



Cooperative Education Report
Title: Analysis of Market research and Digital Marketing

Written by
Mr. Pritam Baral
ID NO- 5708040005

CG CHAUDHARY®
GROUP
Touching life everyday

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

Title: Analysis of Market research and Digital marketing


Written by: Pritam Baral

Department: Marketing

Academic Advisor: Yutthana Srisavat

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

Oral Presentation Committees



.....
(..... Dr. Tanakorn Limsarun.)

Academic Advisor


.....
(.....)

Job Supervisor: Mr. Shusant Tripathi

Cooperative Committee


.....
(Asst.Prof. Maruj Limpawattana, Ph.D.)
Assistant President

Project Title : Analysis of Market research and Digital Marketing.
By : Mr. Pritam Baral ✓
Advisor : Yutthana Srisavat, Ph.D. ✓
Degree : Bachelor of
Major : Marketing
Faculty : Business Administration
Semester / Academic year : 1/2018

Abstract

This internship is conducted at Chaudhary group, CG Corporation, which is widely known company for its diversified businesses. Main objective of this study is to conduct a market research for CG educational units also to develop and implement social media campaign controlled by the Marketing and Branding Department.

The importance of market research has been unexplainable in this era. Similarly the use of social media is unimaginable, almost every nine in ten individuals uses social media. Collection of data has been crucial for analyzing the taste, preferences and changing behaviour of an individual. Gathering data helps the company to segment the group of target audience on the basis of their similarity. On the other hand people are more response towards the messages, content, advertising and promotion done in social media against the traditional methods of using TV and radios. During my internship period I have been responsible for conducting market research on educational institutes of Kathmandu valley, the capital city of Nepal. Moreover I am also responsible to create social media campaigns. In this report I have stated the methods that helped me conducting market research as I have used both the primary and secondary methods of collecting data. Collection of first hand data from digital platform by engaging audiences is primary methods whereas gathering data from existing website is secondary data collection. The purpose of this research was to gain the information such as phone number and email for direct marketing or sending an individual personalized messages in order to influence their decision making process.

Keywords: *Market research / Social media marketing / digital media*

msj fidi

Acknowledgement

First and foremost I would like to thank Siam University and Kathmandu College of management for providing this Internship opportunity to develop a course that focuses its importance on practicality. The duration of my internship from 18th FEB to 18th MAY 2018 has helped me understand more about the subject theoretically as well as practically and to be preparing for corporate culture. However this internship would not have been possible without the Support of my teacher 'Deepthanshu Thapa' who helped me to get my intern in one of the reputed Company of Nepal 'Chaudhary Group' shortly known as 'CG' As CG is the first billion dollar and multinational company of Nepal. I would also like to take my time for appreciating my internship supervisor Mr.Shushant Tripati who happens to be Marketing and Branding Head of CG education for giving me full guidance to perform this internship professionally and help me gain valuable knowledge.

I would like to express my gratitude towards member of CG education for their kind co-operation and encouragement which helped me in completion of this Internship. This project has been successfully completed with satisfaction and memorable experiences.

Pritam Baral.

Table of Content

Acknowledgement
Abstract
List of Figures
Abbreviation
Chapter: Introduction
Company Profile:
Organizational Structure:
Objectives of the study
Expected outcomes
Limitation of the study
Literature reviews
Main Theory and concept used on my job description
Methodology (Internship Activities)
Roles and Responsibilities
Result and discussion
Contribution made during internship
Learning process
New knowledge
Conclusion
Self assessment as future professional
Comparison Practical Vs Theory
Appendices
Reference
Bibliography

List of Figures

Figure 1 the Chandbagh School	
Figure 2 Chandbagh preschool	
Figure 3 Campion Preschool	
Figure 4 Campion Academy	
Figure 5 Malvern House	
Figure 6 Organization structure	
Figure 7 Organization chart	
Figure 8 Banner Ad	
Figure 9 Banner for social media	
Figure 10 Work Space	
Figure 11 Working space	
Figure 12 YouTube Ad	
Figure 13 CEO and Supervisor	
Figure 14 Facebook Page	
Figure 15 Facebook Page CBSE Nepal	
Figure 16 Supervisor	
Figure 17 Bibliography: My photo	

Abbreviation

CG- Chaudhary Group

KCM- Kathmandu College of Management

CEO- Chief Executive Office



Chapter: Introduction

Company Profile:

Chaudhary Group (CG Global) is a multi-national conglomerate company headquartered in Nepal. Being the first Nepalese organization to have a distribution network spanning the subcontinent, it has made substantial presence in South Asia's fiercely competitive Food and Beverages market. CG Food & Beverages products have been a common household name in Nepal for decades. With ISO 9002 certification, providing the lead, our F&B products have crossed the borders to become a favourite in South Asian cities.

The Group's progress over the last sixty-seven years has been a trial-blazer on the Nepalese horizon. In a land-locked, developing third world nation, this spells nothing short of very hard-earned success. Since its inception, Chaudhary Group has contributed to the upliftment of the nation's economy, equalizing the infrastructure and entrepreneurial capability of Nepal with other developing nations. As Nepal's investment potential progressively draws the attention of leading multinationals, Chaudhary Group continues to lead, harnessing global partnerships in core sectors and offering cost-effective procurement affiliation to corporate worldwide. The company offers its products and services through dealers, distributors, retailers, and suppliers. The group runs 136 companies under 15 different business verticals across all five continents. (About Us: CG, 2012).

