



Cooperative Education Report

Brand Management of Project A

Written By

Miss. Upagya Shrestha

Student ID: 5908040078

**The Report Submitted in Partial Fulfillment of the Requirements for Cooperative
Education, Faculty of Business Administration Academic Semester 2/2019**

Siam University

INTERNSHIP REPORT, 2020

Title: Brand Management of Project A

Written By: Upagya Shrestha

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Ajan Yling Sawheny

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2019

Oral Presentation Committee



(Ajan Yling Sawheny, Ph.D.)

Academic Advisor



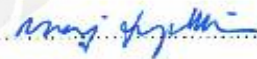
(Miss Jasmine Pradhar)

Job Supervisor



(Dr. Chanatip Sukasit)

Cooperative Committee



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

Assistant President and Director of Cooperative Education

Project Title: Brand Management of Project A

By: Upagya Shrestha **ID-** 5908040078 **Advisor:** Mrs. Yhing Sawheny

Degree: Bachelor of Business Administration **Major:** Marketing

Credits: 6 **Faculty:** IBBA Academic year 2019/2

Abstract

In this internship report, I will write and elaborate about the experiences and occurrences which I had encountered and those things which I had learnt during the entire internship period. Besides that, an overview of the company, Project A and study of its marketing practices. The main objective of this report study is to learn, enhance, and utilize the theoretical skills learnt in classes in professional settings; to evaluate organization's research efforts to create a brand; to evaluate the organization's promotional and marketing activities. I was assigned to work as an intern in the marketing department with the company. My main responsibilities were related to branding, development of marketing strategies and campaigns, research and planning events. With this internship program, I gained a firsthand experience of working environment, and application of theoretical principles to real world problems. I learnt that the problems are resolved by doing in depth market research, competitor analysis, and effective planning. Through this matter, I also got to learn about professional skills such as honesty, integrity, working under pressure, working to learn in a team together and trust other members to do their jobs properly which is very necessary, for future career growth and profession.

Keywords: *Marketing Practices, Market Research, Effective Planning, Professional Skills, Career Growth*

Acknowledgement

This internship opportunity I had with Project A was a great chance for learning and professional development. Therefore, I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this report. I would also like to extend a special thanks to my final year project supervisors, Mrs. Deepatangshu Thapa (KCM Supervisor) and Ajarn Yhing Sawheny, Ph.D. (Siam Supervisor) for the help, stimulating suggestions and encouragement, in order to coordinate my project especially in writing this report.

I would like to convey my heartiest thanks to all the people of Project A, especially Miss Jasmine Pradhan, my supervisor for providing valuable guidance and helping me develop my skills and knowledge and prepare myself for the corporate world.

Also, I would like to thank Siam University and Kathmandu College of Management for the development of such course where I was able to grow my theoretical and practical knowledge side by side prepare myself for the corporate world.

Thank You

Contents

Abstract.....	3
Acknowledgement	4
List of Figures	6
The effect of COVID-19 during my internship period	7
Chapter 1: Introduction	9
1.1 Company Profile	9
1.2 Organizational Structure (Fig.2)	11
1.3 Intentions to join the company	12
1.4 Objective of the study	13
Chapter 2: Internship Activities	16
2.1 Job Description and responsibility	16
2.2 Contribution of student	17
Chapter 3: Identification of problems encountered during the Internship	18
3.1 Indication of how I successfully solved problems	18
3.2 Problem solving with examples	19
Chapter 4: Contribution and Learning Process	22
4.1 Things learnt during the internship	22
4.2 Details of the related learning process and new knowledge received	23
Chapter 5: Conclusion.....	25
5.1 Self assessment as a professional.....	25

