



Cooperative Education Report

The challenges faced by Whiteboard Ideas/ Nepal Drives while catering to a niche market

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Project Title: The challenges faced by Whiteboard Ideas/Nepal Drives while catering to a niche market

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Project Title : The challenges faced by Whiteboard Ideas/Nepal Drives while catering to a niche market

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ABSTRACT

This Cooperative report entitled “The challenges faced by Whiteboard Ideas/Nepal Drives while catering to a niche market” has the goal to examine the potential problems faced by a startup such as Whiteboard ideas which caters to a niche market in Nepal and the challenges it faces and suggest ways to over come them. Objective of the study includes: (1) to identify the problems faced by the company (2) to find out its strengths and weaknesses (3) to analyze the current market position of the company (4) to suggest remedies to over some some of their problems. With the company I was assigned to work with the media production and creative team to work on ads and other different media projects. The responsibilities included talking to clients and figuring out what they were looking for and making a story board to present them with a story line or a shot by shot walk through of what the video or the photo would look like and then finally doing the shoot itself and helping out with the postproduction and creatives as well.

Upon the completion of the internship, it was found that problem mostly faced by the company was due to its reliance on a very small market and limited but repeated clients. However this is like keeping all their eggs in a single basket which hurt them a lot during the covid-19 lockdown and the downfall of the auto-industry in the country which the company heavily relied on for ad revenue.

KeyWords: Client Relationship, Auto Industry, Niche market

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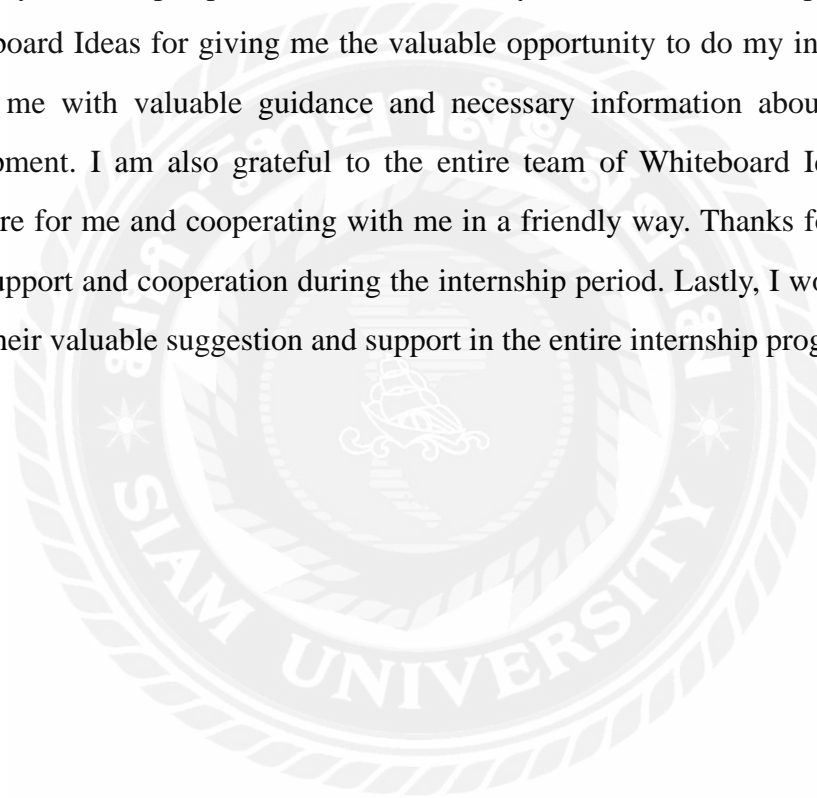


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COVID-19 situation

My internship started from 15th of January. However, due to the lockdown because of the Covid-19 pandemic started from 18th of March because of which I couldn't fully continue my internship and had to adopt work from home. Originally, Nepal treated the outbreak as a distant threat. The local jokes around the supposed immunity of Nepalis to the virus even caught on with government officials, who declared the country a "coronavirus-free zone" to boost the Visit Nepal 2020 tourism campaign (Budhathoki, 2020). Because of the virus I wasn't able to have the full experience of my internship and also missed a chance to learn a lot more that I could have if there wasn't the problem of lockdown and the virus in our country. As my area of focus was on the marketing strategies I could have learned a lot more on the aspect from the marketing department. As my learning from the marketing department had begun but then due to the lockdown I couldn't get a full exposure to the marketing strategies and hence missed the chance to learn a lot more about the tactics used by the company in the market place. Working from home really limited my work in my case because my work was more of practical and assistance based which involved more of practical knowledge and assisting the other team members. So I minimized working for the company and I am presenting this report on the basis of around 10 weeks or a little over two months of my internship that I had with the company.



