



**Cooperative Education Report**  
**“Study on Product Promotion through Digital Marketing”**

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

Title: Study on Product Promotion through Digital Marketing"

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**Degree** : Bachelor of

**Major** : Marketing

**Faculty** : Business Administration

**Semester / Academic year** : 1/2018

### **Abstract**

This internship is conducted at Newgen Inter Trading Co. Ltd, which is a trading company that promote and sale Spa and Beauty Care. Main objective of this study is to develop marketing skills to adapt with the online facilities in Thailand. To gain knowledge on how we can manage and maintain the business online and to analyze the statistic on how we can make our e-sites more visible on the market. Digital marketing tools and method have been the backbone for the analysis. However, since Newgen are planning to expand the business internationally through the ecommerce site, same tactic and tools may not be appropriate. So, research on each different site should be done in order to work with them as per their preferences. The results found almost all ecommerce site operates in same way only difference we need to consider are target market, prices as per national currency and delivery method.

*msj fike*

**Keywords:** *Digital/ Marketing/ Ecommerce/ Online/ Visibility*

## **Acknowledgement**

I would like to express my sincere gratitude to SIAM University for giving me the opportunity to do the internship in Thailand. I would also like to thank all the faculties behind this program who have help me; guide me throughout the program. This experience has help me gain practical knowledge on the Thai market which couldn't have been possible if I was studying at Nepal only.

Secondly, I would also like to thank Newgen Inter Trading Co. Ltd. for providing me the opportunity to do internship at their workplace. Thankyou to all their team for making me part of their work. This project has been successfully completed with satisfaction and memorable experiences.

Pratap Bajracharya



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## **Chapter 1: Introduction**

### **1.1 Company Profile**

Newgen Inter Trading Co. Ltd. was established in April 2013. Its main office is in Silom, Bangkok (Thailand). They are under two spa and beauty brands namely HANAE and KLASS. The main purpose of the company is to introduce premium products with high quality to consumers worldwide. Their products are support by the FTI, SME Bank, and the OSMEP. They are expert in Spa and Beauty products. Their products are easily available:

- a) Spa Shops
- b) Wholesalers
- c) Beauty Salons
- d) Pharmaceutical Stores
- e) Nail Stores
- f) Shopping Mall
- g) Hotels
- h) Natural Product Shops
- i) Tourist Attraction Places
- j) T.V. Shopping
- k) Online Shopping
- l) Direct Sales and MLM

Further all these products are cruelty-free (no animal testing). They are also planning to exports these products worldwide and are welcoming new distributors as well. Products under Newgen are:

#### **HANAE**

HANAE sells herbal massage pillows and balls for body and face. They are qualified as medical advice which certified by the division of Medical Device Control, Food and Drug Administration. Herbal products of HANAE:

- a) Back Pillow
- b) Knee Comfort
- c) Neck Pillow
- d) Shoulder Pillow
- e) Eye Pillow
- f) Multi-purpose Pillow
- g) Body Compress
- h) Face Compress

HANAE products are ideal for:

- a) Muscular pain and spasms
- b) Migraine symptoms
- c) Bruises and swelling wounds
- d) Poor flow of blood circulation



- e) Women who suffer from menstruation
- f) Stress reduction
- g) Insomnia
- h) Elders who suffer from muscular discomforts
- i) Home and office use

## KLASS

KLASS are more into premium beauty care products. Mostly its product ranges from all sort of skin and hair care products. They are:

- a) Shower Gel
- b) Shampoo
- c) Organic Anti-Hair Loss
- d) Massage Balm
- e) Hair Mask
- f) Cucumber Serum
- g) Silky Hair Serum
- h) All-in-one Mineral Cleansing Water
- i) Perfume



Figure 1: Hanae and Klass

## 1.2 Organizational Structure

Newgen holds a small number of team that is responsible for carrying out the overall work of the company. It isn't big neither it is complex. As a result, it is easy to communicate and share information with each other.