Bibliography.....	26
Appendices.....	27

List of Figures

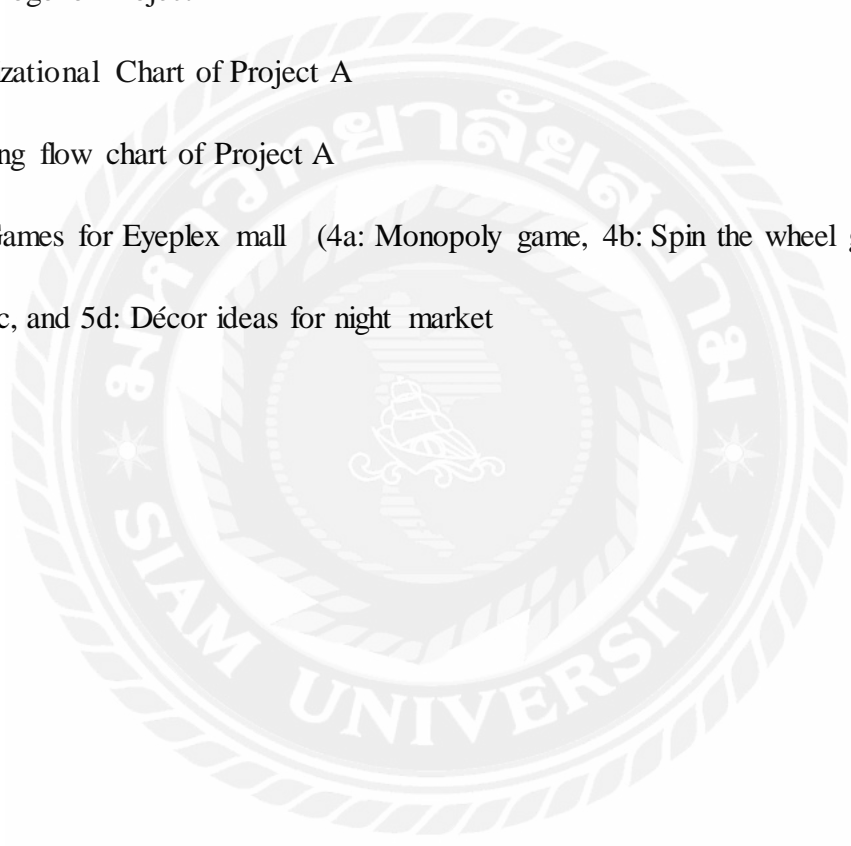
Figure 1: Brand logo of Project A

Figure 2: Organizational Chart of Project A

Figure 3: Working flow chart of Project A

Figure 4a, 4b: Games for Eyeplex mall (4a: Monopoly game, 4b: Spin the wheel game)

Figure 5a, 5b, 5c, and 5d: Décor ideas for night market



The effect of COVID-19 during my internship period

The worldwide outbreak of COVID-19 has brought the world to a standstill. This outbreak affects all segments of the population and is particularly detrimental to members of those social groups in the most vulnerable situations, continues to affect populations, including people living in poverty situations, older persons, with disabilities, youth, and indigenous peoples. The pandemic may result in increase in inequality, exclusion, discrimination, and global unemployment in the medium and long term.

The pandemic has affected businesses, schools, health facilities, and socialization. The closure of school, universities, study programs, and many other corporate institutions and houses had led to switch to virtual alternatives like online classes, working from home. However, businesses are still going to struggle for well over a year because working from home cannot meet all the target goals of the firm and businesses, also they will have to make up for their losses. Likewise, the ongoing corona virus pandemic has serious effects on Project A. The major problem faced by Project A is cancellation of marketing events and further postponement. Many major events such as Holi event and entrepreneurship event for Sath Sadhaiko Club (Winston), Night market launch event for Eyeplex Mall got cancelled.

Sath Sadhaiko Club (Winston) is one of the Project A's main clients, from past several years Project A has been organizing Holi event every year for the club. Holi is the festival of color that celebrates the beginning of spring. Project A would plan the event and make it grand year after year, it has also had several preparations for the Holi event this year. Models were hired, place for the photo shoot were booked, they also had all the gifts hampers read, and the venue was also all set. All the promotional activities and campaigns for the event had already been done; we were all waiting for the main event to take place, but due to the risk of Corona Virus, the government did not allow for such major event for the safety of the public. Therefore, all the efforts and energies put in for this grand event was gone to waste.

Sath Sadhaiko Club also had another program in mind, and project A was to organize an event for college students on entrepreneurship. I was responsible for designing and presenting a plan for the event to several colleges and restaurants for the venue. Also we had prepared proposals and many plans and other programs related to the event, but this was all stopped because of COVID-19.

Eyeplex mall is another major client of Project A. We were working on one of its new project i.e. night market. After several meetings, they had intended to put in the night market to raise customer base, but this is also on hold because of the COVID-19. Hence, COVID-19 caused many of Projects A's events to get cancelled and on hold.

Project A will be facing different challenges like thinking through creative and innovative marketing strategies and practices that will navigate the business through this new normal, they will have to deal with market alteration because of the economic impact on all the industry sectors, evaluating operational options and challenges presented by strategic planning in an environment of uncertainty, identifying ideas and strategies to meet consumer's needs and expectations, focusing on creative and strategic campaigns and using social media effectively to get back on the track.

The COVID-19 global pandemic has resulted in changes to advertising, marketing, promotional and media spends, forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income, while companies are currently finding the right tone in a global health emergency, the future will bring about shifts in the industry, increased competition and demand for innovative and aggressive marketing practices.