Business Verticals

Food

Financial Services

Hotels & Resorts

Education

Cement

Electronics items

EPC

Infra

Realty

Brewery

Beverage

Telecom

Tobacco

Packaging

Biotech

CG Education:

A unit of Chaudhary Group, Nepal's first multinational company envisions being the best in educational sector in Nepal. Since its establishment, it has nine institutions under its umbrella - The Chandbagh School (SLC & CBSE curriculum), 'EL NINO' The Chandbagh Pre-School, Delhi Public School-Birgunj, Champion School (SLC), Champion Academy (+2 HSEB & A Level), Champion Kathmandu Higher Secondary School, and Champion College. Apart from our regular academic institutions, we also have a vocational training institute in Chaudhary Udyog Gram [CUG] (CG Education, 2012).



Figure 1 the Chandbagh School



Figure 2 Chandbagh preschool



**CAMPION PRE-SCHOOL
Lagankhel, Lalitpur**

Figure 3 Campion Preschool



CAMPION ACADEMY Lagankhel, Lalitpur

Figure 4 Campion Academy



Figure 5 Malvern House

Organizational Structure:

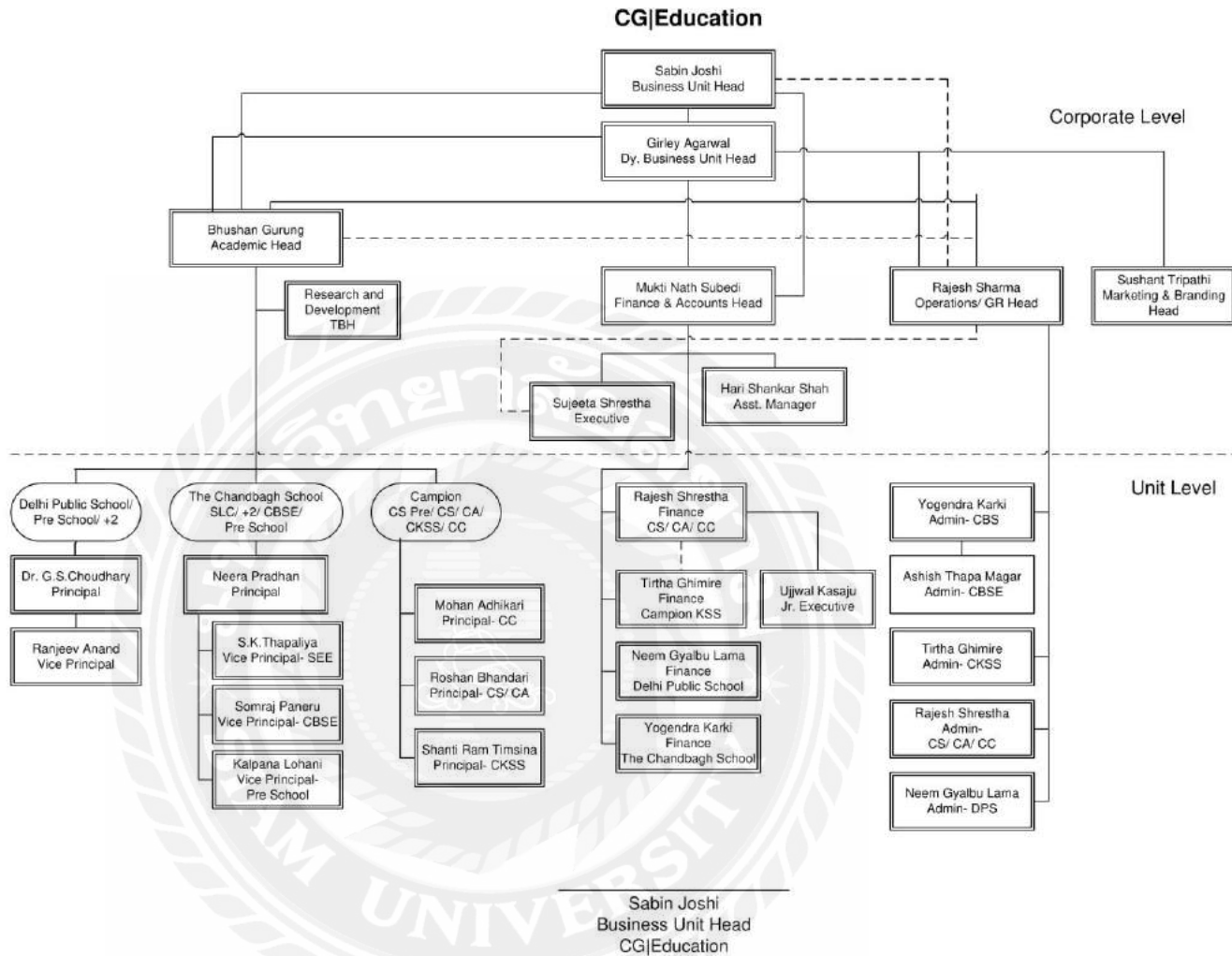


Figure 6 Organization structure

Organization structure is the flow of authority, roles and responsibility of the activity directed toward the achievement of common goal in an organization. As per the organization structure of CG education authority is directed from the head of business unit or CEO of CG education Mr. Sabin Joshi. Below **Figure 7** Shown my position in CG organization structure.

