Reinartz, 2012) showed other scope of research data that most of the companies are missing out and using data only for improvising customer relation and mailings. But that research can be further analyzed and new innovations through obtained data can be created. He have mentioned how Fenwick, forklift truck manufacturing company in France used RFID in its forklift through which company could gather information about how their customers used the products. Through the insight of how their consumers used its products they created a new

service offering which included remote monitoring, customer specific intranet and schools for forklift driver which resulted in 50% of its revenue from service of past 15 years. Also, Schwarzkopf hair care brand wanted to know that their customers were looking for in their website to which they found out that, customers wanted products as per hair problem but company in its website showed attributes of brand through which they restructured their website as per hair care problem meeting the consumers want. Hence, research can create and foster innovation rather than just supporting the marketing of the company. (Reinartz, 2012) Many companies often tend to use research data for very limited purpose but that data can be further analyzed to bring new offering and innovative products for their consumers.

Nick Haijli, in his journal on a study of the impact of social media on consumers has studied about how social media has helped in creating social support and trust in the mind of consumers persuade consumers to buy on social networking site. He has concluded that the relation between trust and perceived usefulness created through social networking site intentionally end up in buy the product by the consumers. (Haijli) **Social Media Marketing** trend is continuing among millennial and companies are trying to make this medium to reach those through various social media platform like facebook, instagram, and twitter depending on where their customers can be available among these all platforms. It has become powerful way for business to attract the prospective consumers. With great marketing through social media can open up a remarkable turnaround for companies due to which its growing popularity cannot be left unseen.

Keith A Quensenberry in his HBR article on Fix your social media strategy by taking it back to basics mentioned that, through CMO survey that they conducted it was found that marketers plan to double their spending on social media yet half of CMO think that they are not yet ready to manage the challenges and create strategies for social media (Queensberry, 2016). What this suggests is despite spending a lot companies need to have proper strategies to get their audience engaged through their content. Company really needs to bring some innovative & creative strategy to satisfy the changes interest of their consumers through effective social media plan (Queensberry, 2016) . It's a very rare case that something different and unique content can be seen in social media and other half or more contents generated are kind of similar and repetitive. Therefore innovations and creativeness is what consumers are seeking for in products. Hence marketers too should try to come with something like that because creative social media campaigns get viral too soon either through word of mouth or through social media trends. So, company should keep on experimenting new things in social media to come up with innovative approach in social media marketing.

Xavier Davis in his article on steps on effective social media marketing plan has provided 7 steps through which social media planning could be done effectively which starts from auditing current social status i.e. which social media platform are you currently active in and compare own presence with that of the competitors. After that know who your consumers are in order to provide best fitted products or service which sells itself for the ideal consumers. Next is to create your social media mission statement which will always remind you of action plan that you need to take to where you want to reach in future. It makes it clear for where the company wants to reach during what time and similar content could be created. After that, company need to identify key success metrics which could include conversion rate, time spent on social media, reach, brand mentions, etc. once metrics are identified engaging content should be created as it is content that will make your consumers hooked towards you. Then you need to set social media

management tool as it facilitate the proper managed post and timely update of contents. Through this schedule post can be made which will be posted as per the scheduled time. Lastly, all that need to be done is track, analyze and improvise. Just creating content don't end the work of social media rather it could be made effective by tracking and improvising wherever and whenever needed (Davis).



Chapter 3: Internship Activities

3.1 Roles assigned & Contributions made:-

I have been assigned following responsibilities during my internship period:-

Research Analysis-

- i. Collecting information about competitors A levels colleges. Under this I along with my friends where send to various competitors colleges where we were required to collect information about A levels colleges course combination offered by each, their entrance examination date, about scholarships and fee structure of each. This information will then be used to differentiate CG institutions from that of its competitors.
- ii. Since the session for A levels and higher education (+2) is soon to start. I was asked to come up with data collection approaches that can be initiated to collected data of current Class 10 students to further pursue them to enroll in CG institute A levels & +2. Hence, following were my contributions to same:-
 - a. 1st approach- Facebook Ad was first idea that we suggested. The plan was to create a Fb contest for Class 10 students by asking them to sign up and random winner will get price worth Rs. 5000. Through this student will enter the contest and provide the sign up form detail which included Name, email and symbol no of their examination and this is how data could be collected.