Chapter 1: Introduction

1.1 Company Profile

Founded in 2012, Project A Pvt. Ltd is a strategic marketing consultancy focused on research and is far more than just a traditional marketing. It aims to direct the marketing industry from short term clinical information dissemination process to a longer term loyal relationship between company and its customers by telling stories and using contents to build brand. It is gradually gaining popularity in the Nepali marketing scenario to design audiences that engage marketing campaigns, advertisements, innovative prototypes and activations that create a stable base for consumer branding. It is a research and consultancy services company carrying out responsibilities to projects with a new motive of striving to go beyond project boundaries. The company approaches each service with innovative approaches and broadminded orientation.

Project A believe that every brand has its own story to tell. They believe that every organization has a goal and they want to help them grow by working closely with its clients, understanding their motivations behind the business, performing market research to explore the customers, and eventually creating brand techniques to create perfect brand identity. The company is actively brainstorming ideas and dissecting the findings of market research in order to introduce fresh marketing strategies, which is quite a challenge because the market in Nepal is weighted down with the old marketing techniques. The company works on the principle that combination of research and creative brand placement often results into something beautiful (Project A , 2016).

Vision: To create happiness by telling brand stories and helping achieve their goals.

Mission: To change the marketing and advertising scenario of Nepali market with fresh ideas, new designs and disparate approach.

Brand Slogan: “Your Strategic Partner”

Fig.1 Brand Logo:



Figure 1: Brand logo of project A

Services: Project A is specialized in branding but it also addresses the needs of their other clients including event management, marketing and research described in detail

- 1. Branding:** Project A believes that branding is investment. The company being a strategic partner, they take it on their shoulders to make their clients stand out. They make sure that their clients are heard and heard right. The team of experienced and young members of Project A tailor their client's specific needs and cater them with utmost professionalism and craftsmanship.
- 2. Events:** Project A believes that events are always something special. They make sure that each and every event is soulfully crafted to suite their client and their client's brand. When Project A takes up an event they take it as a challenge. A challenge to make it special and make their clients cherish those moments.
- 3. Marketing:** Project A believes in an expert analysis. They are a team of skilled professionals that take up the responsibility of analyzing through rigorous research what motivates consumers and put forward strategies to improve business.
- 4. Research:** Before commencing any project the team of project A tend to lean towards researching the client's position in the market to see what others have missed out and implement the findings. Research is an integral part of each service provided by project A.

SWOT Analysis:

SWOT Analysis			
Strength -Excellent Reputation -Loyal customers -Quality work -Strong compliance	Weakness -Small Client -Limited services -Communication -Slow processes	Opportunities -New technology -Government contracts -Certificates -Employee development/ training	Threat -Competition -Changing law -Less demand in certain industries -Changing Regulations