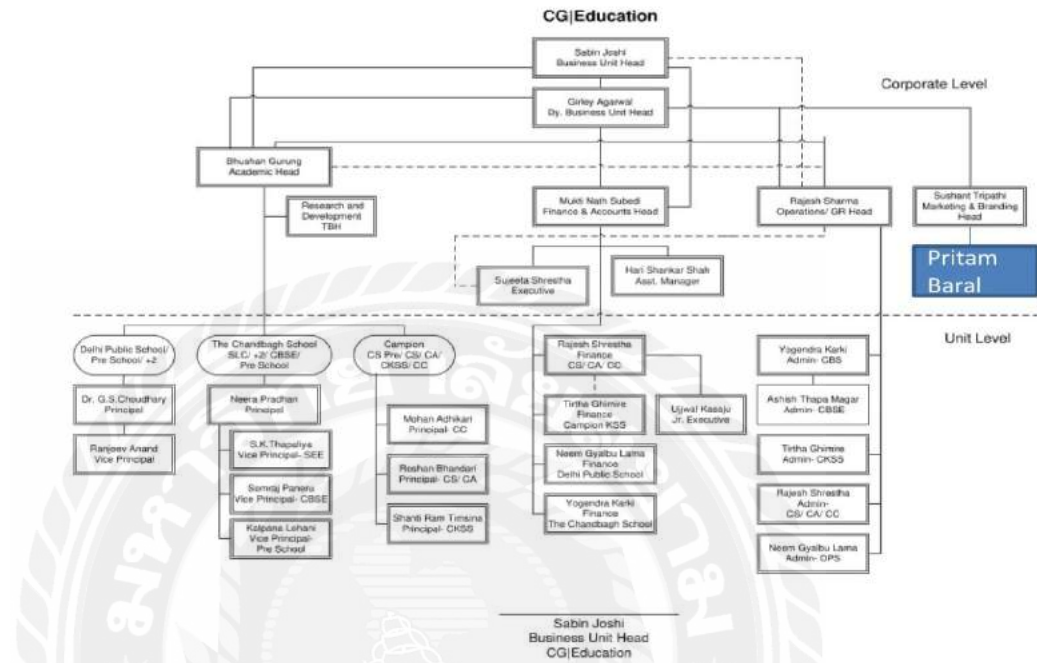


Figure 7 Organization chart

As shown in the **Figure 7** in my case there is no direct flow of responsibility from CEO of the business unit rather I get my roles and responsibility from Shushant Trapathi who is Marketing and Branding head as shown in the diagram above at the corporate level the blue highlighted box in the Figure above represent myself in organization structure. So any completion of task from me should be reported to my immediate supervisor Mr. Shushant Trapathi and he shall further report it to the CEO Mr. Sabin Joshi.

Objectives of the study

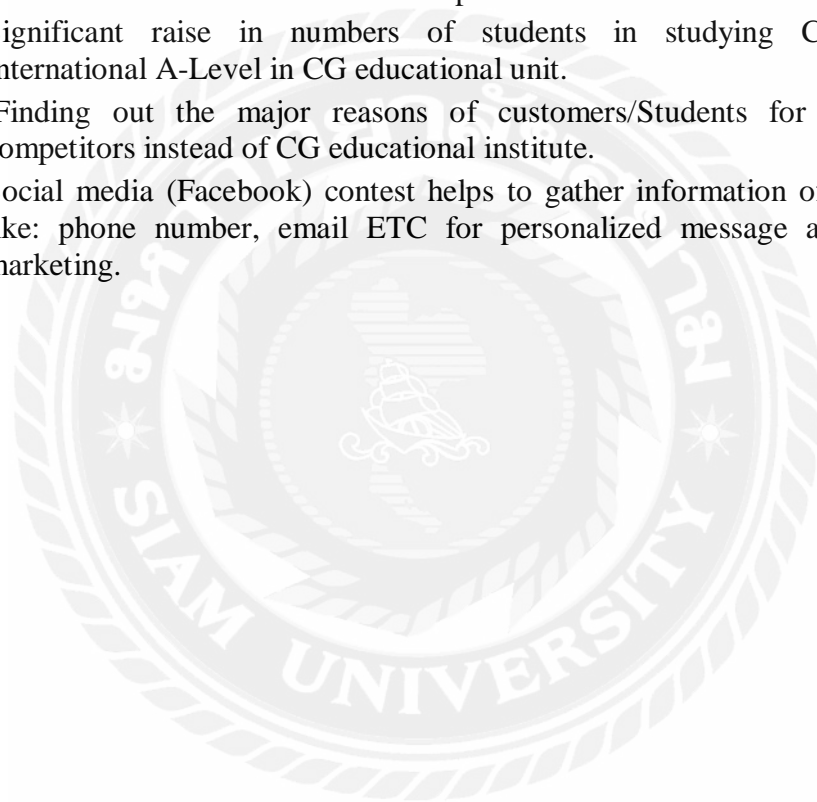
Along with my other friends who are doing internship with me, we were given the roles and responsibility to conduct a Market research (research analysis) and Social Media Marketing via Digital channel and field visit regarding the educational institute of CG as well as competitors.

