



# **Co-operative Education Report**

**“Marketing and organizational strategy story: A start-up's path to success.”**

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**The Report is submitted in partial fulfillment of requirements for  
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**Title-** Marketing and organizational strategy story: A start-up's path to success.

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We have approved this Co-operative report as partial fulfillment of co-operative education program semester 2020

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**Project Title:** Marketing and organizational strategy story: A start-up's path to success

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## **Abstract**

This internship was conducted at Gratia Center, the aim for me was to add value to the organization in any way possible, further develop my skills and learn as much as possible in the given time period. The purpose of the organization was to provide intensive and excellently refined programs. The programs were designed to create lasting changes in the physiological, emotional, mental and spiritual aspect in people's lives. The company focused on bringing inner change rather than just rearranging the externalities as the world has gone more materialistic. The main reason for this internship was to explore and to learn as much as possible about the business environment. I chose a job where I would be able to perform a variety of works. The organization fundamentally hired me as a Marketing Personnel but I was well aware of the fact that my responsibilities were not only limited to marketing. I was deployed to look after operational tasks, Logistics, Event Management, human resource management, site development and even manage public relations. Gratia center is different from other companies. As, there are only very few companies working in the Personal development sector. At Gratia center we truly believe that we can make lasting changes in people's mindset, behavior, emotion and make them realize their true potential. The services Gratia Center provides are Hall rental service, Adventurous Leadership Program, School of Mastery, Madness Marathon, Art of public Speaking, Corporate Training, Teachers Training etc.

**Keywords:** Motivation, Personal development, Grow

## **Acknowledgement**

I offer my most noteworthy thanks to Kathmandu College of Management and Siam University for giving me a unique internship opportunity to complete my internship at Gratia Center. This was a great opportunity for me to apply learning in a working scenario . I would like to take the time out to my deepest gratitude and special thanks to the CEO of Gratia Mr. Subigya Man Tuladhar, who in spite of being in an extraordinarily busy schedule , took time out to coach me and keep me on the right path and keep faith in me to carry out my project at their organization . It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to my teammates , Mr. Pragyan Acharaya, Ms. Manju Laamichaane and Mr. Prasanna Kunwar for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

## **Effect of COVID-19 on Internship**

My Internship was disrupted by the spread of the virus. This was a major hurdle in my internship. As my company relies most of its work on field work such as seminars and workshops. So my work became limited as we went into total lockdown. The company officially closed down. It was unfortunate as I felt I was learning a lot at my internship and gaining momentum. Our company was not taking Coronavirus seriously at first. But we had to close due to mandatory lock down by the government. At first I thought the lockdown was only going to be for a short period of time but judging from the spread of coronavirus in other countries judging its severity I thought that this lockdown was going to be for a long time. So that is when i decided that being in lockdown is not the end of the world and that i reap the benefits if i use this time properly. As I was looking after social media. I still had a bit of work even though my company was closed. Firstly, I made a routine so that I had a structured approach to the day. So, I separated my work time and instructed my family not to disturb me at that time. In that time I engaged myself in the process of keeping the company's social media pages updated, educated myself on social media related strategies through various books, articles and online courses and read books on improving my social skills. I regularly gave updates to my CEO about my works and completed tasks he assigned me.

The challenges I faced while I was working was the lack of motivation to work as I became too comfortable. Also the lockdown added house responsibilities and constant interruption from family members was a big challenge. As in the organization I was constantly supervised.

The thing I learned from working from home was that self motivation and the environment plays a big role to the actions you take. As when I was working in the company of my teammates we were highly motivated to work and this gave me a boost. Due to lock down the environment my work output has decreased. Also our company cannot conduct anything because of lock down.

## Table of Contents

Abstract	3
Acknowledgement	4
Effect Of COVID-19 on Internship	5
Chapter1: Introduction	7
1.1 Company Profile	7
1.2 Organizational Structure	8
1.3 Intention to join the Company	8
1.4 Objectives of the Study	9
2.1 Job description	10
2.2 Contribution of students in detail	10
Chapter 3: Identification of Problems Encountered during internship	12
3.1 Indicate how you successfully solved the problem	12
Chapter 4 : Learning Process	14
4.1 What are the Things you Learned in the Internship?	14
4.2 Details related to the learning process and new knowledge students have received	15
Chapter 5 : Conclusion	18
5.1 Self Assessment as Professional	18
Annex	19
Bibliography	20

## **Chapter1: Introduction**

### **1.1 Company Profile**

The company I am working with has two independent entities running together . One of them is a NGO(Non-Government Organization) called We Inspire Nepal while the other is a personal development training company called Gratia Center. The teams contributed to both companies. I largely contributed my efforts to Gratia Center but also devoted my time to We inspire Nepal as well.