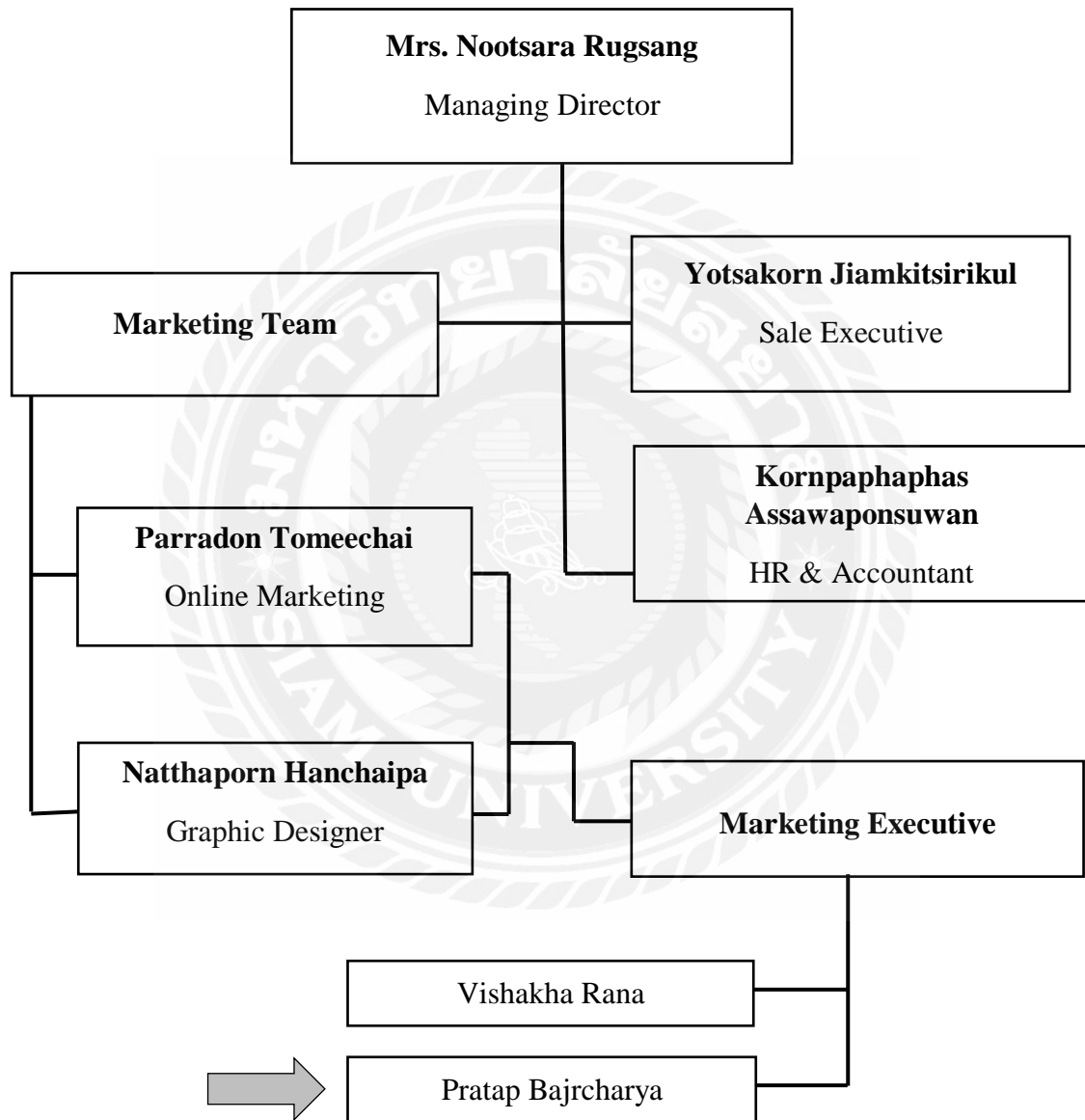


Table 1: Organizational Structure

### **1.3 Statement of the report**

This report combines the study of how digital marketing is changing the business scenario and how we can maintain & manage our online sites to best suits our audience. Now a day it is important because it aligns with the purchasing decisions of the customer. More number of consumer are into social media. Mobile internet is increasing in a rapid pace that it is providing a basic tool for most of the consumer to do things online.

For consumer it has led to wide range of option to choose from but for seller/supplier it has built up tons of competition from small to big company as well as from national to international brand. As a result, online marketing has help us get easy access to the market and consumer but this market has become so huge that the without proper management and promotion we are total lost with no visibility to consumer. So, this report focuses on how we can create, maintain and manage our online site & our social media to make our visibility seen clearly to our target consumer.

### **1.4 Problems of the study**

Biggest problem face by company during its presence in online market is competitors. There are numerous company providing same type of product to the customer. This has led the market to be vast and has given the customer the option to choose from wide range of competitors.

As a result, without proper promotional tools and tactic, our product will be lost. It will be hard to reach to our target market because either they would not know our product even exist or they are not able to find it. So, second biggest problem is lack of visibility in ecommerce site.

### **1.4 Objective of the study**

The main objectives of the study are:

- a) To develop marketing skills to adapt with the online facilities in Thailand.
- b) To gain knowledge on how we can manage and maintain the business online.
- c) To analyze the statistic on how we can make our e-sites more visible on the market.

The specific objectives of the study are:

- a) To learn about the work culture.
- b) To gain knowledge on the Thai market.
- c) To study on the strength and weaknesses of the business with its future opportunities and threat.

- d) To learn about online marketing site here at Thailand
- e) To learn how to register and promote our product through this site.
- f) And, to deliver my effort and time for the betterment of the company.

### **1.5 Expected Outcomes**

Digital marketing is shaping up our business profile. First thing what consumer going to see about our business now days is our online site whether it is social media, online store or our websites. So, to make our impression we need to make sure our e-site is attractive, visible and easily accessible to our consumer. Thus, from the study I am expecting following outcomes:

- a) To build up a knowledge to create a sound online market for the business with strong visibility.
- b) To gain tips and tricks to promote our e-sites.
- c) To maintain and manage this ecommerce site as user friendly to the consumer.
- d) To gain knowledge on how we can optimize our search engine for our business so that our customer can track us easily.

### **1.6 Limitation of the study**

During the internship I have confronted some of the issues. These issues created a blockage to conduct my research properly. As a result, this created a gap between some information which lead to lack of focus on certain topic. These limitations were:

- a) Lack of time
- b) Language barriers created a gap between communication with the team.
- c) Confidential data such as sales report which could have been helpful for the studies as well

## **Chapter 2: Literature Review**

### **Related theories or concepts**

#### **Strategic digital marketing**

Digital marketing in a simpler term refers to product marketing via different forms of electronic media. In today's market this media is crucial because it helps monitor things like how much other have viewed our product online, how often and for how long. This also enable us to set our contents as per the preference.

Digital media is so pervasive that consumers have access to information any time and any place they want it. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences (SAS, 2015).

#### **Digital CRM**

Digital customer relationship management is the use of internet communication channels and technologies to enhance customer relationship management (CRM) and customer experience management (CEM) initiatives (Rouse, 2013).

Digital marketing not only help provide organization with market preferences and habit, but also help make personalization and auto-messaging easier. Its mostly related to internet things, where in some cases computer itself can send and receive data that can be embedded in daily objects.

#### **Pricing Management**

Pricing products and services online has been one of the most crucial as well as complex decision for most businesses. This pricing strategy also play vital role in positioning our product in online market. Implementing it effectively requires both a test and learn mentality for how we would like our brand and our products to be perceived. In such marketplace, these prices can captivate the consumer interest upon our product. It will guide them whether they will like to stay or exit. Whether we are B2B or B2C online store, pricing strategy is an effective driver. When it comes to pricing whether it is in digital market or not, we need to consider following things:

1. Cheaper price doesn't always win
2. Our unique selling point (USP)

3. Offering Incentives to motivate customer to make the purchase
4. Diversify – market demand/fashion
5. Testing our online pricing strategy
6. Manufacturer Suggested Retail Price (MSRP)
7. Bundling
8. Discount Pricing
9. Loss-leading Pricing – Selling below market value
10. Psychological Pricing – Ex. Using \$8.99 instead of \$9.00
11. Pricing Segmentation
  - a. Geographical Location
  - b. Based on value perceived and customer segments
  - c. Discount for bulky ordering
12. Premium Pricing

### **Content marketing**

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action (Steimle, 2014).