Chapter 1: Introduction

1. Company Profile

Whiteboard Ideas Pvt. Ltd. is a Media firm specializing in Digital marketing, Media Production and Advertising. They also operate an auto magazine, Nepal Drives, which is one of the fastest growing English auto magazine in Nepal.

Nepal Drives is an English medium, Nepalese automotive portal (web+magazine) that brings the world of cars and motorcycles to the Nepali readers throughout the country with the latest happenings of the auto-world, from test drives and test rides of the latest offerings to in-depth conversations with people who can give us more insight into the market and its activities (Nepal Drives).

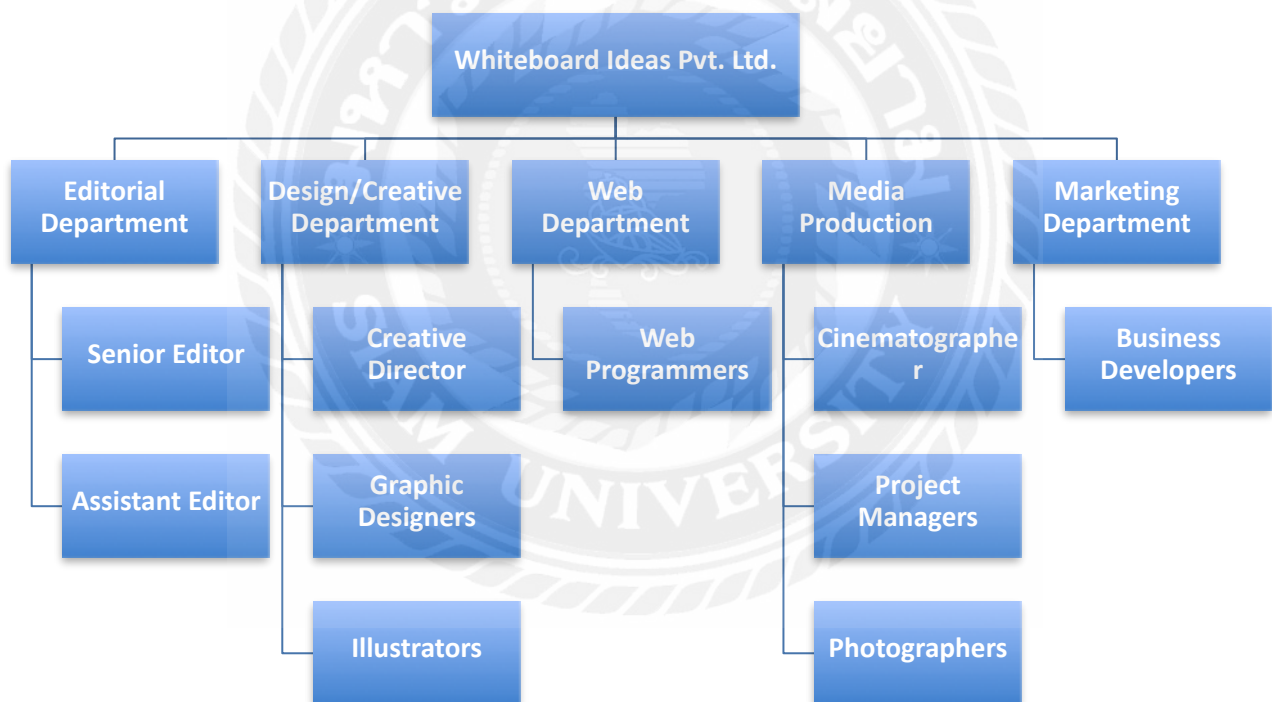
The company was established in 2018, making it fairly new in the market but has gained a good client base. It operated and caters primarily to the auto sector making it its biggest strength but also provided with its difficulties.