Gratia Center is a Personal Development company that provides an intensive and excellently refined, researched and rehearsed program pack, designed to create high scaled and long lasting changes in the physiological, emotional, mental and spiritual aspect of participant life.

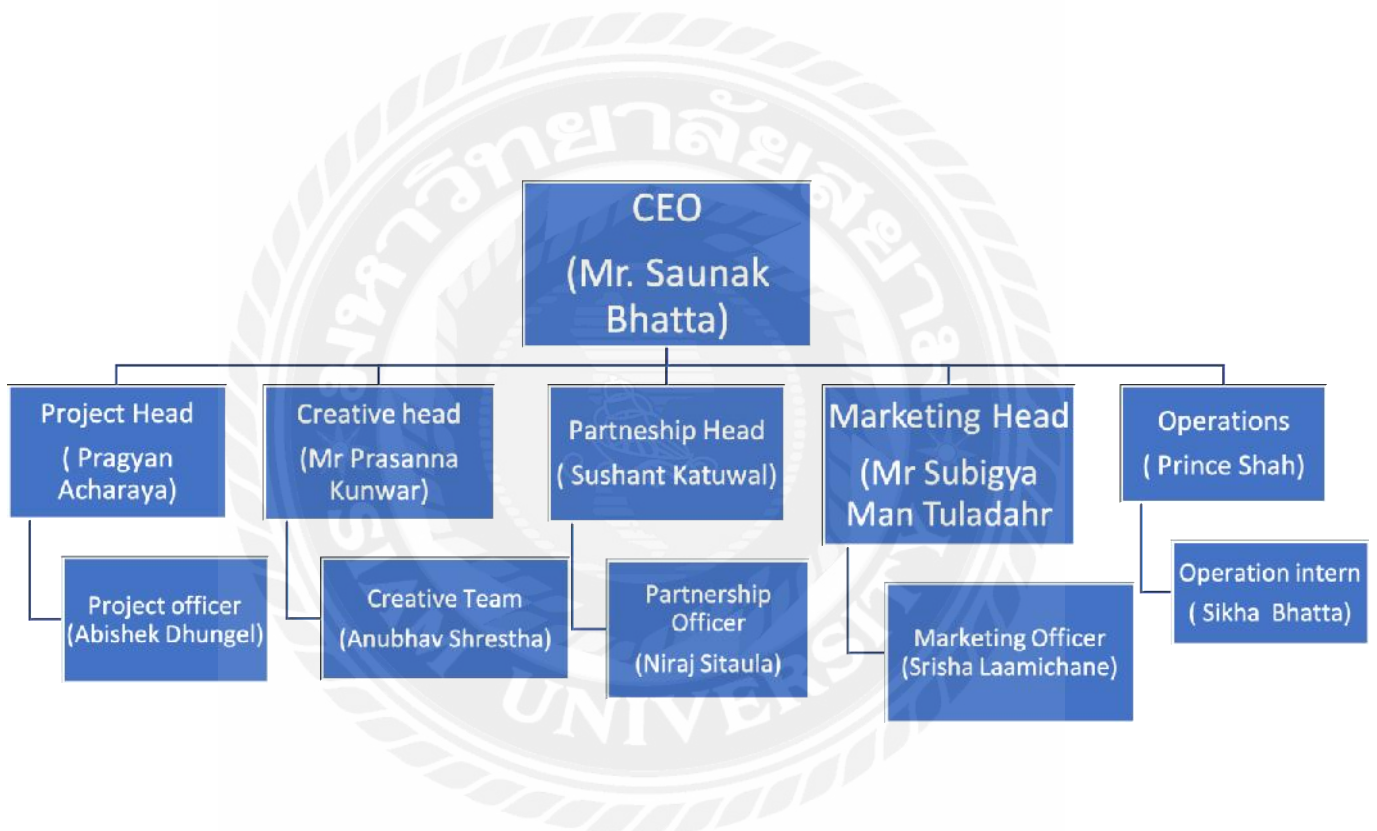
The organization focuses on awakening and advancing leadership potential, helping people to create a powerful meaning out of their life, strengthening character and moral values, building addiction towards growth, helping people to understand the science of learning and building in them a winner's mindset. Additionally , The company also provides venue service as the hall can be booked to private seminars and conferences.