In short, in terms of digital marketing, it is device used by business companies to inform, aware or entertain prospect customers by creating attention grabbing attractive contents that results in increment in sales and promotion. And when it comes to content, it must suit the customer buying decision. And there are four buying cycle which we need to consider in content marketing. They are:

#### **1. Awareness**

Customer have their own needs but not exact idea on where to look for the solution. As a result, content help to aware them about our products and services.

#### **2. Research**

Customer are now smarter because of digital tools. Once customer finds their solution they will research to educate themselves which one is best suits for their needs.

#### **3. Consideration**

Consideration part are done once they are satisfied with their comparison. At the point customer will start comparing our product with various vendors to make sure that we are providing them a high-quality product a reasonable price.

#### **4. Buy**

Lastly, customer makes the decision and take on the purchase.

## Website Marketing

In simpler term, collection of web pages is known as website. These pages are accessible through the internet only. When someone provide us with the web address then it will link to their website. This can contain any type of information from text, color, graphic, animation, sound or mix.

In an era of digital world, a website has become the necessity for a business either it is big or small. Business without a website will probably lose out number of profitable opportunities from the market. Website itself can accomplish various marketing strategies to help business develop because it covers wide area reach than any other advertising and its comparably much cheaper as well.

By building a website, you are giving your business the opportunity to tell consumers why they should trust you and the testimonials and facts to back up those opportunities (Solutionsresource, 2018).

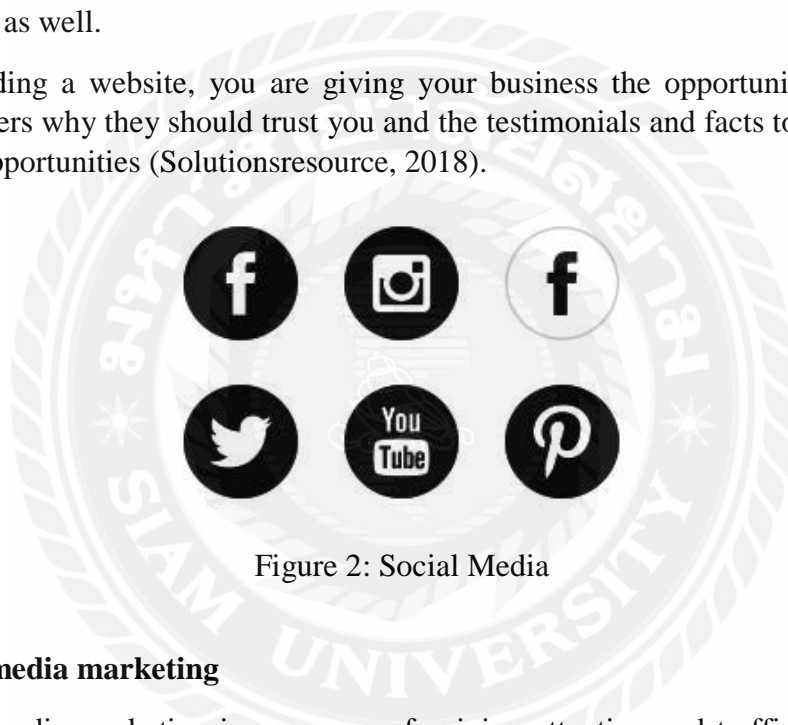


Figure 2: Social Media

## Social media marketing

Social media marketing is a process of gaining attention and traffic through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities (Searchengine, 2018).

Why its importance?

- a) Posts on social media can drive huge number of traffic.
- b) For boosting our business sites, social media is the best option available.
- c) Social media is the best source for relationship building.
- d) User are much more open minded to our message.
- e) For targeting and retargeting social media ads play vital role.
- f) Social media is one of the best news portal to notify any ongoing events or media coverage to keep us updated with the market.

## **Review on Related Theories**

Digital marketing is all about promoting one's profile or business in an electronic world where to let other see the profile they must have access to that similar zone. As increase in popularity in internet this world is also growing day by day. One of the main reason why people are adapting into it is because it has given us the power to get quick access to world information wherever and whenever we want. This is why E-marketing is also growing because first thing when consumer is in need of something they look into for online option.

Newgen Inter Trading been in a market for almost 5 years has just started to take upon the E-marketing world. From past year they have been encouraging themselves to position themselves in the online market. With the rapid growing trends of internet in Thailand has help them gain easy access to the contact with the market. When it comes to their products, it is made up of 100% Thai herb. So, they are trying to position themselves as a premium spa and beauty brand in the market that not only focuses on the quality but also try to eliminate chemical use. Their prices are comparatively higher then its competitors but that's where they are trying to set up their USP by trying to focus on making their brand premium.

When its come to digital marketing, they are focusing on couple of Thailand tops online markets such as Lazada, Shopee, etc. with others social medias. Thailand people are beauty conscious so its hasn't been that difficult to target the market. Alongside they are also focusing on social media platform such as Facebook, Instagram and Pinterest. In here Line has been the most common use messaging app. So, it is kind of important to have business in Line application. The target age group for their product is mostly 25-30 years. So, they are trying to tackle that group of consumers via online medias. But the competitors for them has always been the major problem. Competitors not only from national market but from international as well. Being in the E-marketing has do help them get quick access to the consumer but at the same time for consumer it has help them gain access to worldwide market. As a result, it has been quite a challenge to get the proper visibility among consumer.

As a result, they are planning to expand their business to international market and what could be the best medium other then e-marketing. They are trying to focus on various online marketing that focuses on particular countries.

Thus, these sites have help them build a network with the outer world. But without proper management and investment one cannot get proper visibility in the market. To keep our product at top of search engine it is necessary to maintain proper product portfolio while uploading. Time is key in e-marketing with the 24/7 active participation because quicker you respond to customer lesser the chance of them getting shift to other brands.