1.2 Organizational Structure (Fig.2)

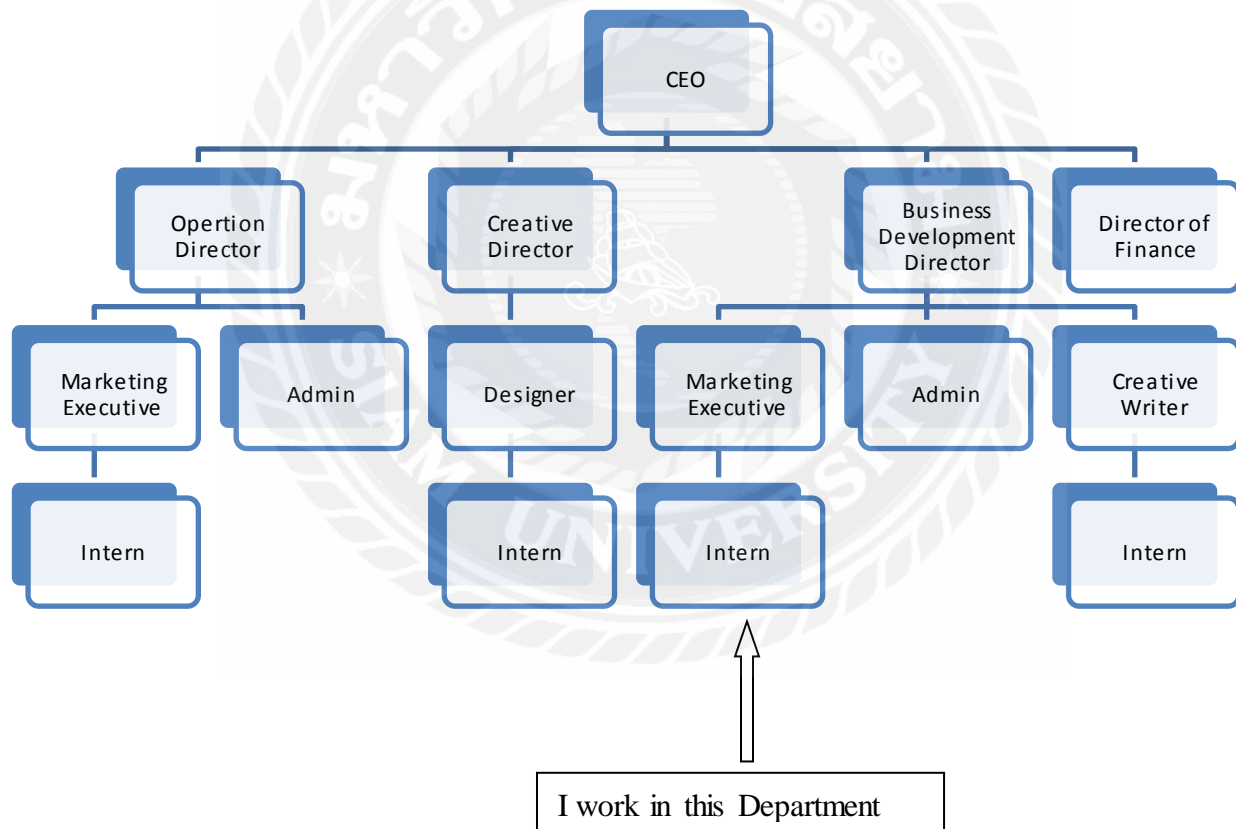


Figure 2: Organizational Chart of Project A

Working Flow Chart:

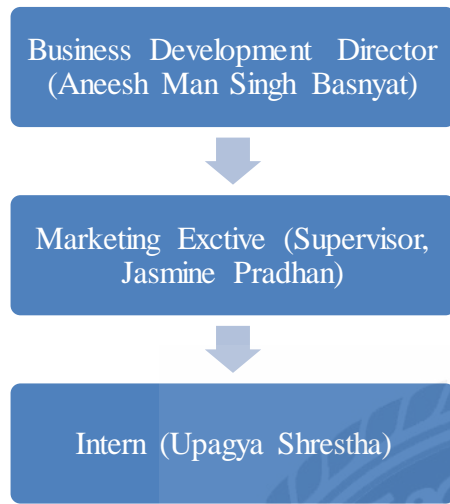


Figure 3: Working flow chart of Project A

1.3 Intentions to join the company

The main purpose of internship is to fulfill the requirements of Cooperative Education (internship) as the part of my BBA program, to have experience of the cooperative world and also to compare the real scenario with the lessons learnt.

I have always been interested in branding, event management and marketing. This is why I chose marketing as my major. Through this major I got to learn and know more about the broader terms like advertisement, branding, retailing etc. Moreover, there are many events that are conducted in KCM itself for instance Rise of Tycoon, ICMC, NMS etc, and participating in these events my interest in marketing started to grow. Since we had to do our internship for the final semester, KCM had provided us with list of company names where Project A caught my eye. I have had previously heard about Project A from my seniors and my professors and they highly recommended it. Project A is gaining popularity in Nepali market and catering many renowned clients. After knowing this I was encouraged and motivated to join this company so that I can use my theoretical knowledge in cooperative world. Also getting to be involved in the big events organized by Project A would help me get experience in the real world and in bigger platform.

1.4 Objective of the study

General Objectives: This internship report is prepared to fulfill the qualification to attain the degree of Bachelor in Business Administration (BBA) under the faculty of management, Kathmandu Collage of Management, Siam University.

Specific Objectives: The specific objectives of this study are as follow:

- To focus and discuss on the Brand Management of Project A.
- To give an overview the company Project A.
- To focus on various services, work environment and experiences provided by Project A.
- To focus on the importance of Branding, Event Management, Marketing and Research.
- To understand the operation and working style of organization practically.
- To learn strong work ethics and learn to work ethically while getting acquainted with the corporate culture.
- To be familiar with the principles, ethics, rules and regulations of the company.

The main statement of the report is to know how brand management activities have been carried out by Project A. I understood the logic behind the organization's brand management after many observations during the period of internship. Project A taught me that brand management is one of the most important pieces to fueling a company's growth. It is important to understand what tactics and strategies help company continue to develop brand visibility and take it to the next level. It is important for all the departments to work together to make the branding great. Also proactive employees being responsive and sharing content can help keep the level of transparency and positivity flowing and eventually helps develop brand trust. During my internship with this company I was really fortunate to be part of the great team.

Internship is absolutely important course for specialization in the field of marketing. The most important element of internships is that it helps in integrating classroom knowledge and theory in practical application and skills developed in professional or community settings. Doing internship at Project A gave me an experience in the career field I want to pursue. This opportunity prepared me with what to expect in this field of marketing and also helped me

increase confidence in the work. Moreover, I learned to build professional networks, learned to develop skills such as communication, leadership, problem-solving, and teamwork.