The company offers various courses to students, Teachers and even Corporate houses. The few of many courses offered by Gratia center are School of Mastery and Advanced Leadership Program. School of Mastery is a unique platform that the company built with an aim to help participants shine and get closer to their untapped potential. The Adventurous Leadership Program is an intense non residential camp that builds the horizon, mindset, attitude and character of an individual and inspires them to leap towards their higher zone. The program focuses on emotional excellence , life Skill and leadership and increasing frequency of body, mind and soul.

We Inspire Nepal is a Non- Governmental Organization (NGO) founded by an inspiring team of people to inspire and to get inspired by some innovative works. The company handles projects of the US Embassy Youth Council as well as UNESCO Female Champion . It aims to inspire the heart, educate the mind and to bring out the unique personality in every individual. It works

in different regions of the country amongst different people by conducting new and innovative campaigns, skill generating programs, intensive projects, training sessions, workshops and so on. It seeks , researches and analyzes problems in the lives of people. It does not limit itself to physical problems but also for emotional, psychological and some neglected issues of individuals and the society. The company does not stop with the problems identification but also discover their solution to the problem as well.

## 1.2 Organizational Structure



## 1.3 Intention to join the Company

Frankly speaking I had offers from other well established organizations operating in Nepal. I wanted to understand and experience the inner working of a business and learn the details that constitute a good business.



I wanted a place where I would be able to apply the concepts that I have learned inside the classroom. An organization where I would be allowed to develop myself as well as the organization and do a variety of work in order to further my skills.

My company is working in a field that I am genuinely interested in and believe that there is a huge market potential that has not yet been tapped in Nepal. I have always loved Personal development, Motivation and leadership. I believe that these are the skills that can really transform someone's life. Here i am able to develop these skills as well as apply and teach them to other people

One of the main reasons I joined the organization was because of the CEO himself. The CEO himself is a Personal development trainer who has been working in this field for over 11 years. The day I met him for the interview we just clicked and I just felt I had a lot to learn from him. I believed that I could truly add value to an organization which is working in a field that I am passionate about.

#### **1.4 Objectives of the Study**

- Provide reference to People who are thinking of starting a business.
- To provide ways in which Theoretical concepts can be applied in the working scenario.
- To understand further how to improve marketing skills.
- To uncover and document the learning in my time at the organization.

## **Chapter 2: Internship Activities**

### **2.1 Job description**

I was fundamentally hired as a Marketing officer in the organization. My responsibilities were to manage all the marketing activities of the company. I was in charge of tracking and analyzing the performance of advertising campaigns, Analyzing competitors, Identifying new customers, Creating marketing campaigns, building strategies how to build brand awareness, handling social media aspects of the company, Negotiating with clients and Personal selling to clients.

I was well aware of the fact that my job was not limited to marketing. This is one of the reasons why I took the job. I was also in-charge of the projects that the company performed. I led the event principals and coordinators meet and greet, I was also the part of the team that provided motivational seminars to college students.

I was also given the tasks to manage the operational tasks of the organization. This includes construction as the company was expanding its premise. Here my responsibility was to find and negotiate with the appropriate vendors. Also supervise the works of the construction workers Making timeline and submitting daily reports to my CEO, scheduling the utility bills, Taking inventory and management of the organization equipment , Formulating plans to improve the company hall and efficiency of my co-workers.