Going in detail, the following are the main objectives of my internship at CG education:

- Observe and analysis the current market scenario of Educational institute in Nepal.
- Having an internal academic audit for all CG educational institutes.
- Conducting market research on competitors and customer (which is both the parents and students) to get valuable Insights like: selection criteria, fees structure and offerings.
- Counseling Students about the significance of Cambridge International A-Level study program. (In CG colleges)
- Collecting information from Students appearing secondary education examination (SEE) from social media by carrying out Facebook Contest for research and direct marketing purpose. (Contest name: Mr. and Miss face of facebook)
- Developing social media Campaign for all the units of CG educational institute via digital channel.
- Monitor and develop reports on competitor activity in social media spaces.
- Analyzing the feasibility of our foundation courses in Nepal and India Market offered by NCUK of London.

Expected outcomes

- To find out the market leaders in Educational institute of Nepal (Kathmandu).
- Finding out the major competitor of CG educational institute.
- Academic audit helped to find out the strength and weakness of a particular institute.
- Finding out the strengths and weaknesses of competitors.
- Conducting Market Research to better know the customers/students.
- Generate more brand awareness and promotion in social media.
- Significant raise in numbers of students in studying Cambridge International A-Level in CG educational unit.
- Finding out the major reasons of customers/Students for choosing competitors instead of CG educational institute.
- Social media (Facebook) contest helps to gather information of students like: phone number, email ETC for personalized message and direct marketing.



Limitation of the study

- Time Constraint.
- Study only supports for short period of time.
- Small sample size leads incomplete information.
- Difficult to track competitors due to dynamic market.



Literature reviews

Main Theory and concept used on my job description

1. Social Media Marketing:

Social media marketing refers to the process of gaining traffic or attention through social media sites. (searchengineland, 2018). Social media marketing involves the use of social networks and electronic word of mouth to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with Information about the likes and dislikes of consumers. This technique is crucial, as it provides the businesses with a "target audience". With social networks, information relevant to the user's likes is available to businesses; who then advertise accordingly. Activities such as uploading a picture of the classroom activities in my case on Face book (wikipedia, 2018).

Communication Theory of a Social Media Marketing Plan:

The theory behind communications is that it is a two-way activity, with a flow between two or more parties or people. Traditional mass communications moved away from this principle, however, and became largely a form of "pushing" material at the audience. Using channels, such as newspapers, television and radio, presented little opportunity for feedback from the audience. Social media has changed that, and interactivity is one of the defining characteristics of the platform. The communication theory of your social media marketing plan, therefore, is connection and engagement (Sandilands).

Making Connections

Social media must make connections. Sites such as Facebook were originally created purely to facilitate online networking between friends for the purposes of social activities. Since then, businesses have realized the value of making direct, personal connections with their existing and potential customers. This works particularly well in the business-to-consumer environment, where it enables companies to speak directly to their individual clients, obtain feedback, conduct consumer research and promote products to people who have elected to receive news through "liking" or following the company profile (Sandilands). In my internship making connection with students is important as to market them directly which help influencing their decision making process

Engagement

It is all about conversation. The theory behind communicating through social media is that it attempts to engage with the target audience and build authentic conversations. The medium makes it possible to amplify and spread positive messages from supporters and influencers. Companies can also openly address negative reports, to promote the responsiveness of their customer service and help individual consumers. Followers are able to engage with like-minded people, hold meaningful conversations and inspire one another to do things that matter to them (Sandilands). Likewise in my internship we have to engage students or any individual who like our social media page by doing several activities.

2. Market Research

Market research consists of systematically gathering data about people or companies – a market – and then analyzing it to better understand what that group of people needs. The results of market research, which are usually summarized in a report, are then used to help business owners make more informed decisions about the company's strategies, operations, and potential customer base (Shopify). Similarly in regard of my job description I was assigned to do market research where I had to gather data about students and educational institutions and submit to my supervisor so that decision can be made accordingly.

Both the types of market research were applied on my study which is Primary research and secondary research.

Primary research: Primary data is first-hand information you gather yourself, or with the help of a market research firm. So, the data collected with the help of Social media was primary data collection which was collected for the first time. This data collection included Observation, focus group and Surveys of the Students which is the target customers of CG education.

Secondary research: The goal of secondary research was to analyze the existing data which is also known as second hand data. As to get the data on the number of students appearing for Secondary education examination (SEE) I went on the government website and data were already available there. Also to examine the Tuition Fees structure of competitors I went to their website.

SWOT ANALYSIS of A-Level Nepal (CG unit)

Strength

1. Internationally recognized
2. Managed by Chaudhary group

3. One of the oldest License

Weakness

1. Last few years admissions very discouraging
2. The results are very discouraging
3. Common Calendar and premises with +2
4. The faculty Members are not trained and recognized in the A Level fraternity
5. No Nepal Top or World Top (Very big marketing tool in Nepal's context)
6. Common Operational and administrative team (Except for the coordinator)
7. No dedicated Counseling Team
8. Limited subjects have been offered.
9. Communication with the parents very weak

Opportunity

1. Number of students applying abroad is increasing every year
2. Easy to get scholarships and Admissions into good Universities after A Levels
3. No new affiliations will be given to A Level Colleges
4. The number of A Level students is increasing every year

Threat

1. 30 A level colleges operating
2. Nearly 5 times expensive than +2
3. Results of other colleges
4. Promotional events by other Institutions
5. Other colleges establishing as a brand for A Levels
6. Very few trained and qualified A Level teachers in the market

Marketing Plan: Champion Academy A Levels - 2018

1) Objectives	To make a Marketing Strategy for GCE A Levels at Champion Academy
2) Our Service	We offer GCE A Levels.

