



COOPERATIVE EDUCATION REPORT

An Organizational Study on Content and Idea Creation for Brand Identity

Simran Gorkhali

Student ID: 5808040092

**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
Education, Faculty of Business Administration
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Siam University**

Title: Cooperative Education Report on Upaya: City Cargo


Written by: Simran Gorkhali

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Mr. Worapoom Saengkaew

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018.

Oral Presentation Committees



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(Mr. Worapoom Saengkaew)

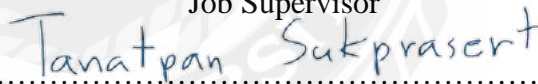
Academic Advisor



.....

(Mr. Sahitya Thaman)

Job Supervisor



.....

(Mr. Tanatpan Sukprasert)

Cooperative Committee



.....

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

Assistant President

and Director of Cooperative Education

Project Title : An Organizational Study on Content and Idea Creation for Brand Identity
By : Simran Gorkhali
Advisor : Mr. Worapoom Saengkaew
Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
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Abstract

This cooperative report entitled “Internship report on Captain Outdoors” has the goals to study the how an organization creates and maintains its brand identity according to the ever-changing market trends. Objectives of the study includes: (1) to apply the theoretical knowledge in practical business world and gain experience, (2) to learn the ways to deal the organizational problems, (3) To get an insight concerning how the organization functions. With the company, I was assigned to work as a creative advisor in branding department. Main responsibilities are to understand the need and want of the brands and provide solutions accordingly. To analyze the brand and provide new ideas for brand identity via visual contents, logos, presentations and so on. Also to create new campaigns for the brands to reach their organizational objective. Upon the completion of the internship, it was found that the problem was resolved by the means of research about the concerning brand and its competitors. In this matter, student is able to learn more about the branding market scenario of Nepalese market and applying the theoretical knowledge in practical world, which is very important for future career development and profession.

Keywords: organization, content, brand, identity

Acknowledgement

I would like to thank Mr. Worapoom Sangkaew for his continuous guidance and prompt feedback regarding the internship. I would also like to express my deep and sincere gratitude to Captain Outdoors, Sanepa and the entire members for providing me the exciting opportunity to be one of them and giving me thorough guidance and opportunities to move ahead with my internship objectives.

Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period. I would also like to thank my colleague, Hrithik Parajuli who was also an intern at Captain Outdoors for uninterruptedly helping me.

I would express my deepest thanks to Anil Thaman, CEO, Captain Outdoors and Sahitya Thaman, Administrative officer, Captain Outdoors for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make internship easier. I choose this moment to acknowledge his contribution gratefully.

I am deeply indebted to Kathmandu College of Management for stimulating suggestions and encouragement helped me in writing of this internship report.

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Simran Gorkhali

5808040092

BBA Marketing VIII Semester

Kathmandu College Of Management

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Chapter 1: Introduction

1.1 Company profile



Figure 1: Company logo

Captain Outdoors Pvt. Ltd. was established in 2012 by Mr. Anil Thaman, who is widely considered the ‘Father of Outdoors’ in Nepal since he introduced the outdoor advertising medium to the country in 1987. Mr. Thaman is credited by the industry as the pioneer of outdoor advertising and event management and serves as a Resource Person in the Advertising Association of Nepal (AAN).

With over three decades of experience in the frontline of advertising and marketing in Nepal, Mr. Thaman has maintained a steadfast reputation of delivering excellence for all his clients. Appreciated universally for his personalized client-centricity, impeccable attention to detail, and ability to offer innovative solutions to changing organizational requirements; Mr. Thaman has built a reputation of delivering beyond imaginations. He also believes that the client is the bottom line, everything else follows.

Building on the reputation and vision of the founder, Captain Outdoors Pvt. Ltd. is a client-centric full-service marketing communication agency dedicated to delivering excellence.

With over three decades of collective experience at the front line of the Nepali market serving ‘for-profit,’ ‘not-for-profit’ and government agencies, Captain Outdoors Pvt. Ltd. creates a wide range of services and products that can make a difference to the associating organizations as well as the people who interact with it.

They believe there is neither market too big nor a project too small, be it a single design project or a full marketing campaign. They are big believers of change and change for good. With every project, they try to think differently so that their valued clients can meet their desired objectives without compromise. They understand that their success directly lies on the success of their client, so leave no stone unturned in pursuit of delivering above expectations. (Captain Outdoors)

Mission and Vision:

- **Mission:**

The firm aims to provide best-in-class marketing communications products and services to the clients.

- **Vision:**

Captain Outdoors Pvt. Ltd. will be nationally recognized as the most innovative, dedicated and productive integrated marketing and communications firm in Nepal. The company will also provide their clients with a level of excellence that surpasses their highest expectations. The people and the organization will come to represent the ideal business partner for organizations eager to manage their communications with their key stakeholders.