### **2.2 Contribution of students in detail**

- Lead an event for the organization. The event was called Principal and Coordinators meet and greet. I led the team and formulated plans on how to proceed with the event. I searched for Panelists and coordinators from colleges all around the valley . In the process I approached over 30 colleges. On the event day I delegated tasks to my teammates and managed all the logistics for the event.
- Assisted in the organization of UN Women's day for Women's and girls in science and USYC women's day event which was a part of We Inspire Nepal

- Made digital marketing campaigns for the company. I handled message , posting , content generation, online event management, Analyzing the analytical data, making content plans and created a detailed social media strategy for the company. Marketed the organizations event through online and offline platforms.
- Recommended and searched for Human resources. As the organization was lacking man power in the initial phase. Helped the organization to interview potential candidates and help select the best person for the job.
- Helped in operational works. Such as paying the utility bills(Internet, water, Phone, Electricity)
- Assisted in development of the Company hall. By negotiating with numerous lights and sound personals , Curtain decorators , Inverter vendors , Generator vendors and, Sign Board and logo designers.
- Assisted the organization with Construction works: Toilet construction, meeting space hut construction , Cafeteria construction and Land flattening, . I contributed to the organization by Finding , negotiating and providing a report to the CEO. Then we decided on which vendors to select. After that supervisor of the construction to ensure that Labor did the necessary jobs properly according to the timeline.
- Visited and negotiated over 50 colleges in my time at the firms for various events. Called and followed up over 100 clients through phone calls.

## **Chapter 3: Identification of Problems Encountered during internship**

### **3.1 Indicate how you successfully solved the problem**

Social media and Marketing was not targeted. This is the first problem I identified in the firm. As a Marketing Major it is a sin that the marketing campaigns were not targeted to the audience. The firm was targeting randomly at all random groups, their strategy was to approach college. I voiced my concern to my CEO about this matter. He seems to be unaware about this. As the firm just targeted on bring in participants rather than participants who had a higher customer value. So, I sat down with the CEO and we came up with the strategy to target campaigns according to the audience.

Social Media was the company was doing fine. As the company had a decent number of likes on its page. But the same problem persisted the audience was not targeted and the company online marketing campaigns were not optimized to each social Media platform. It is crucial to understand that each social media platform has a certain context. Meaning things needs to be communicated differently but the organization was pursuing same content from all channels. So, when i took over the Social media responsibility I made sure that content was customized according to the platform and designed a content calendar so the content were evenly spread out.

#### **Inventory**

The problem was that the company had lots of inventory for past events. The company was spending a lot of money to buy equipment which they already had. So, I managed the inventory and took stock of the items they had. So, now before they buy anything they refer to the inventory. Thus saving the organization money.

#### **Food management**

Most of the employees came directly from colleges. Due to poor management the meal times were always late. This meant that the employees went hungry and their work performance

decreased due to dissatisfaction. I went to the root of the problem and found out that there was inefficiency from the management part. As the cook did not have proper equipment and ingredients. I made a time schedule for meals, the weekly plan for ingredients and allocated a food decline from the cook.

### **Operations**

There was a major problem with operations. As it was a relatively new team. We were clueless as to what was happening. At times there was no internet, electricity or telephone. This meant that works were stuck which was a major inefficiency . I recommended to the CEO that we made a list of all the due dates and the status of our utility bills. So that we pay in advance and these sort of things do not happen in the near future. Also, There was a problem of filing where there were bills and reports lying around from previous events. So, I managed the files by firstly categorizing how important the files were, put all the important files in one place and places unimportant files on the other. To avoid these kind of mistakes again I instructed my teammates to be responsible for their filing of documents and advised them to put the files in the proper place.

## Chapter 4 : Learning Process

### 4.1 What are the Things you Learned in the Internship?

- Handling pressure
- Planning's
- Power of deadliness: Creating urgency
- Creating effective timeline
- Communication with team mates, relying on teammates and leading a team
- Reports(Proposal writing, status reports)
- Handling labor for construction
- Hall development
- Operational Tasks
- Communication with clients
- Result is what matters and gets judged
- Hard to dismiss employee
- Excuses and procrastination
- Many Work are simultaneous
- How to approach colleges for programs and seminars
- Utilization of volunteers
- Tapping into own personal network
- Inner working of organizations
- Being creative. The CEO never commanded us to do things in a certain way and always allowed for creative ideas.
- Better questioning:(Importance to quantify your efforts )
- How to organize a motivational event and the things needed: Venue, Registration sheet ,  
On call persons with transportation , Queue for people to wait , Chairs arrangement.  
Follow up on that day, Sound, lights
- Importance of Brainstorming
- It is important to keep yourself motivated