3) Customers	Students who are willing to study abroad after A Levels or get International degree from Nepal.
4) Competitors	Others A levels colleges
5) Pricing	The Price Champion Academy offers are Competitive in the market.
6) Promotion	Different promotional activities will be done as per requirement.

Methodology (Internship Activities)

As an Intern, I worked on the CG Education as a research member. The research involved dealing with both primary and secondary data as well as qualitative research and quantitative research.

Primary Data: In order to gather data of the student's preference on selecting the colleges I simply observed their behavior that affects their decision process. I also conduct survey with the group of students of similar taste and preferences to understand their decision on choosing one college over another. Moreover I created the social media platform with Google Adword which was forwarded via Facebook hence all the above method used to collect data was first hand data and were collected for the first time.

Qualitative data collection: This type of data collection is used to gain an understanding of underlying reasons, opinions and motivation of choosing one thing over another. Some common methods include focus groups (group discussions) and participation/observations. In my research I used focus group and observations where my research sample size is typically small, and respondents are selected to fulfill a given quota.

Quantitative data collection: This type of data collection is used to quantify the problem by collecting numerical data. It usually uses data to formulate facts in research. Quantitative data collection methods include various forms of surveys – online surveys so in my research work I did a survey and digital platform was also used to rather the data from target group.

Secondary Data: Competitors profiles and brochure of existing institute collected during field visits, and data gathered from other existing websites has served me as a secondary source of information.

Roles and Responsibilities

Along with my other friends who are doing internship with me, we were given the roles and responsibility to conduct a Market research (research analysis) and Social Media Marketing via Digital channel and field visit regarding the educational institute of CG as well as competitors. Hence my roles and responsibility includes work such as:

1. Market research (Research analysis):

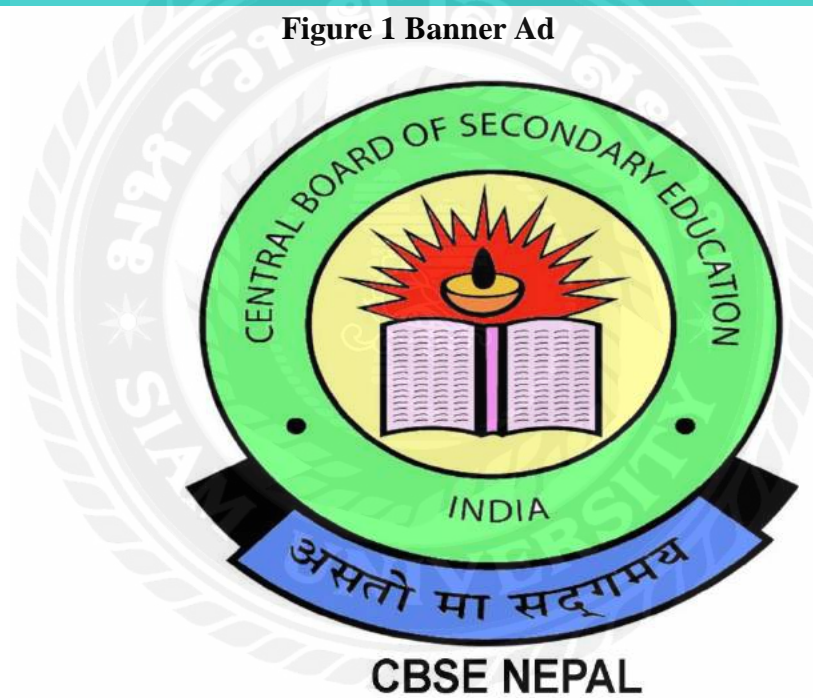
- Observe and analyze the education institute market in order to perform research.
- Formulating plans on how to carry out research and gather data to supervisor.
- Managing the research process and surveys by field visit and via digital media.
- Conducting qualitative or quantitative data collection, which may involve field, interview or focus group assessments.
- Designing research methods such as Primary data collection or secondary in order to achieve research goal effectively.
- Simplify findings by presentations to supervisor.
- Analyze our competitors and prepare presentation on their offerings to supervisor.
- Conduct feasibility of our foundation courses for Bachelor degree in Nepal and India Market offered by NCUK of London.

2. Social media marketing:

- Develop and manage digital marketing campaigns – we created the contest on Facebook named 'Mr. and Miss face of Facebook'.
- Oversee a social media strategy for all CG education units.
- Manage and maintain the Facebook page of all units that are in CG education institute Nepal.
- Advise and suggest online banner adverts, banner designer on how the content and picture should look like in each units/segments.
- Reply all the messages/quires on social media.
- Conducting various quiz to engage audiences on social media.
- Creating new social media page on Facebook for 'Cambridge international A-Level Nepal' .



Figure 1 Banner Ad



CBSE NEPAL

Figure 2 Banner for social media

3. Other roles:

- Counseling Students at the time of Admission about the significance of Cambridge International A-Level study program which build up my confidence to speak in mass group.

- I along with my fellow intern friends had the role of conducting Academic audit in three of the educational unit of CG to find out the strength and weakness of individual units.



Result and discussion

Contribution made during internship

I as an intern have played various parts in bringing result and helping my supervisor to achieve desired goals. Internships are very important for preparation for work so that later no uncertainty and fear that accompany when it is in the world of work (corporate world). I was responsible for working after market research (research analysis) and social media marketing.