Figure 1 Facebook contest for data collection banner

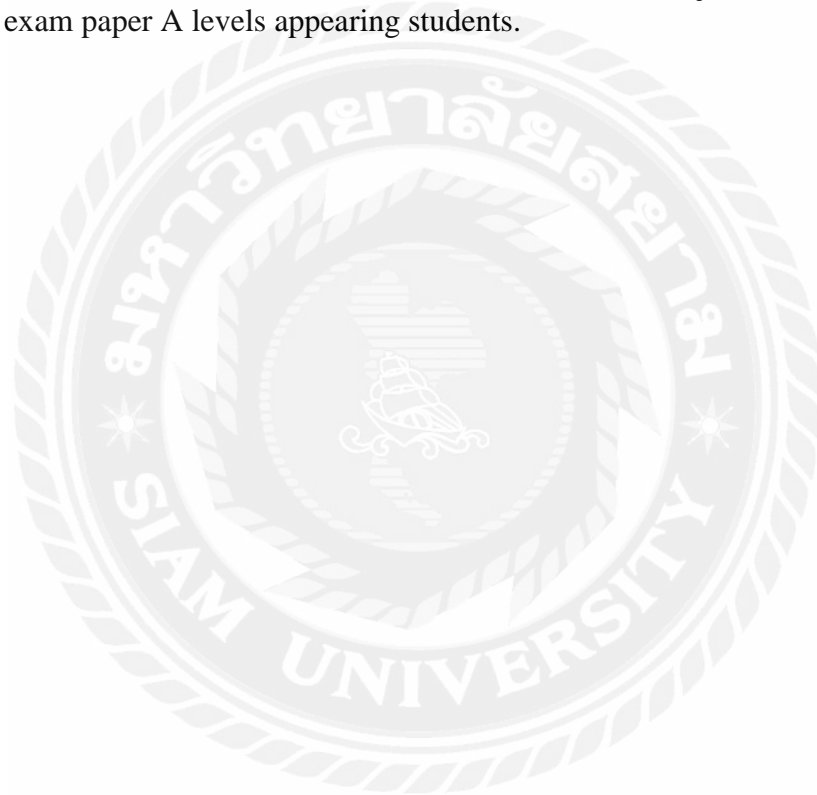
- b. 2nd approach- Booth placement in places like exam center, bridge course institute. The idea is simply to place a booth and organize a contest and collect information of students who enters the contest.
- c. 3rd approach- Tie up with consultancies to extract information about students creating a win win situation for them and CG institute as consultancy are one which will have detailed information about the students which was possible approach to collect data.
- d. Mr. & Miss Face of Facebook Contest- With increasing interest of people to participate in Facebook contest. This one was for SEE appearing students where they have to simply send us pictures with name, email and symbol no of exam and that picture will then be uploaded to Facebook and one boy & one girl with maximum number of likes will be declared winner and each will get scholarship in any of CG institute, a mobile, free IELTS and voucher worth Rs. 5000.

Social Media Marketing-

- i. Manage digital marketing campaigns- Our responsibility was to handle the whole Mr and Miss face of Facebook contest by designing a banner and creating awareness among people about the contest.
- ii. Generating content for their Fb handles by deciding on when to post, what to post, how many times to post, etc
- iii. Monitoring their Facebook activities and finding out if it is being updated timely. Making sure feedback are responded properly.
- iv. Creating social media plans for each unit from playgroup to postgraduate which included which social Medias to use in which levels, what kinds of post to make depending on each level.
- v. To conduct timely contest and quiz to boost the page and generate more reach to targeted people.
- vi. Suggesting banner adverts, what should be the picture quality, how much text should be written to make it attractive and so on .
- vii. Creating new Facebook page for Cambridge A levels and CBSE and handling the same page by posting various contents.
- viii. LINK of A level page created during internship - <https://www.facebook.com/A-Level-Nepal-194919957965161/>
- ix. Link of CBSE Nepal- <https://www.facebook.com/CBSE-Nepal-624878334571027/>

Others works assigned:-

- i. Academic auditing for three units of CG institute namely The Chandbagh School- SEE Board, The Chandbagh School- CBSE Board and Campion Kathmandu School was done in order to evaluate students as well as teachers work and also to find out whether or not the guidelines as set by CG institute is being followed by teachers and students or not. In this auditing we checked students work log, diary, portfolio, note copy and teachers log and submitted the report at the end of each unit by providing findings that we concluded through our auditing.
- ii. Counseling the students to enroll in A levels. We were provided a one day workshop to counsel students to join A levels at CG institute. We were provided detailed instruction and information about A levels and upon the completion we were on counseling where we counseled students about A levels and convinced them to join. Also we checked the entrance exam paper A levels appearing students.