### Chapter 3: Methodology

While conducting internship work at Newgen Inter Trading Co. Ltd., I was assigned many roles and responsibility which carries use of both primary source and secondary source of data.

#### Primary Sources

- a) Meeting with clients
- b) Discussion with different digital marketing advisor
- c) Day to day meet up with work executives
- d) Meeting with the managers and supervisor

#### Secondary source

- a) Company websites
- b) Product leaflet
- c) Work sites
- d) Online reviews

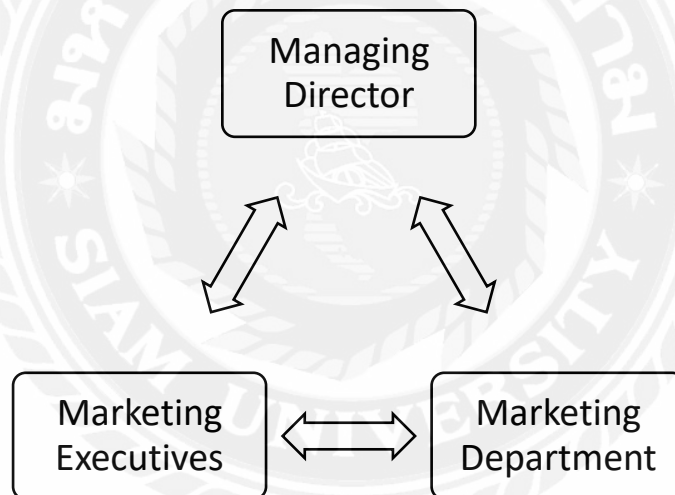


Figure 3 Flow of Information

#### 3.1 Roles and Responsibility assigned by company

Mostly during my internship period, I was assigned to do work under company digital marketing platform. Under the supervision of our company managing director - Mrs. Nootsara Rugsanga and Online marketing supervisor - Parradon Tomeechai, my responsibilities were:

- a) Product placement at following online market:

##### **Lazada**

Lazada is an e-commerce site most popular among Southeast Asian countries. It is owned by Alibaba group and operated in sites like

Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. Being part of Newgen, Lazada gave us the easy access to southeast Asian market online.

### **Shopee**

Shopee is another leading ecommerce site in Southeast Asia as well as in Taiwan. Shopee also provided us the good market for our product sales and promotion not only in Thailand but other southeast countries as well.

### **Thaitrade**

Thaitrade is mostly for B2B purpose. It is mostly under Thai department. The main purpose of this site is to enhance trade opportunity to Thai exporters to pool under e-marketplace. For our company it was a good network hub to build up our contacts and relationship.

### **Gosoko**

Gosoko is an African e-market site. It is a user-friendly ecommerce site for both buyers and sellers. It carries wide range of product under its website. With Newgen aim of spreading its product reach worldwide, we came upon Gosoko to make our visibility among Africa's prospect customer. Main countries Gosoko focuses on are:

- I. Ivory Coast
- II. Cameroon
- III. Benin
- IV. Togo
- V. Kenya

### **Aec Connect**

AEC Connect mostly work as a transnational communication network among several cooperation. It binds the ASEAN Economic Community in order to strengthen the interaction between South East Asian countries. Newgen take upon this site as a good media for promoting the business among the other cooperation.

#### **b) Product content writing for social media platforms:**

- I. Facebook
- II. Instagram
- III. Pinterest

#### **c) Advertising poster for social media promotional post.**

#### **d) Regular checkup and updates on this e-platform**

#### **e) Sticker design for Line application**

#### **f) Product Photography**

#### **g) Product Videos Making**

#### **h) Market Visit**

### **3.2 Project details for special assignment**

#### **1. Pinterest**

I have been working solely on Newgen Pinterest account. I was given a role to create a Pinterest account for the company brands. It has been just 2 months that Newgen started to share their pins. As per my responsibility, I keep sure that I regular update our pin and viewer. With various collaboration with similar pin holder I was able to gain viewer to our account. Still the page is in growing stage slowly transforming it into a hub to attract prospect buyer.

#### **2. Product content writing and poster**

The content I created are mostly for the social media promotional campaign. Mainly for Facebook, Instagram and Pinterest. This content is mostly written in a user-friendly manner to the consumer or the viewers. Mostly this content describes the products use and its benefit. These posters are mainly for the social media post, to promote our product and our brand on a regular basis. The posters I made show the features of the product with the aim of attracting consumers.

#### **3. Product videos**

Video are based on particular products. I took some time creating a short video for each of the product. Video simply just provide a basic information about the product; its use and its benefits. These videos are made of random pictures related to the product with simple background narration. Videos are not more then 2-3 minutes long. These videos are then uploaded to online site such as YouTube and Youku (China).

#### **4. Product Photography**

For me this was one of my favorite task assigned to me. Newgen gave me the responsibilities to take upon their product shoot. They provided me with one small studio where I can work and take the products photos. My main task was to take raw photo of all our products, both single and group. Then to retouch this photo in order to make it ready to use for company various purposes like for social media pamphlet, product catalog and for e-site uploading.

#### **5. Line Sticker**

This was another task which was assigned to me where my responsibility was to hand draw various sticker concept of our product for LINE app use. My task was to create different character base on product target market. This were only just conceptualized hand drawn character artwork.

## **Chapter Four: Results and Findings**

### **4.1 Contributions made during the internship**

Newgen Inter Trading gave me the opportunity to work with them. Along this period, they assigned me various work under their supervision which help me gain crucial knowledge and experience on the field. But being part of their team, even being an internee it's my duty to contribute something for the company as well. Hopefully the contribution I made during this period has been beneficial to them at some extent.

Below are some of the contribution which I made during the internship at Newgen.

#### **1. Online Registration**

Our company was planning to grow its product with the aim of reaching to other countries beyond Thailand through ecommerce site. As per the plan we were planning to cover Southeast Asian countries through some of the well-known e-site like Lazada and Shopee, some African countries through Gosoko and to grow through B2B; Thaitrade and AEC Connect.