- 1) I did a field visit in which I went to different colleges and schools to Observe and analyze the education institute market in order to perform research. I asked questions about their education fees, how qualified are the teachers, about entrance examination this helped my supervisor to formulate better plans and strategies in order to compete with competitors.
- 2) I helped my supervisor by creating and maintaining social media pages of all the CG education units this helped to handle parents/students and other people enquiry in short period of time.
- 3) Creative idea for designing banners, Ads for each educational unit.
- 4) I developed completely new social media campaign and manage them.
- 5) Counselling students to join CG education unit, in which I convinced three students to join.
- 6) Last but not the least I also contributed my time to work on other than my actual roles and responsibility, I performed academic audit in various CG education unit.

Learning process

Basically learning process is that thing in which we can learn after doing practical in our daily life routine. Without practical incident we can't say that we had learned whether it belongs to studies or working in an organization. For my work scenario my learning process can be explained in following:

- 1) Market research (Research analysis)
 - In market research I first indentified the problem in order to solve them hence; in this case problem was to collect the required data or information from other schools and colleges. The market research learning process was also defining project objective and to build the research questions.
 - Developing the research plan. Here I forecasted all the required input in order to perceive and develop an idea about what has to be done.

Brainstorming on whom to reach in order to collect required data/information.

- Conducting the actual research where I learned to review secondary data and to collect primary data. Data collection techniques are also important in learning process.
- Analyzing the data and report findings for adding and subtracting relevant and irrelevant information. Here I interpreted the result and submit my result and recommendations to my supervisor in my work I interpreted the areas like: college facilities, teachers' qualification subject combination and offerings and compare the result with our CG education units.
- Take action where the best alternative is selected and plan is carried out or output.
- Feedback is important where my supervisor criticizes and recommends my work effort for further improvement.

2) Social media marketing

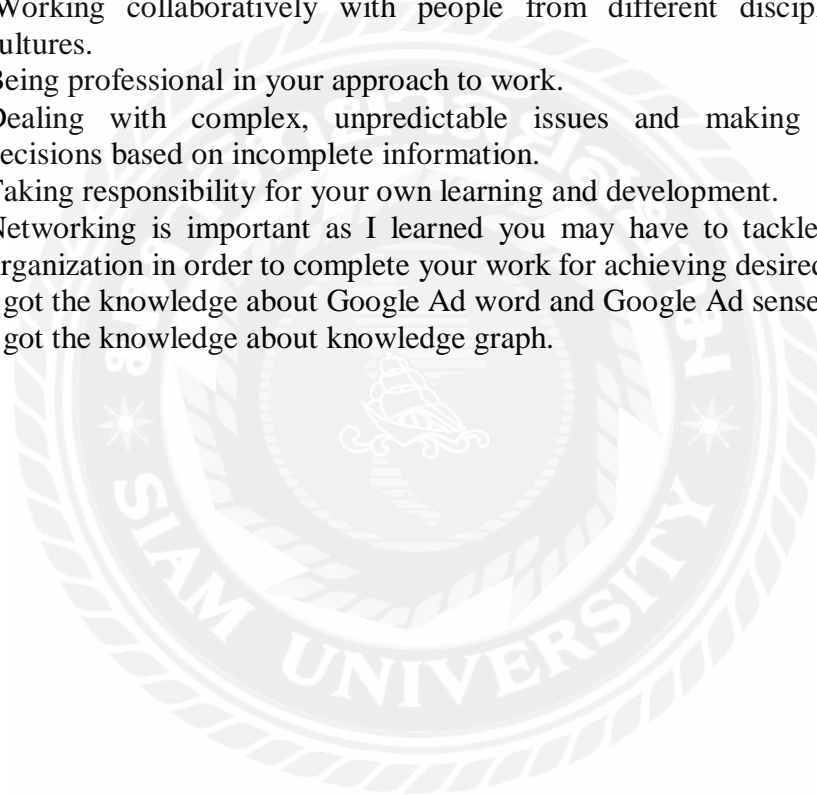
- Acquiring the knowledge of particular field in my case I was responsible to create social media camping so, in order to do that I first gathered knowledge on how other organization do their social media marketing.
- Observing the competitors advertisement and creating banners Ads which influences students to join CG education unit.
- Sometimes we even have to find someone who is doing better than us so that we learn from them.
- Discussing the plans and idea to my supervisor for approval or suggestions as supervisors have greater work and academic experiences than us.
- Taking action if you feel like you have learned enough to make your own campaign.
- Getting insight from facebook to post my content on suitable day and hour. Because social media is all about engaging your target people in order to get response.
- And lastly receiving feedback from supervisor about the work and your effort.

New knowledge

By conducting this work of research and social media marketing I believe I gained valuable new knowledge which I didn't have the chance to gain by theoretical study. It was real working environment so I tackle my challenges and

also solutions to solve them here I have listed some of the new knowledge that I acquire from my internship:

- I develop my confidence for speaking with mass people I learned how to handle queries and answer them best.
- I learned to develop real working environment habit for say: being in time is important in corporate world.
- I learned to manage the research projects.
- Exhibiting the capacity for critical thinking and analysis in case of questioning the customers and developing unique social campaign.
- Working collaboratively with people from different disciplines and cultures.
- Being professional in your approach to work.
- Dealing with complex, unpredictable issues and making informed decisions based on incomplete information.
- Taking responsibility for your own learning and development.
- Networking is important as I learned you may have to tackle different organization in order to complete your work for achieving desired goal.
- I got the knowledge about Google Ad word and Google Ad sense.
- I got the knowledge about knowledge graph.