Chapter 4: Conclusion

Self-Assessment as future Professionals

Internship like this not just supports students to imply their theoretical knowledge into practical aspect but it also helps in personality development of the students. Working in the actual market is totally different from being a student which helps in the overall development of students interpersonal skills which I assume most important as a professional. Through this internship we get to learn from actual professionals; how they work, how they manage time, how they talk, how to perform their overall work as a professional and looking them you get to learn a lot which is very crucial part once you step into professional field.

Definitely I too has learned a lot and got an insight about how I need to groom myself to be ready for the market as a future professional. We lack many leadership skills which we need to build up by the time we step into the market and this sort of internship let you find your weakness and overcome them by observing the existing professionals. The way you talk either with your colleagues, your supervisor, CEO or a client your role and way to approach should vary depending upon who you are talking to is what real work experience teaches you. Next thing is patience level, work life start with how much tolerance to patience you have as an someday I have to end up doing just nothing and sitting ideally. Here what I got to know was there should be not giving up tendency within us. No matter how long you have to pass on sitting ideally doing nothing your patience level will really matter in work life in the near future.

Being a professional I have to be ready for any challenges that come forth. No matter whether I am from what so ever major, if my work demands me to do out of the context task I should be ready to do that. Knowing you weak point and working it is most for being a professionals. Also, being a professional I should have bit knowledge of everything that I may not be interested in. Like as, I am not interested in Finance does not mean I should not have any knowledge about it because being a professionals you should have at least basic knowledge about Finance only then I can be ready to be professionals.

Hence, realizing your weak point and overcoming them is most important to be a professional. Being professional not just means having enough theoretical knowledge but it is beyond that. You will realize that having theoretical knowledge is just a small part of professional life and there are other many factors like leadership quality, networking, interpersonal skill, problem solving ability, ready to take new challenges that sums up the whole professionalism and make one ready to be future professionals.

Comparison of practical learning vs. theory

Practical learning & theory both are equally important and both adds value to each other in some or the other way but what I realized was theory is definitely important but if you cannot imply it practically than that theory does not give any meaning. Similarly, if you just know to do without having any insight of knowledge of that context then practical learning is also meaningless. Hence, it should go together.

Practical learning is remembered since you have hands on actual work which create experience whereas theoretical knowledge is only short lived and can be enhanced when you imply it on practical way. Practical learning is totally different from what we have studied in theory. For example while studying business research we learned the about limitation of data collection but in practical we realized the actual limitations depending upon type of data collected. That's how practical learning varied from theory.

Theory does not teach you to develop your communication, leadership, networking, interpersonal skills but practical learning helps you to build it. Similarly, reading the theory and actually doing it is totally different. For example: - when we were asked in exam on fb campaign you would come to sell the product, we would randomly think about a slogan and write it out. But doing it in practicality is vast and complex since you should have idea about designing ad banner, how to make it attractive and it really takes time.

Practical learning helps to create experience on yourself since you work on it and learn but theory teaches you experience of other which is why you will never be able to stand out until and unless you will do it. Practical learning shows you clear picture of how it is not what we studied in theory and how different the things are when you are doing it in actual. It is when you start working practically you will realize that the sheet of mark sheet and grades are useless if you don't have practical knowledge or experience.

Theory may sound easier since we have not actually done that but when we do that only then we will realize how difficult it is to do that. Doing a research may sound simple to students doing bachelors but when you have to actually do it on your own then you will realize how not so easy it is to conduct a research.

Thus, theory helps you to know the content but practical learning helps you to realize the content since there will be deeper understandability of the content. In order to get a job in a good company definitely such internship will help student to build up their practical knowledge together with their theory for the overall development of students and to make them to face the real market world.

Chapter 5: Recommendation/ Suggestions

Following are recommendations / suggestion that I would like to give depending on work I am provided:-

Current system	Suggestions
<ul style="list-style-type: none"> • Currently, same building is used for class nursery to higher secondary level and A levels. It's been more than 5 years that A levels have been started but yet they are unable to create a brand and are more focused to bring student. • At present, the same company website which includes their CG education portfolio is providing information about all its units which limit the reach when student try to search for their website as more than facebook website is found reliable to get in depth study about schools and colleges. • CG name has good brand value in the Nepalese market being the first ever Nepalese company to list in Forbes. People expect certain level the height of quality to be precise when it comes to CG but unfortunately except 2 of its units no one are able to create that image in the eye of customers. • One approach was suggested for collecting data to create a facebook contest which could be great 	<ul style="list-style-type: none"> • For better enrollment in A levels, I would suggest first to build a separate infrastructure to make it attractive for students. Rather than focusing to enroll students better build the brand and improve wherever needed. Start from zero point by rebranding the whole A levels. Investment should be done initially to get better result in the future. Once brand is created then undoubtedly students will enroll knowing your brand value. • Marketing is what I think very important for CG institutions to increase the reach. Develop new websites for each unit separately, be active on social media depending upon the unit choosing the social media wisely through which target could be reached. • Work by setting a benchmark; since CG is reputed firm, what I think is it has not been able to position itself well among people. When people think about CG their level of expectation increases and they want something big and different which I did not find in its institution. So, they really work to position themselves well in the market in each segment. • Try to work instantly rather than wasting time because other may do that and you may be late to initiate