So, after a week of research I was able to contact this e-site via mail and social sites. They guided us through the registration process and by the end of the month we were able to register our company and showcase our product in their website. This enable us to create a market for our product beyond national boundaries.

The registration process was not so hard. For most of the sites the process was similar.

- a) Firstly, we had to go to their official site where there will be a division for seller account.
- b) After going into the seller division, we can easily sign up for the seller account.
- c) Here, we have to give all the information with the certified business certificates.
- d) After the submission, it may take up to 48 hours to get the approval.
- e) Lastly once we are approved, then we can start listing our products.

#### **2. E-site Product Placement**

After the registration process was completed, I was given a task to place every product of our company in each e-site. For this I collected all the product information needed in order to upload our product. Under the supervision of our marketing team, I drafted the individual product information to go along the e-

site requirement and week or so we had all our product showcasing at different e-sites.

Product placement will help potential buyer see and check our products. If interested then they can prefer to purchase. So, attractiveness of our product display in the ecommerce site is key. Major things we need to consider are product name and brand and if we are selling outside the national boundaries then we need to consider currency and delivery process as well.

### **3. Market Visit**

Market visit helped us to look closely upon how our product were doing at the real market. This help us to find the information needed to conduct the competitive analysis. Looking at the findings from market visit we were able to know how our product is doing alongside with its competitors. In detail, we went to several mall and stores location to conduct a comparative research. We were mostly researching on the product packaging, price, benefits and customer preference.

Market we mostly visited were Lotte duty free, Asiatique and Chatuchak. We mostly targeted this place because this were the most visited area in the Bangkok. We personally visited each shop with our product display on and enquire about how the retailers were marketing our products. This gave us the information about how they and other perceive our products in compare to other competitors.

### **4. Social Media Content and Posters**

Social media content and posters were very important for the digital promotional campaign. With this we were able to grow our brand awareness, increase our traffic and promote our products and services. Analytic on our post gave us the data on how our product is doing online and whether our customers are liking it or not.

During my studies at Kathmandu College of Management (KCM), we used to have various college events and competitions. So, while working with some of these events I gained some knowledge on how to create a proper social content and posters. This knowledge helped me to create a quality content and poster for Newgen as well.

Poster and contents were mostly focus on product characteristic and benefits.

### **5. Pinterest Handling and Growth**

Pinterest is one of the top growing social medias. But here in Thai business market not much are into it. Not much were familiar with how Pinterest works. So, at Newgen, we were into Facebook and Instagram but not into the Pinterest

so I was assigned to create one Pinterest account for the company and promote our product through it.

After creating account, my job was to post and update the account regularly. At the same time increase our Pinterest follower's. For that I collaborated with other pinners, work together with them and started gaining some follower. Now after 2 months of updating monthly viewers have reach to 2000 but since most of the viewer are from western countries due to low growth of Pinterest here at Thailand. So, before conducting any sales Newgen are firstly trying to plan their market channel to those countries.

As mention above, when working with Pinterest we got the opportunity to collaborate with different company internationally. This help us find the market information from other countries. Some company were working on a similar field like us so looking at their account, their advertising techniques and the viewers review we were able to find some useful sight on customer preference on other countries for spa and beauty care products.

## **6. Product Shoot and Product Videos**

Recently I was assigned to take the product photography for Newgen. Base on my free concept I was provided with the props and studio where I can take the shoot. I had some past experience with the photography which help me take the shoot. For few days I study on various camera setting and setup, optimum for the perfect product shoot. After the shoot, I retouch some of the photo with help of Lightroom software that help the picture to be clearer to work on for our graphic designer for various purposes.

Likewise, during the month of march, our manager went to Sri Lanka and Hongkong for the product exhibition where we showcase our product live. For that I created some small narrative video so that it could be displayed during the session in order to aware prospect customer about our product.

These shoots were very important for us because when we are marketing digitally on various social media and ecommerce site first thing what customer see in our site is our product displayed pictures. We found out that picture we display on our e-site give the customer half of the information. If pictures are good then it will attract potential buyer. Above all we found that good picture quality is must because usually customer zoom in to picture to finds more about the brand.

#### 4.2 Details of related learning process and new knowledge I have received

Internship at Newgen Inter Trading was a big opportunity for me because it was my first time working outside my home country. So, every day here at the work was like a new experience for me. My supervisor didn't hesitate to give any assignment, as a result at some point workload was little higher but know I realized how much I have learned and experience form the company. So, to mention here are some of my learning and new knowledge I have received:

- a) In-depth knowledge on digital marketing
- b) Knowledge on different international ecommerce site in the market
  - a. Gosoko - Africa
  - b. Aec Connect – Thailand B2B
  - c. Lazada - Thailand
  - d. Shopjj - Singapore
- c) How to register and place product into the ecommerce sites.
- d) Competitive analysis through the market visit
- e) Company SWOT on their Anti-hair loss product.
- f) New work environment and Thai culture
- g) Handling work pressure through various deadline works
- h) Website designing with the help of marketing team
- i) Product photography tip and tricks, adjusting right setup techniques for the clear product shoot
- j) Dealing with international clients via mail or social media
- k) Creating quality content for the promotional campaign such as Facebook, Instagram and Pinterest
- l) Short narrative videos for individual products

<b>Strengths</b> <ul style="list-style-type: none"><li>a) High product quality</li><li>b) 100% herbal ingredients</li><li>c) Value based pricing – good value pricing</li></ul>	<b>Weakness</b> <ul style="list-style-type: none"><li>a) Lack of Brand Awareness compare to competitors</li><li>b) High productivity cost</li><li>c) Lack of customer involvement to spread word of mouth</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>a) Trend of using Healthy/ Chemical free products (organic)</li><li>b) Aging society are trends to face hair loss problems</li><li>c) Travelers</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>a) High number of direct and indirect competitions</li><li>b) High number of substitute products</li></ul>

Table 2: SWOT analysis on Organic Anti Hair Loss

## **Chapter Five: Conclusions and Discussions**

### **5.1 Self-assessment**

Internship for me is an opportunity to test my career without making any serious commitments. It provides me with the experiences, lessons and the tools I need to shape up my future. It gives me the feel of work without been thrown into the deep end at once. As a result, it has help me to grow and learn before fully entering into the real working scenario.