Conclusion

Self assessment as future professional

Self assessment is the evaluation of oneself attitude behaviour and performance. All in all my internship was very fruitful and it gave me time to think of myself as future professional. The best way to know about how you did in your work is to ask your boss that will be easy and will get formal evaluation. But we can only know what's best for us or how we did in work by self assessment speaking of myself I was very punctual in my work as I only took 1 day of leave where we are allowed to take up to 4 days. While working there I believe I made a meaning contribution or an impact on the organization as some of my idea was very useful for my supervisor to carry out the work. Handling customer's queries can be complicated and meaningful at the same but I assisted my supervisor to handle questions of customers on our social media pages very effectively, I believe that I am a people's person. Whenever the problem arises I never failed myself to think outside the box for initiating the solution which I believe will be very helpful for me in coming future. I always look forward to meet new people with positive energy and my workplace was perfect place for that. I learn to develop relationship with almost everyone in my office which may come handy in near future for networking.

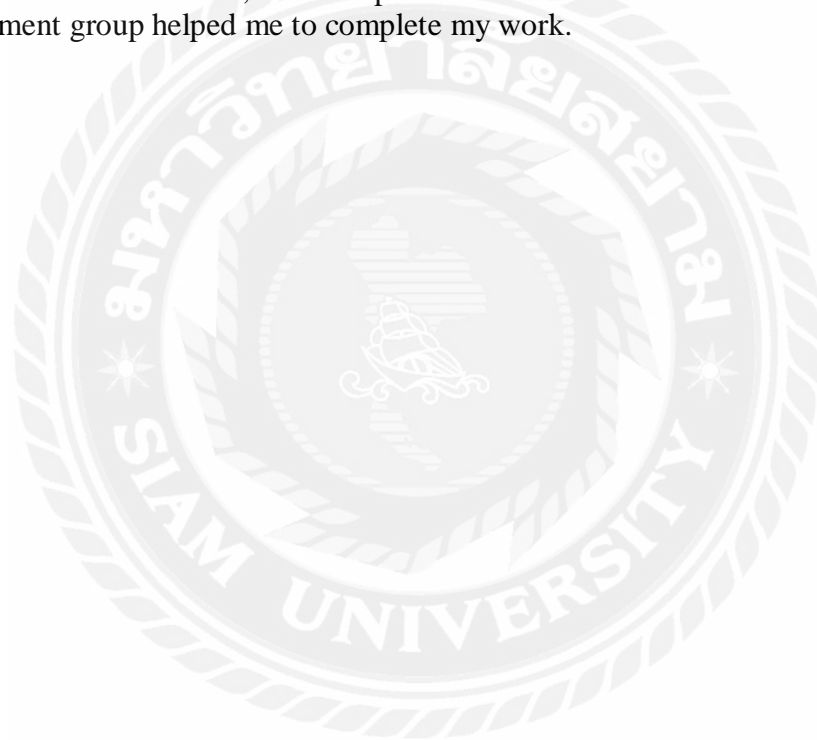
Comparison Practical Vs Theory

At my internship my job description was about Market research (research analysis) and Digital marketing. Both the topic was already taught in my university by my subject teacher. I studied market research subject at Kathmandu College of Management, Nepal and Digital Marketing at Siam University, Thailand. Theoretically both the topic on my job description was not new for me in fact I have secured good grades on both the subjects. All the principle, theories, techniques and steps were studied from the book.

Although, my theory knowledge on the both topic helped me as a guideline to carry out the work but it was a different thing working practically on a field. First and foremost we need an experience and courage to go outside on the market and work around the different people from different background, culture and tradition. Beside that Bookish knowledge is subjected to class room learning and that cannot be perfect and full. But Practical knowledge involves our own experience in the subject matter and that gives us in depth knowledge of the fact. For example in my work I had responsible for questioning students to collect data I was following the set of guidelines that makes good questioner which was to ask filler questions (unstructured) and only start with actual question (structure) but

some of my respondent were very straight forward that they just want to answer actual question of work rather than enjoying filler question and vice-versa. In such case my theory knowledge was of lesser use and I myself have to make up the question without following the guidelines I studied in a book. I think it is practical knowledge which holds greater importance than theoretical knowledge. Whatever we may study, if we can't apply it to real life situations, it is of no use.

Having said that I also believe both practical and theory knowledge is important to each other because in my digital marketing work the theories that I learned from classroom was so important to complete my work on practical level. For example I learned about how to create digital content for different groups of customers the entire colour, text and picture or video that should be different for each segment group helped me to complete my work.