- Following up with organizations is crucial. As just visiting them once is not enough. They need to be constantly reminded.
- Analysis of team members, their behavior and their interest.
- Effective Goal Setting

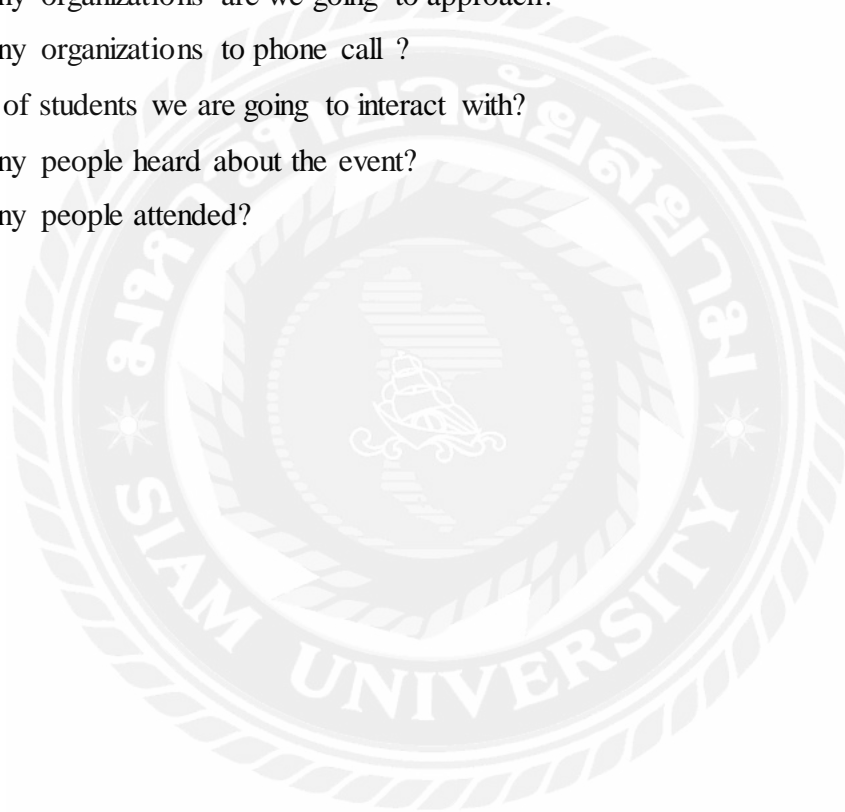
#### **4.2 Details related to the learning process and new knowledge students have received**

- It learned that to certain extent you need to be in pressure in order to learn. It seems you just have to work through the pressure and you will get used to it. It is important to relax so that the pressure does not hamper my work. No matter how much pressure realizing that you are learning something new is my counter to feeling pressure.
- Planning is an important part of any goal but it is useless without action. I have realized that I plan a lot without taking much action. In order to solve this I learned that it is important to set a deadline so that you are forced to take action. Deadline creates urgency and forces you to take action.
- Creating a timeline for events that I was planning.
- I was the type of person if you don't know anything you can learn it. But I found out that learning something takes up a lot of time to master and perfect. In the organization you had to complete the task quickly so there was no time to learn a certain thing. I learned that it is a fundamental part to delegate tasks to team mates who already have the necessary skills and learn from them. It is crucial that you learn from your teammates. I also learned how to lead a team. I had to plan beforehand what tasks to give to my team mates according to their skill sets.
- I learned how to write proposals for events and write daily reports.