Chapter 2: Internship Activities

2.1 Job Description and responsibility

I joined as an intern in the Project A and worked under the department of Marketing. I participated and got engaged in all the ongoing projects and made recommendations on the basis of my theoretical knowledge received in the university. I worked under the guidance of my supervisor. There were many activities and responsibilities given to me as an intern.

Conducting Research: This task included: gathering information regarding competitor's product and services, conducting interviews with consumers and focus groups, or compiling data through the use of surveys or questionnaires. The information collected is then reviewed with the marketing team to determine what changes or improvements should be made. For instance, I prepared questionnaire in order to conduct surveys for the brand, Winston; did in depth competitor analysis for WorldLink and B&B Hospital etc.

Communication Roles: I gained experience with the public side of marketing by representing the company's client at events such as CAN Infotech 2020 (for WorldLink), as well as communicating with different vendors, celebrities, renowned personalities etc. for different events and campaigns such as entrepreneurship campaign, musical event.

Creative Thinking: I worked with the design and creation of marketing materials. I helped in managing client's social media platforms, this requires creative thinking to increase engagement and brand awareness. I was responsible to come up with weekly campaigns for Sath Sadhaiko Club and Eyeplex Mall for customer engagement. I also worked on developing and designing the night market concept for Eyeplex Mall. Moreover I was responsible to brainstorm different slogans and taglines for various brands such as United Insurance, Winston etc.

Campaigns and Event Planning: I assisted my supervisor in ensuring planning, communication and scheduling of different and campaigns such as Valentine's Day Event for EyePlex Mall, Entrepreneurship Campaign by Sath Sadhaiko Club, and Awareness Campaign for Corona and different severe diseases for B&B Hospital. I monitored events content in the website and social media sites to ensure they are updated. I also assisted with follow ups.

All in all, I performed market analysis and research on the latest trends, assisted with daily administrative duties, designed and presented new social media campaign ideas, monitored social media platforms of different client's of Project A for trending ideas and feedback, prepared detailed promotional presentations, helped with planning and hosting events, researched and evaluated competitor marketing and digital content, and contributed to the creation of mock-ups, campaigns and social media content.

2.2 Contribution of student

- Brand positioning and promotional campaigns for Harley Davidson.
- Developed entrepreneurial event for Sath Sadhaiko Club.
- Supervised WorldLink during CAN Infotech 2020.
- Launched plan and marketing ideas for Winston Charcoal.
- Content writing for social media marketing: Sath Sadhaiko Club, Harley Davidson, Eyeplex Mall.
- Field analysis for different events.
- Meeting arrangements and meeting with clients.
- Organized Tea Truck Event for Winston.
- Executed ideas and taglines for United Insurance.
- Planned on event for Eyeplex Mall- Valentine's Day.
- Developed promotional campaigns and marketing strategies for One Cinema.
- Developed marketing strategies and idea for Eyeplex Mall- Night Market.
- Competitor Analysis of B&B Hospital and WorldLink.
- Developed social awareness campaigns for B&B Hospital- Breast Cancer, Corona.
- Assisted in organizing and managing Holi Event by Sath Sadhaiko Club.
- Developed tagline and newspaper advertisement content for Innovation Hive.
- Program Scheduling for different events and campaigns.
- Made event proposals- WorldLink, Entrepreneurship Campaign.

Chapter 3: Identification of problems encountered during the Internship

3.1 Indication of how I successfully solved problems

- I. To meet the new people in the team: At the beginning of this internship the first challenge I had was to know the new team. To know team member's behavior, their working environment, working conditions, and how to manage each team member's behavior. Within a week I got along with the team members very well by interacting with them sharing about my personal interests and vice versa.
- II. Working Speed: During my initial days, while I was assigned to perform different marketing activities like providing campaigns for different brands, I used to take a lot of time due to lack of working procedure knowledge and confidence. Later I learnt different working processes from my supervisor and submitted my work on time.
- III. Hesitant to ask Questions: Upon starting I realized that the work environment is excessively grave and professional. In such environment, I found it difficult to ask questions for the fear of being judged. And due to this fear I made mistakes while preparing power point presentation (format) and preparing marketing campaign for Winston. But later I was corrected and guided by my supervisor and eventually I became comfortable with the team.
- IV. It sometimes became very stressful to come up with different designs, unique and out of box marketing concepts and also ideas that no one has noticed before, but the flexible working environment of Project A immensely helped me in coping up such stress.