<p>opportunity for them to be first mover but due to their lack of instant work the contest was done by 2- 3 other pages which then became their threat and they have to drop the idea.</p> <ul style="list-style-type: none"> • While creating a brochure for A levels rather than creating their own design and coming up with some new design, they simply brought some changes in their aspirational competitors brochures. • Currently, their focus is now to enroll student from Kathmandu. Hence they are not looking other market which has huge potential and huge pool of students from other major cities of Nepal. 	<p>that plan.</p> <ul style="list-style-type: none"> • Focus on originality and developing new ideas rather than manipulating other ideas. Competitors should idealize CG as their benchmark not as non-competitors. • They should organize seminars about their institute in all other major cities of Nepal because if they are not getting sufficient number of students from Kathmandu only then they do definitely search for other area which has huge students pool as all students after their SEE comes to Kathmandu for higher education. So, why not make them aware about CG in their home city itself so that students won't shift to other colleges at the time of admission.
--	---

CG is a reputed brand among Nepalese market and so should be their CG education which despite carrying a parent brand name has failed to create the image in educational sector. Except two of its unit i.e. Chandbagh CBSE and Chandbagh SEE which are regarded as elite schools other have failed to create that impression. It's will not be that difficult for CG to do so since it is an established brand already and all that it needs to do is improve the above mentioned suggestions.

Apart from above mentioned suggestion, I could recommend following things:-

- i. Differentiate by creating a world class learning classroom
- ii. Try to expand the market and bring students from all part of Nepal rather than just focusing on Kathmandu only.
- iii. Make social media presence widely with eye catchy contents and attractive posts depending on level of student and medium they are using.
- iv. Initial investment is what I see is most important for A levels. So, bring changes in system like uniform could be avoided and casual dress can be assigned as dress code, students should be allowed to bring motorbikes and most importantly, separate infrastructure should be built for A levels and higher education i.e. +2.

References

- Brand, A. (2017, march 1). *Harvard Business Review*. Retrieved from Harvard Business Review: <https://hbr.org/2017/03/how-our-hotel-used-data-to-make-our-laundry-service-glamorous>
- chaudhary group*. (n.d.). Retrieved from *chaudhary group*: <https://www.chaudharygroup.com/index.php/our-company/education.html>
- Davis, X. (n.d.). *Duct Tape Marketing*. Retrieved from *ducttapemarketing*: <https://www.ducttapemarketing.com/social-media-marketing-plan/>
- Haijli, N. (n.d.). A study on the impact of social media on consumers. *international journal of market research* .
- Iliano, M. (n.d.). *Sage Age Strategy*. Retrieved from *www.sageagestrategy.com*: <https://www.sageagestrategies.com/blog/3/11/2015/marketing-branding/how-market-research-creates-strong-differentiated-brand>
- Queensberry, K. A. (2016, july 25). *Harvard Business Review*. Retrieved from *hbr.org*: <https://hbr.org/2016/07/fix-your-social-media-strategy-by-taking-it-back-to-basics>
- Reinartz, W. (2012, august 13). *Harvard Business Review*. Retrieved from *hbr.org*: <https://hbr.org/2012/08/using-market-research-just-for-marketing>
- Washington, R. (2013, september 12). *Market Research. com*. Retrieved from *Market Research.com*: <https://blog.marketresearch.com/blog-home-page/bid/334826/how-3-companies-used-market-research-to-pivot-their-businesses>
- wikipedia*. (n.d.). Retrieved from *wikipedia*: https://en.wikipedia.org/wiki/Chaudhary_Group

Bibliography



Name-Surname: Anjila Nepal

Student ID: 5708040051

Email: anjila2018@kcm.edu.np

Department: BBA

Faculty: Marketing

Address: Sinamangal, Kathmandu, Nepal

Rewards:

Special interests: watching movies, travelling, having a lot of me time