- People have different mindsets. This was made even true for me when I had to deal with construction works. They were rude, aggressive and always trying to fool us . You had to be careful what you said in front of them as they could get aggressive pretty quickly. I successfully managed to handle them.
- At my time at the firm. We had to let go of two Employees and learned that letting go of employees is a tough job for the people in the organization. Especially when you are close to certain employees. But it is also a necessary process because the company should look from their perspective if the employee is not adding value to the firm. The person should be given a chance to improve but if no changes happen it is right for the organization to let go of the person. Also, Organizational culture is paramount because one negative employee can influence other employees. This could have negative consequences towards the employee mindset towards the company and decrease the productivity of the employees.
- There were times in days where I visited a lot of clients for various purposes and while evaluating my outcome I used to come out dry. I learned that this is my problem and not the organization's problem because they have put faith in me to find them the clients and it is me who should step up the work. This would have been seen as a performance drop .
- Actual brainstorming. Just listening to each other's ideas without critical opinion. I just learned about this in my classroom but this is a important tools and the moment when creative ideas are generated, The trick here is just to listen to people's ideas without a critical judgment or opinion
- In my college we realized the power of volunteers where we organized a grand event just by utilizing volunteers from our college. The same was for this organization. As we used volunteers for many tasks. The concept we are providing volunteers an amazing opportunity to learn and we are getting free human resources for minimal or no financial cost. It's a win -win situation for both parties



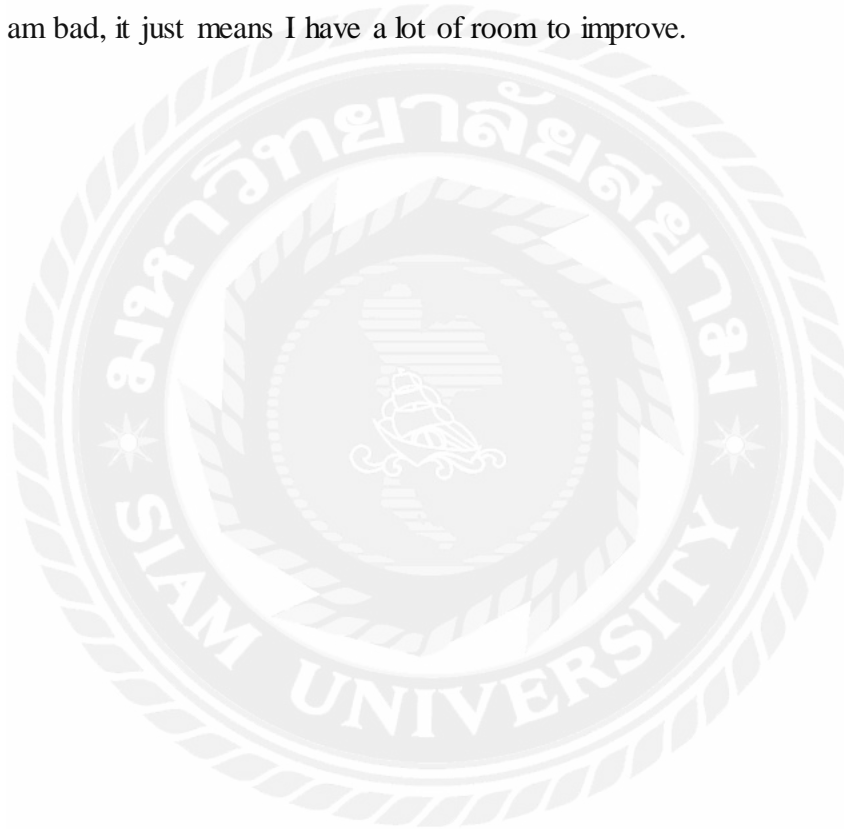
- I assisted in Construction works Toilet construction, meeting space hut construction , Cafeteria construction , Land flattening. Realized that this is not my cup of tea. Learned that Labors have a very different mentality and it is problematic to deal with such people. As They are always looking for a quick buck and thinking of ways to make a fool out of us. They don't look for the long term.
- Better questioning:(Importance to quantify your efforts )  
How much effort are we willing to put in how many number of people.  
How many organizations are we going to approach?  
How many organizations to phone call ?  
Number of students we are going to interact with?  
How many people heard about the event?  
How many people attended?



## **Chapter 5 : Conclusion**

### **5.1 Self Assessment as Professional**

It was a major blow for me personally that my internship got disrupted due to that Coronavirus outbreak. But life goes on and you try to make the best out of the situation. Analyzing myself, I have a lot to experience and many things to learn in order to become a top marketer. I feel I have the potential but I need to work hard to realize it. I have many things I have identified myself that I can learn from and improve from there. I am satisfied with my performance and believe I have the potential to do more. So, If i had to rate myself out of 10 i would only give myself a 5. This does not mean I am bad, it just means I have a lot of room to improve.



## Annex



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