#### **Testing my skills**

One of the most important things I gained from this internship was newfound knowledge. This include knowing myself the desired career I want to choose in the future so that I can shape my skill according to that.

#### **Professional communication**

Working outside my home country where I didn't even know the language was difficult for me for the first time. But later on, I got used to it and found out that it is the best way to learn how to navigate beyond my usual working environment.

#### **Taking constructive criticism well**

We need to understand that criticism is not personal and it for our own betterment and growth which will help us improve the quality of our work.

#### **Independence**

Your internship will teach you to make my own decisions and do things on your own. Being able to work independently with little guidance is very important in the working world (SB\_Prime, 2017).

#### **We are important than we think**

But here at Newgen, I felt that intern life can be tough and important. We will have short time to give a good impression to the company. But it is the great opportunity to gain experience, make friends and learn.

So, one self-assessment I made is that work hard and enjoy internship period.



## 5.2 Comparison of practical learning vs theory

Comparatively telling I find practical learnings more interesting and effective but at the same time practical knowledge are fun but there should be balance between them. Both are equally important.

But reason why practical learning seems better than theoretical learning is because:

- a) Interactive learning creates much more deeper impact
- b) Motivation tool for team work
- c) Fun and interesting, and we also feel like it's easy
- d) Involves physical presence
- e) Helps us to deal with real life situation
- f) Helps us to improve our skill
- g) Practice make us perfect
- h) People understand better in practical learning then from theoretical learning

While doing my internship this were the same feeling I felt. Classroom lecture – the theoretical learning, are no doubt sometimes can be boring and hard to understand but when its come to practical learning i.e. internship program, without this theoretical learning we won't be able to carry out any kind of work properly.

For me theoretical learning serves as the backbone for gaining effective practical learning.

**Some of my related assignment were:**

S/N	Work	Details	Purpose	Relevant course
1	Product Placement at Ecommerce site	Lazada, Shopee, Thaitrade, Gosoko, Aec Connect	To showcase product at different ecommerce media	Digital Marketing
2	Ecommerce Site Updated	LNW, 11 street, Smes Go Online, E-business	Update picture and content	Digital Marketing
3	Pinterest account	Pinterest account for Klass & Hanae, with regular updates and collaborative promotion	To gain traffic on Pinterest as well	Social Media Marketing
4	Product content writing and posters	Content writing and posters mostly for social media site, mainly focus on product use and benefit - base	Promotional campaign for social media sites for regular updates to gain traffic	English for Professionals Brand Marketing Marketing Communication

		on target market.		
6	Product Photography	Klass & Hanae photo shoot with some retouch as well.	Quality pictures for various campaign design and online display	Digital Photography
7	Line sticker	Just some raw hand drawn templates for Anti-hair loss and Hanae	Idea generation for company theme character	Advertising Brand management
8	Market Visit	Lotte duty free, Asiatique, Chatuchak Market, ect	Competitive analysis of the market	Principles of marketing Integrated Marketing Communication
9	Product Video	Available on our YouTube channel: Newgen Inter Trading	To display at various events and booth camp	Films and media

Table 3 Theoretical Knowledge to Practical

## **Conclusion**

At the moment my future plan is to work in Nepal. When it comes to Nepal working environment there is slightly different. Not much businesses are into digital marketing at the moment. Use of internet and smartphones are growing but it is for the social purpose only. Ecommerce site are also growing but many people are still not fully aware about it.

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales (Business, 2017).

The knowledge and experience gain from the internship here at Newgen will help shape my future business to take it online. This knowledge has proven to be beneficial for my future plans because:

### **1. Global reach**

The work assigned during the internship has helped me gain knowledge on how to reach and connect with international ecommerce site. This connection will allow me connect my future business to these e-sites.

### **2. Lower cost**

Reach the right customers at lower cost with properly plan campaign. Knowledge gain from Newgen will help me create quality content and posters for my future business to gain traffic in online market.

### **3. Trackable measures**

Social media and ecommerce site give you records of your customer, who and how many visited your site. Working at Newgen helped me understand how to obtain this information. With this information I will be able to track potential buyers.

### **4. Personalization**

Working here at Newgen I get to know how to create a sound website. With this customer can visit us whenever they like.

### **5. Openness**

Openness by getting them involved in our social media. This will allow them to share their comment and review freely to our team as well as to other viewers.

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## Gosoko



 **Noobara**  
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All inclusive price  
Customs transport and delivery  
included to IVORY COAST

**INDIVIDUALS** **WHOLESALE**

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### My products

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ID	Product name	Actions
 TH-22-165-SE383-1465	Klass shower gel red wine - Newgen Online	 <a href="#">Edit</a> <a href="#">View (b2b)</a> <input type="button" value="DELETE"/>
 TH-22-165-SE383-1467	Klass shower gel green apple - Newgen Online	 <a href="#">Edit</a> <a href="#">View (b2b)</a> <input type="button" value="DELETE"/>
 TH-22-165-SE383-1466	Klass shower gel tropical fruits - Newgen Online	 <a href="#">Edit</a> <a href="#">View (b2b)</a> <input type="button" value="DELETE"/>

 **GoSoko**  
Easy online purchase in Africa

## Edit product

### Main informations

Please fill carefully and correctly the main information.  
A precise title, a detailed description and quality pictures = multiply your chances to sell.

#### Product name

Klass shower gel red wine - Newgen - 400ml



### Klass shower gel tropical fruits - Newgen - 400ml

Minimum quantity : 20

Indicated price : 232 442 600 FCFA - 232 442 600 FCFA

Manufacturing time :

All prices include VAT and low cost shipping africa.in Ivory Coast | [change your delivery country](#) ▾

#### Product description

\*\*Shower gel\*\*

Our shower gel is a premium product with high qu...