Reference

- About Us: CG.* (2012). Retrieved April 19, 2018, from CG website:
<http://www.chaudharygroup.com/index.php/about-us.html>
- CG Education.* (2012). Retrieved April 17, 2018, from
<https://www.chaudharygroup.com/index.php/our-company/education.html>
- Sandilands, T. (n.d.). *yourbusiness*. Retrieved April 2018, from
<https://yourbusiness.azcentral.com/communication-theory-social-media-marketing-plan-4831.html#>
- searchengineland.* (2018). Retrieved 2018, from
<https://searchengineland.com/guide/what-is-social-media-marketing>
- Shopify.* (n.d.). Retrieved April 2018, from
<https://www.shopify.com/encyclopedia/market-research>
- wikipedia.* (2018, April 14). Retrieved 2018, from
https://en.wikipedia.org/wiki/Marketing_techniques

Appendices



Figure 1 Work Space

This section is where I work. The space was comfortable having access to the internet. Room at the left hand side is where our CG education CEO works.



Figure 2 Working space

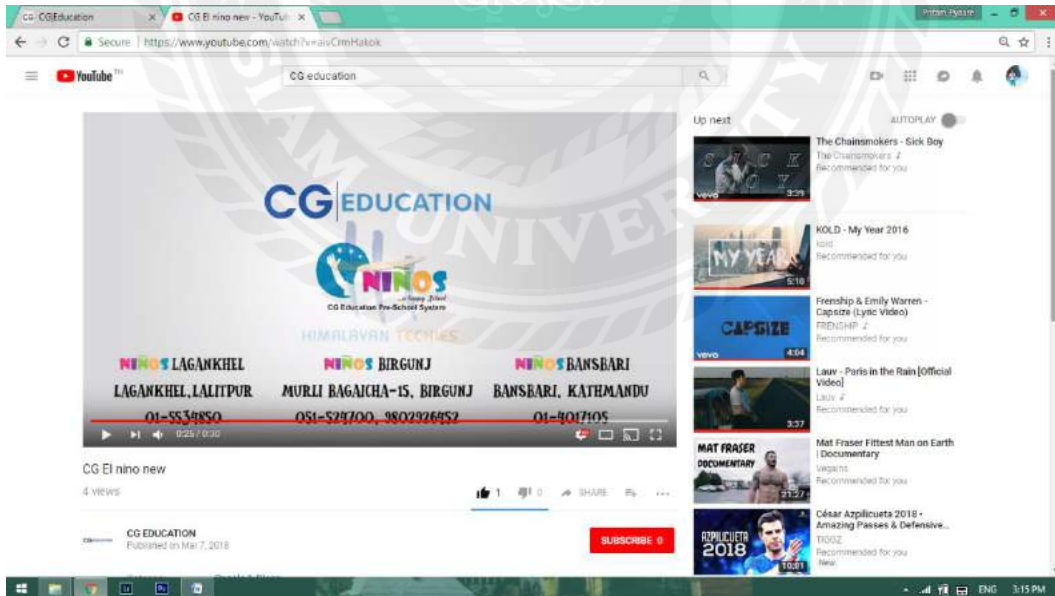


Figure 3 YouTube Ad



Figure 4CEO and Supervisor



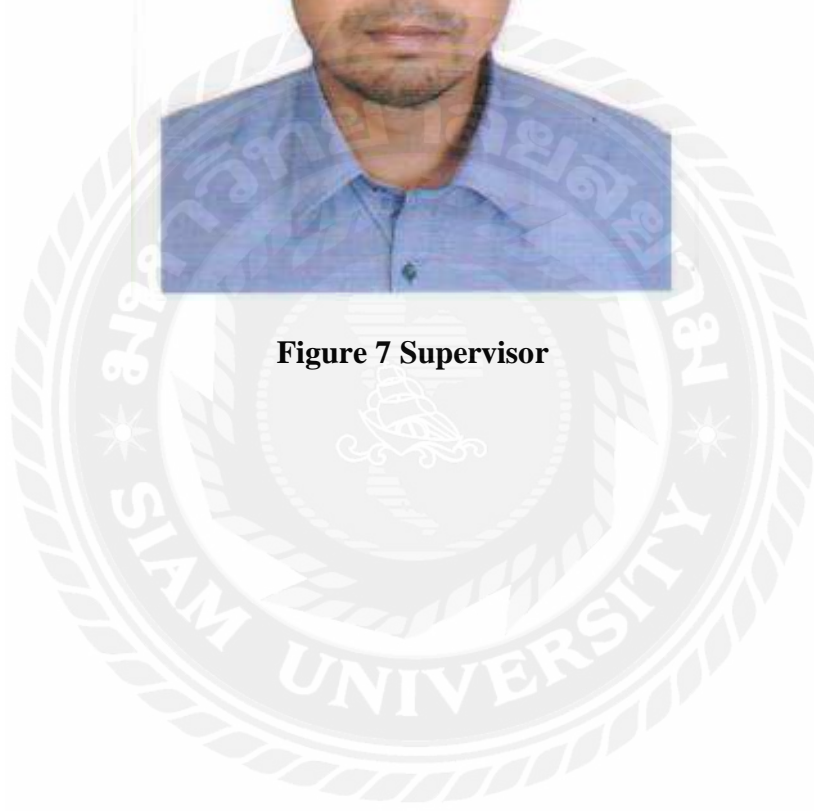
Figure 5 Facebook Page



Figure 6 Facebook Page CBSE Nepal



Figure 7 Supervisor



Bibliography



Figure 1 Bibliography: My photo

Name-Surname: Pritam Baral

Student ID: 5708040005

Email: Pritam2018@kcm.edu.np

Department: Marketing & Branding

Faculty: BBA – Marketing

Address: Bhaktapur, Nepal

Special interests: Digital Marketing, Photography, Advertising, Football