3.2 Problem solving with examples

Example 1: Issues and Solutions to the issues while preparing promotional ideas and activities for Eyeplex mall.

- Eyeplex mall is one of the main clients of Project A. The mall is located in New Baneshwor, Kathmandu. It is a new mall and it has not even been a year since the mall opened. The mall is facing many challenges because of its location and also the size and structure of the mall. Due to this there are not many customers who know the mall and there is a lack of customer footing. Because of these problems Project A has been hired by Eyeplex mall to make customers conscious about and visit the mall.
- According to the research and past records the main visit of the customers in the mall were during main holidays and celebration events like Dashain, Tihar, Christmas, New Years and Valentine's Day. But the customer number would eventually decrease after all those main events were over. And because of lack of customers, the mall stores were having trouble. As an intern I was assigned to research and find different innovative ideas and ways to have the customers inside the mall. Then me and my team came up with different customer involving ideas and activities such as human monopoly, spin the wheel, night market etc.
- Different ideas were gathered but some issues aroused when working for the activities. For instance, the idea of human monopoly did not work out due to the lack of space of the mall and also because there would have to be more operations needed for it. The idea got dismissed because it would be better for only particular events and not for a routine operation.
- The main challenge here for me was to come up with the solutions for the issue and solve it. Since the idea of the activity monopoly got rejected, and then we did a lot of research and brainstorming after that to come up with more feasible and practical ideas. The concept of spinning the wheel was accepted because it needs less space to function; also the customers could win something that would create benefit for both the customers and the mall. Moreover, I also got a lot of help and guidance from my supervisors which made my job a lot easier. With their help I and my team designed the whole concept of night market. This idea got selected and was appreciated as the concept was innovative

and new to the market. For the night market we some ideas to attract customers of various age group like attractive welcoming gate, fairy lights, lanterns, photo booth etc. While some ideas got rejected, but through the new ideas I have to come to know my flaws and improvise on those.



Figure 4a, 4b: Games for Eyeplex mall (4a: Monopoly; 4b: Spin the wheel)