[+ Read more](#)

## Aec Connect


**AECconnect.com** PRODUCTS LOGISTICS TOURISM JOB [sale@ngintertrading.com](mailto:sale@ngintertrading.com)

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**My Listings**

- Wish List
- Relate product
- Contact
- Create new listing
- Post new job
- Verify your Company
- Preferences
- Change Password
- Log out




**Klass shower gel 400ml - ...**  
18 USD pcs  
Minimum Order : 20 feet  
Newgen Inter Trading Co. Ltd.

[Get Sale](#)




**Klass Shampoo 400ml - N...**  
18 USD pcs  
Minimum Order : 20 feet  
Newgen Inter Trading Co. Ltd.

[Get Sale](#)



**Klass Deep Conditioning ...**  
18 USD pcs  
Minimum Order : 20 feet  
Newgen Inter Trading Co. Ltd.

[Get Sale](#)



**Klass Massage Balm 10g - ...**  
4 USD pcs  
Minimum Order : 20 feet  
Newgen Inter Trading Co. Ltd.


[Get Sale](#)

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- Electronics
- Electrical Equipment, Components & Telecons
- Gifts, Sports & Toys
- Health & Beauty
- Home, Lights & Construction




**Klass shower gel 400ml - Newgen Thailand**

FOB Price: 18 USD  
Min Order: 20 feet  
Supply ability: 100  
Delivery time: 1 month


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Keep My wish list




**Hanay Thai Herb Mas...**  
14.06 USD pcs  
Minimum Order: 20 feet  
Newgen Inter Trading Co. L...

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**Hanay Thai Herb Mas...**  
10.94 USD pcs  
Minimum Order: 20 feet  
Newgen Inter Trading Co. L...

[Contact now](#)



**Hanay Thai Herb Mult...**  
10.94 USD pcs  
Minimum Order: 20 feet  
Newgen Inter Trading Co. L...

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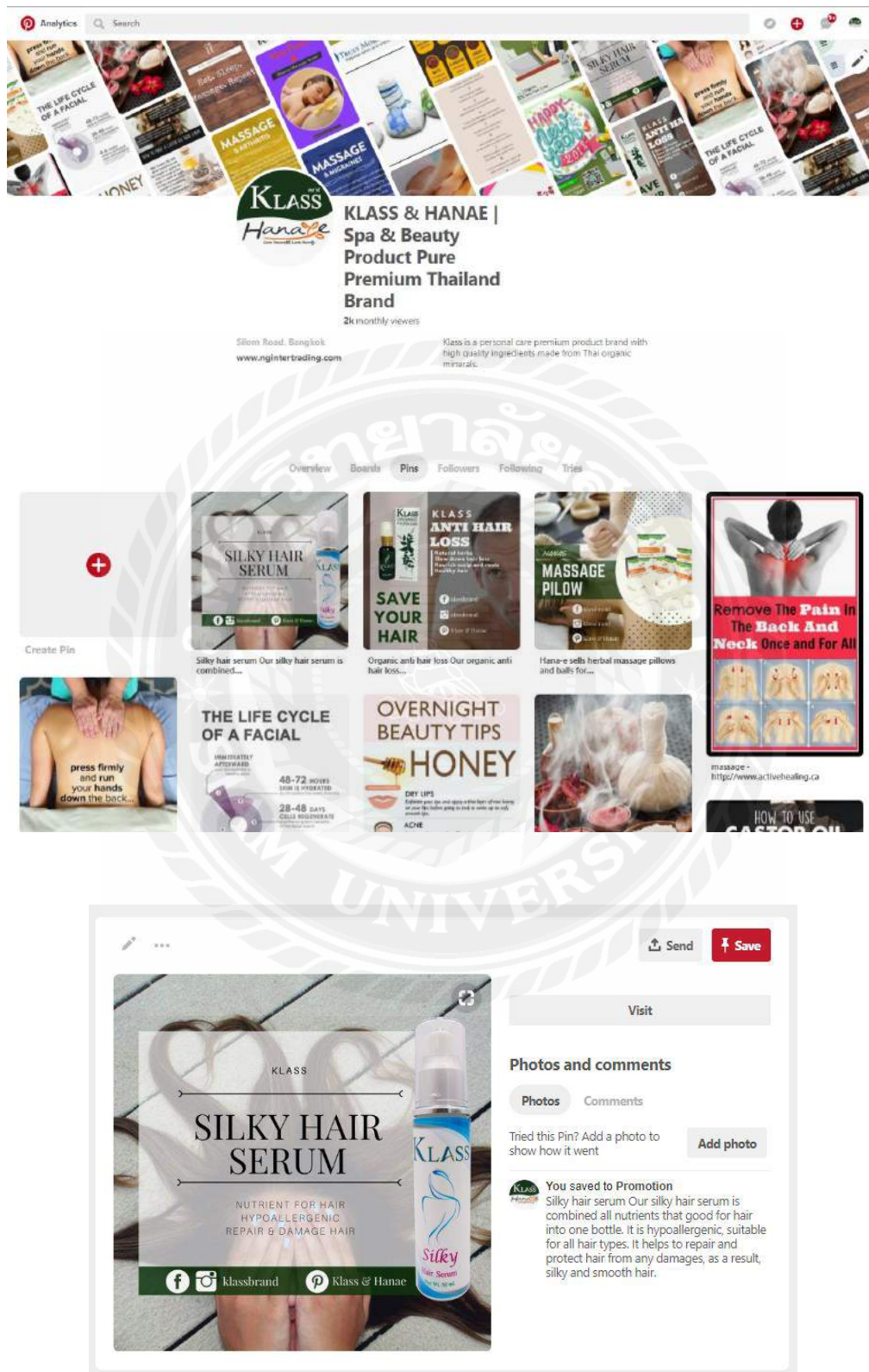