1.2 Organizational structure

The Organizational doesn't have a traditional centralized structure. Since it is a start-up and is still operating in it's initial years it follows a more decentralized structure giving it's employees more freedom and autonomy.

This can also be described as the Flatarchy Structure, which makes it easier and faster to make decisions.

The organization basically has five departments. Editorial, Web, Marketing, Media Production and Design/Creatives.



The Editorial Department writes and review all the articles, news and reviews which goes on print in the magazine(NepalDrives) and up on the web (nepaldrives.com).

The Web Department looks after all the backend and the frontend of the website keeping it updates and uploading and managing all the web and social media content for the company.

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The Marketing Department works on getting all the advertisement for the Magazine and also deals and negotiates with clients on project. They are the people who sell the ad spaces to the clients and bring in the capital for the organization.

Media Production basically handles all of the projects and work regarding Photos and Videos required for the magazine, web and social media. They also work on production and creating ads and creatives for other clients.

Design/Creative Department puts the magazine together. They design and create the magazine to get it ready to send it to print. They also worked on producing creatives and designs for other clients hand in hand with the media production team.

All the print and deliveries were outsourced to a different company.

I personally worked in the Media/Creative department where I was actively involved in making videos for the organization, planning and creating advertisement for other clients and also creating and designing creative ads which was used in both digital and print platforms.

1.3 Intentions to join this company

The company specializes in automotive journalism and photography, which really grabbed my interest. Since they aren't a very large organization I had the chance to work very closely with the team and gain a lot of valuable insight.

I intended to join this company to have a better understanding about the advertising and marketing landscape of Nepal and also because of my interest in the auto segment. This company seemed to be a young and fresh take of the auto motive media segment in Nepal.

1.4 Objectives of the study

Since Whiteboard Ideas/Nepal Drives was established just about 2 years ago has managed to gain a lot of popularity and has quickly become one of the front runners in the english automotive media sector in Nepal. This was only possible because of the Niche that they target and cater to (The auto industry). This has helped them become a quick favorite among many Nepali readers and also clients who provide them ad revenue. They manage to do this because of their fresh take on the market and also due to the low compilation in the english magazine segment targeted towards the automotive industry.

Since the auto industry in Nepal is really close and small with few but larger players in the market, which has been their biggest strength and their major problem. Since their ad revenue is directly linked to the auto industry and the auto industry of Nepal is a fairly unstable and small industry which is directly linked with the trade policies and the banking policies, Which mean it might have been easier for whiteboard Ideas/Nepal Drives to gain it's popularity in the industry but it also means that it's putting all it's eggs in a single basket which is a huge risk in a unstable market such as Nepal.

Hence, this report is to analysis the risks that the company faces which operating in a Niche market such as the Auto Industry in a country like Nepal which is a dealer based auto market not a manufactures based industry.



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Chapter 2: Internship Activities

2.1 Job description and responsibility

I was placed in the media/creative team to look after and contribute efforts into making and creative photo and video content for the magazine and also was involved in several client base project to make advertisements and advertorials.

My primary work was to draw story boards, build video outlines, take videos and photos and also edit them to make the final product which was then to be used in the magazine and uploaded online on the website and social media pages.

2.2 Contributions of the student in details

My Contribution as an Intern can be broken down into projects.

1. TATA H5 Road trip : I was assigned the video responsibilities for this project. I shoot and edited for this project with assistance from other members of the team.
2. Yatru ad : Yatru is a new and upcoming taxi service company in Nepal. I was assigned to work for this project to story board, shoot and edit this commercial.
3. Gorkha Aesthetics ad : Gorkha Aesthetics is one of the market leaders in the sports and causal apparel in Nepal. I worked on making an story boarding and directing their product shoots and social media ads.
4. Morris Garage Nepal : MG is a very well known car manufactures around the globe. I worked on a project to produce a series of tutorial/instructional videos for their new electric compact SUV, the MG ZSev.
5. Help Nepal Network : Help Nepal Network is a multi national NGO which works in raising funds around the world and work on development projects in Nepal. They organized an event for a fund raiser in Nepal. We worked with them for the promotional and production of creatives for that event.

Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indicate how you successfully solved the problems

The work culture and the team provide me with a lot of support and guidance through out my term as an intern there. We would face a few problems on a daily basics but my supervision always wanted me to take the necessary decisions myself and only ask for help if needed. This kind of trust and responsibility hugely impacted on the way I looked at and face the problems.

I would do a lot of research and self reading to be prepared of the face that i might face or watch YouTube tutorials and videos if i need any assistance. I faced most of my problems by self-learning and take actions based on that learning.

3.2 Provide some examples

There were a few problems faced during my internship period at the company. They are mentioned as following:

- Research and Analysis: Before any project that I was assigned to do I had to be fully aware and educated about the projects and what are the expected outcome from my supervisors and the clients. Hence it was very important for me to research and analysis everything that was related to the project in depth so I could perform my task properly. However all the required data were not always accessible so sometimes I had to go with my creative thinking to make decisions.
- Story boarding: In some occasions i had to meet with the clients to understand what kind of a media product they were look to get from the team. After the meeting I have to discuss the details with the team and come up with a storyboard to meet the requirements of the clients and also to give the clients a hint of how the video would turn out before even shooting it and making the changes in the storyboard itself. This was a major obstacle for me but I over came it by watching tutorials and instructional videos online and also consulting with my supervisors.
- Dealing with Clients: In many cases I had to personally take to the clients and make changes to the project. And in most cases the clients would decide on the things that were already planned in the story board but want to make last moment changes in the shoot and add or remove things. This cause a huge problem in logistics and management because we had to make changes according to their requirement which was not always possible so we had to negotiate and come to a middle ground which would be preferable for both the company and the client.

Chapter 4: Contribution and Learning Process

4.1 Details of the related learning process and new knowledge student has received

There were a number of things I have learnt during the internship period.

- Negotiation skills: I learnt how to take and negotiate with clients. The clients or customers always want the most out of their money so they make a huge number of demands but as the provider or company we must know how to negotiate with the customers to keep them satisfied but also make sure we also benefit from the deal. Hence, the importance of negotiation
- Team Work: I had the opportunity to plan and work on more of the projects and shoot which require a lot of team work. There are different people looking after different aspects of the project like Camera, lighting, casting, location design, sound and post production. Hence we had to work as a team and work together to achieve the desired outcome.
- Leadership Skills: In most projects I had to ask people do work together and manage the team to make the project successful. This included telling people what to do and leading the project. I learnt that it's not about ordering people to do something rather understanding their needs and helping them to do their jobs better.

4.2 Contribution made by the student during the internship

My contributions were well acknowledged during my time as an intern.

1. TATA H5 Road trip: I was assigned the video responsibilities for this project. I shoot and edited for this project with assistance from other members of the team.
2. Yatru ad: Yatru is a new and upcoming taxi service company in Nepal. I was assigned to work for this project to storyboard, shoot and edit this commercial.

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5. Help Nepal Network : Help Nepal Network is a multi national NGO which works in raising funds around the world and work on development projects in Nepal. They organized an

Chapter 5: Conclusion

This program has really helped me reflect off the lessons and courses we have leant during our time at the university. Putting all our knowledge finally at work in the real world gave me an amazing experience to realize how everyday problems at the workplace can be related and solved using the methods and technics learnt during out BBA program.

I now have an experience working in a real world situation and I feel much more competent and confident than before this program. This program has really helped me discover and find my place in the market and where I can best exercise my knowledge and skillset to be most effective and productive. The program has also helped me realize the importance of communication and networking, especially in a country like Nepal where the market is comparatively small and closed. This has given be a close insight into the Nepali market and has helped me grow as an individual and as a professional.

Annex:



TEST RIDE



RED HOT

TVS APACHE RR 310

WORDS & PHOTOGRAPHY: NEPALDRIVES | RIDING GEAR: SHM MOTORCYCLE GEAR

KOTESWAR-KALANKI EXPRESSWAY, 7 A.M.

Well before the newly built eight-lane roads roar and rage, adding to the noise of a bustling city, we find ourselves in the presence of a splendid machine. One that unleashes an arsenal of smirks and smiles from anyone who rides it. Trying our best to keep our manners intact, we slice our path through exit signs and road markers, in pursuit of our own moment of zen amidst the madness of the slowly awakening streets, seeking solace in the company of this machine crafted to impose.

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