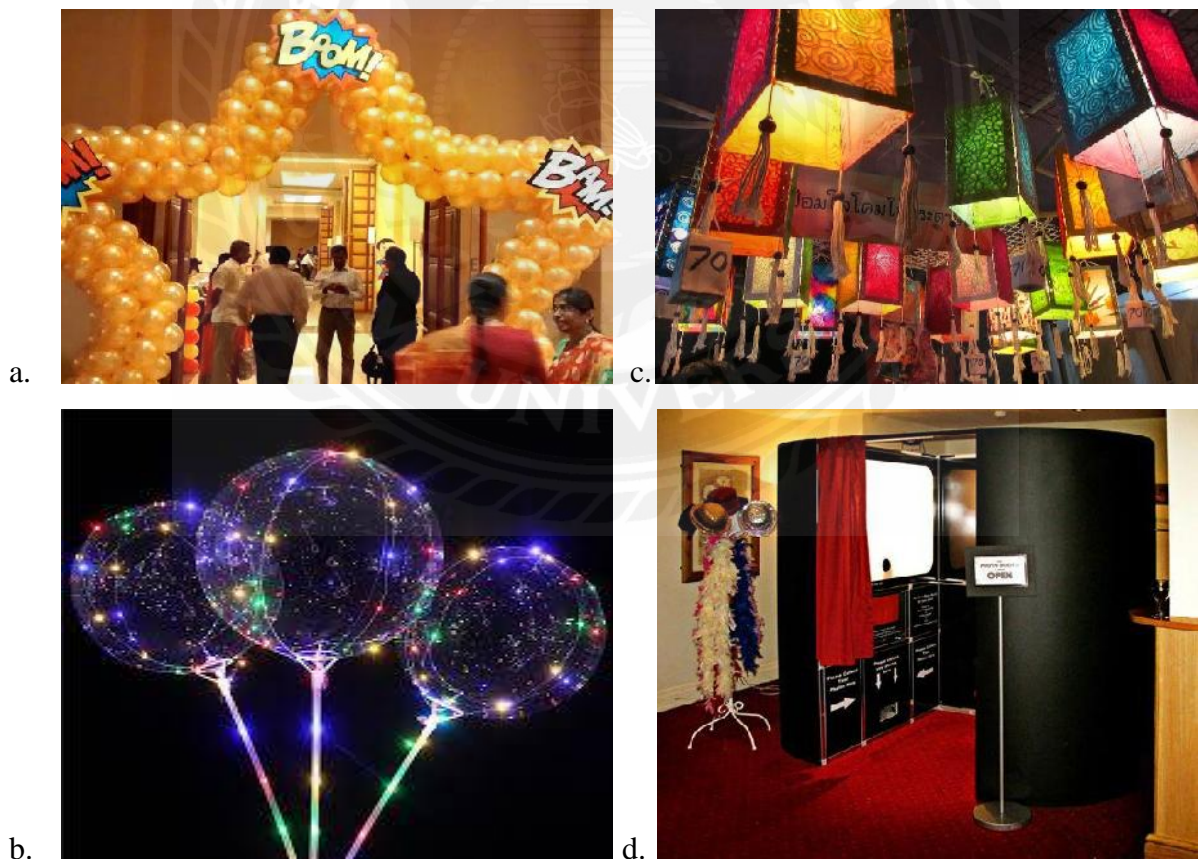


Figure 5a, 5b, 5c, and 5d: Décor ideas for night market

Example 2: Issues and solutions to the issues during organizing Valentine's Day Event.

- The Valentine's Day event was also for the Eyeplex mall. This event is celebrated grandly in Nepal. There are many other malls that create huge events for this particular celebration. Therefore, there were many strong competitors and Project A had a stiff challenge to do all the decorations uniquely and bring in more customers to the mall and have customer engagement. For this, we performed market analysis and research on the latest trends for the event.
- The main event of Valentine's Day was on 14th of February but for the awareness of the main event and customer engagement there were other small events related to the main event starting from 8th February to 13th February. The main task assigned to me was: the decorations of the mall, activities for customer engagement, to update social media pages daily for all the events (main events and other small events). We had categorized the events for three: singles, couples, and third wheel. I and my team came up with many ideas based on the theme for example different games (scavenger hunt, arrow game etc.), innovative decors (photo booth, heart strings etc.)
- Working for this event was exciting but side by side there were many challenges that came across our way. For the scavenger game we were supposed to find riddle questions but I had some difficulties with it as I had never visited the mall earlier and didn't know anything much and the questions I searched were not relevant. But later my supervisor provided me with the right information and also helped build related riddles. Likewise, since I was working for both online and offline activities to aware about customers, it was sometimes stressful to come up with creative captions and posts for the Eyeplex mall's page daily, also to come up with and create creative gift hampers ideas for the winners of different games of the different events. However my supervisors were super helpful and were always there for us to solve the problems. At last all the ideas got approved and overall Valentine's Day event was a huge success. Many customers visited the mall, they had a wonderful time enjoying different entertainments in the mall and we also got good review for the event.

Chapter 4: Contribution and Learning Process

4.1 Things learnt during the internship

Project A is an excellent company in terms of their services. It is one of the most promising marketing consultancies in Nepali market and it has an opportunity to increase their market share by overcoming their weakness, improving their client's satisfaction, and by doing their best they can retain quality services. List of things learnt during the internship:

- Under the direct supervision of an experienced marketing representative I learnt how to collect, research, and analyze data.
- Learnt the real working environment and practical exposure are quite different from the theoretical knowledge that we have learned in the classroom.
- Learnt the clients are the greatest assets of any organizations and the organization should focus to maintain favorable relationship with them.
- Learnt that cooperation, coordination and interconnection between the different departments are needed for smooth functioning.
- Learned that team spirit is powerful tool to solve problems.
- Learnt various skills i.e. communication skills, leadership skills, presentation skills, interpersonal skills, research skills, etc are essential for a professional career.
- Learned that technology is of the major factors to minimize the operational cost and increase the efficiency.

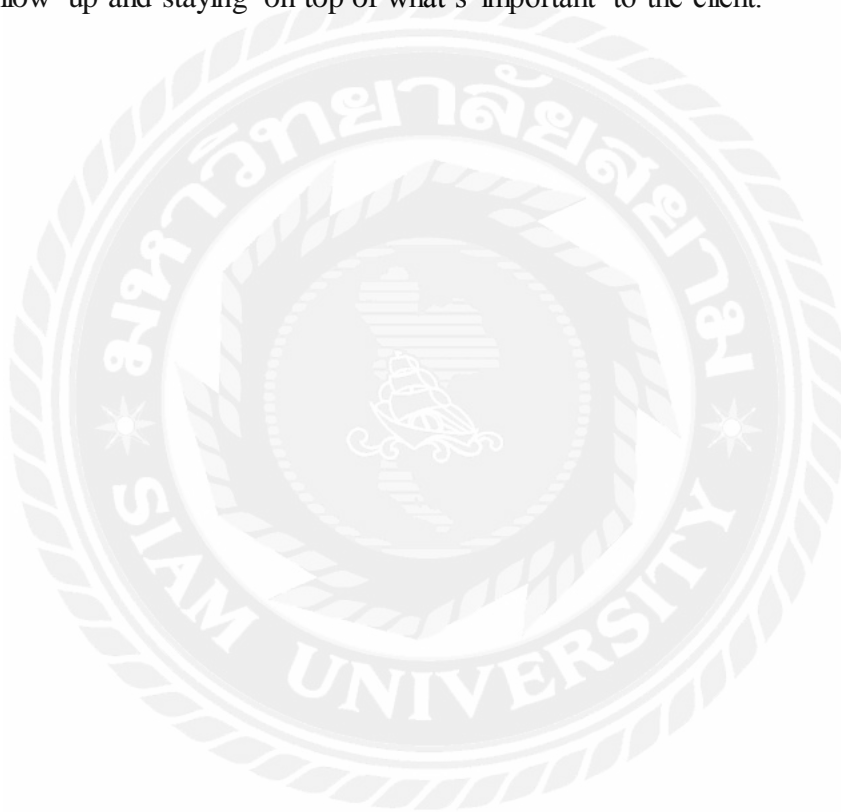
4.2 Details of the related learning process and new knowledge received