**Hanay Massage Thai ...**  
10.94 USD pcs  
Minimum Order: 20 feet  
Newgen Inter Trading Co. L...

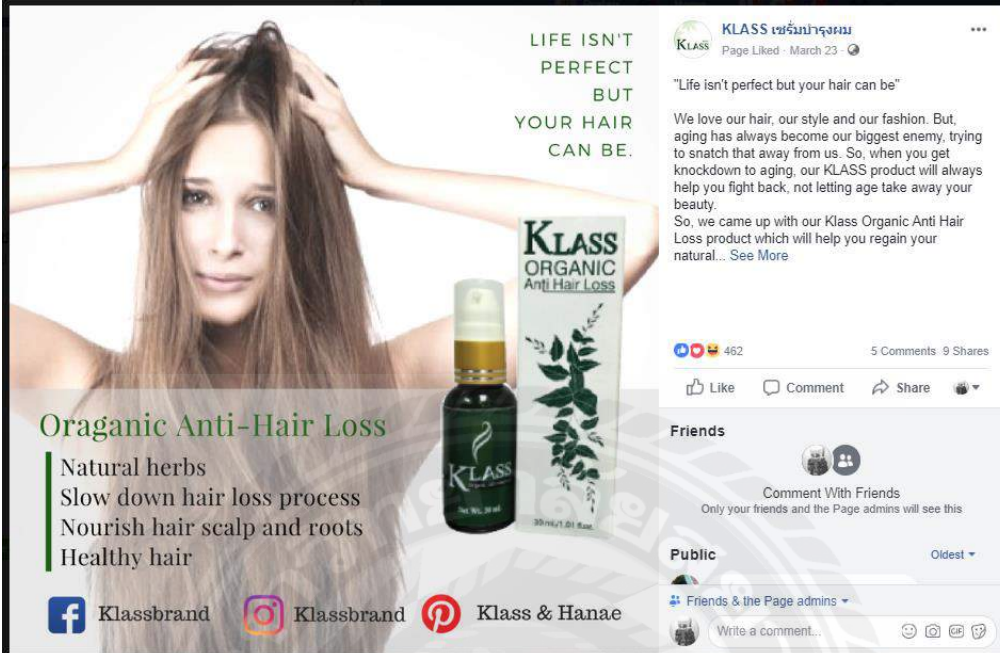
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## Appendix 2 Screenshot of Newgen Pinterest account



### Appendix 3 Social media contents and posters



**LIFE ISN'T PERFECT BUT YOUR HAIR CAN BE.**

**KLASS ORGANIC Anti Hair Loss**

**Organic Anti-Hair Loss**

- Natural herbs
- Slow down hair loss process
- Nourish hair scalp and roots
- Healthy hair

**KLASS** គេហទំព័រ

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"Life isn't perfect but your hair can be"

We love our hair, our style and our fashion. But, aging has always become our biggest enemy, trying to snatch that away from us. So, when you get knockdown to aging, our KLASS product will always help you fight back, not letting age take away your beauty.

So, we came up with our Klass Organic Anti Hair Loss product which will help you regain your natural... See More

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**HANAÉ**

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THAT EASE SHOULDER COMFORT

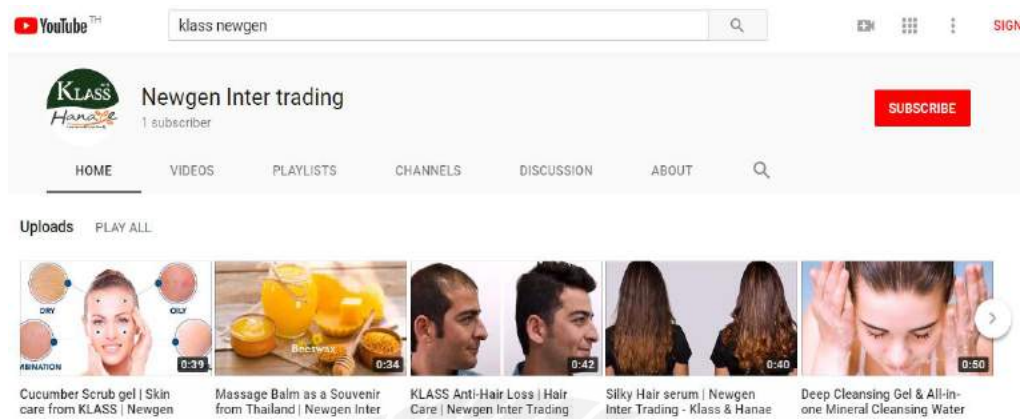
THAT EASE KNEE COMFORT

THAT EASE BACK PAIN

THAT EASE NECK PAIN



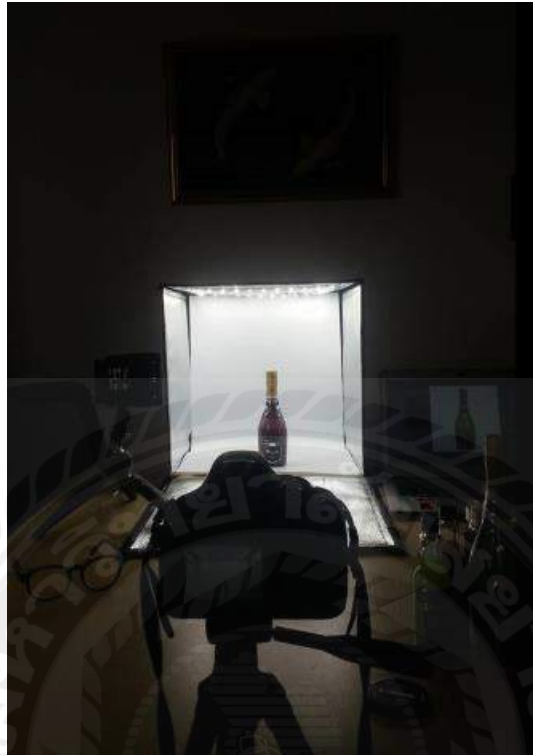
## Appendix 4 Product Videos



## Appendix 5 Market Visit



## Appendix 5 Product Photography



## Bibliography

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100% attendance certificate  
Cultural music certificate  
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Sports mostly football and basketball