During the internship period at Project A, I was cooperatively guided by all the staffs for gaining in-depth marketing knowledge. The learning environment of Project A was pleasant and outstanding. Therefore the major lessons that I learnt during my internship are listed as follows:

- Experience play an important role in the area like content writing, design, social media, and, many more, in order to handle any marketing challenges. With expertise track of record and reference list is necessary to be more effective and make campaigns successful. Also proven strategies that work will make sure businesses will be in good hands.
- Creativity is another key tool for marketing or branding, thinking outside the box. Creative skills are important to come up with innovative campaigns and tactics in order to attract audiences in a new way. Creativity is the oxygen in marketing, it is important in all aspects, from how understanding and collaborating with people, to making sense of brand challenges, and coming up with solutions which will build brands, as well as landing a sale. The most efficient ways to generate many ideas is to involve every employee in the idea creation process as they may have unique insights that can lead to creative ideas. Steps that I learned to boost creativity are: soliciting for ideas from every employee, short listing unique ideas, selecting and executing winning ideas.
- Prioritizing clients by creating successful campaigns is very helpful in the longer run. Project A foster healthy relationships with their clients, by putting their client's needs before their own. When the client's business engagement and revenue improves, so does the firm's (Project A).
- The marketing team should be full of passion and enthusiasm in order to drive force behind the campaign, strategy and technology. It needs to be willing to take risks to launch bold action plans which can achieve the biggest impact. It is very important to keep updated with latest gadgets, knowledge about the latest trends. As marketing is an industry undergoing changes, firms should have a passionate team that moves with the flow to bring the best strategies to the table.
- Project A uses marketing software, these software helps in analyzing data to check what strategies are effective, where improvements can be made, what techniques need

tweaking. Data, measurements, and analytics are vital components because they track whether the campaign or other initiatives are effective. Analytics are used to measure the outcomes of marketing actions to drive better conversion rates and enable better decisions for success.

- Project A also taught me importance of leadership skills and professionalism. These two factors: leadership skills and professionalism inspire confidence and drive progress by providing unique perspectives, original ideas and innovation as well as ability to communicate at any time. It also involves responsiveness, courtesy, anticipation of client needs, follow up and staying on top of what's important to the client.



Chapter 5: Conclusion

5.1 Self assessment as a professional

In the review this internship has been an excellent and rewarding experience. I can conclude that there have been a lot I have learnt from my work at Project A. I have been able to meet and network with so many people that I am sure will be able to help me with opportunities in the future. This internship has prepared me for the workforce by providing me with an opportunity to build my experience, and it served as a launching pad for my career. Therefore, I learned several professional skills during the period which is as follows:

- The importance of accurate and timely communications demonstrates professionalism, respect, and, dedication to customers and peers.
- Interaction with the team has a huge effect on productivity.
- People appreciate face to face contact. It not only provides better answer to the inquiry but also open the door to more personal and respectful relationship.
- Learned about the importance of finding out project expectations and spending enough time on a project to do excellent and through work exceeding requirements.
- Project A has an incredible culture. All employees including interns are treated as value-adding members of the company. It taught me that corporate culture matters.

Project A taught me many valuable lessons; I am grateful for my time there and I am determined to implement these lessons in my future practices.

Bibliography

Project A. (2016). Retrieved from Project A: <http://projecta.com.np/>



Appendices



Appendix A: Main Office of Project A



Appendix B: Creative Department of Project A



Appendix C: Marketing Department of Project A



Appendix D: Guest Room of Project A



Appendix E: Meeting Room of Project A



Appendix F: Picture from Saath Sadhaiko Club's Valentine's Day Campaign (Khushi Ka Pal Sadhai With You)