- **Values:**

1. **Relationships:** The Firm is committed to developing long-term relationship with our clients and building confidence and trust such that the clients come back again and again for assistance in marketing and communication.
2. **Passion:** They are extremely passionate about the clients we serve and our clients marketing and communications needs.
3. **Talent:** Employment of only highly-talented individuals who deliver superior client service levels and industry-leading marketing and communication capabilities.

4. **Service:** The highest level of service on every assignment is provided. The project team is assembled based on the skills and backgrounds required to bring success to a particular project. The employees give the clients their complete attention and commitment.
5. **Technology:** The idea that technology is the key to taking lead in the any fast-changing economic environment is committed. Te firm also aggressively leverages technology internally to provide streamlined processes and highly dependable solutions for the clients.
6. **Partnership and Strategic Counsel:** A collaborative partnership with the clients is promoted by viewing them as an integral extension of the business.
7. **Integrity:** Honesty and fairness is insisted as the guide against which all of the actions must be measured, and the firm dedicates to walking the high ground in all their actions.
8. **Diversity:** It is believed that the ability and character are the driving forces for accomplishment in career advancement.
9. **Opportunity:** The ability to see opportunity for the clients and hep them seize it is the cornerstone of the services and is central to the solutions that are provided.
10. **Continuous Improvement:** The firm aims to work hard at being the best, articulate how they want to work with one another, constantly work to perfect the model and reinforce behaviors that lead to top performances.

Services



The main services of Captain Outdoors includes advertising via various Medias, branding design, brochure design, creative marketing, arranging customers data, direct marketing, handling social media, video production and web development. All these features helps in creating brand identity of a brand. It helps in creating a brand logo, tagline, and brand name which are all the components of the brand identity.

Clients dealt by the company:



LONDON SCHOOL of HYGIENE & TROPICAL MEDICINE



1.2 Organizational Structure



1.3 Statement of the report

Branding is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services. Branding is important because not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice.

The main goal is to understand how a company creates brand identity that makes them different from their competitors. Also to apply the theoretical knowledge gained from the university in the real business world. (SMITHSON, 2015)

1.4 Objective of the study

The objective of the internship is to experience the organizational culture and have real working experience and the main objectives of this internship is to acquaint the marketing student like me with the reality of the organizations' functioning and to undertake in depended analysis and the appraisal of the situation. The general objective of this internship is to partially fulfill the requirements for the degree BBA. The specific objective of internship are:

- To implement the theoretical knowledge acquired from college in real working environment.
- To receive exposure of the real business world.
- To acquire knowledge about a brand and how it functions.
- To understand how a brand develops brand identity.
- To get marketing insights existing in our country.

1.5 Roles and responsibility of the student

Our main role when we were assigned a client was to research about the client before setting up a meeting. We must know every detail of the clients, their vision and mission and their objectives as well.

After doing a small research on the client we needed to attend meeting with the existing and upcoming clients regarding their requirements and also suggesting them updated and feasible strategic ideas.

Once they have stated their problems, I needed to provide them appropriate solutions related to branding. All the solutions and ideas were presented in a PowerPoint form.

Creating ad campaigns was one of my main responsibility. It required brainstorming and update information regarding the current marketing world. Analyzing complex market data and providing recommended direction to the clients had to be done.

Also to make a flexible note of the specific areas/locations which include measurements, photographs and any technical specification to be considered while carrying out the entire branding process. Record keeping had to be done of all the information collected.

I had to incorporate all the created ideas alongside their specialized determinations with PowerPoint slides. After the idea was implemented I had to follow up with the clients to attain approval and make any corrections as desired by the clients. If there are corrections to be made, do so in the same day and provide concepts ideas until they approve.

Once the idea was implemented I had to finalize with the client of the various specifications and send the concepts internally to the accounts department to make a quotation of the price.

A report must be sent to the supervisor before and after the task was completed.

Chapter 2: Internship Activities

2.1 Assignments and responsibilities of the student

During my internship period, my work involved wide range of responsibilities, which varied everyday due to which it was less monotonous. I was assigned in the branding department. Every task assigned was a step taken to reach the organizational goal.

Before creating any content or ideas for the brand, research is very important. Researches about the brand, their competitors are the market will help to generate new and creative ideas. The research should be done primarily as well as secondarily. Information should be driven from legit sources. Thorough research is necessary to complete the assigned task.

I was assigned to meet the old as well as the new clients. They stated their needs and wants along with their criteria. I provided them with a wide range of options as well. The ideas were shared via Power Point slides. The communication is made two ways. The clients were shown various range of design ideas. Different clients had different wants.

After each meeting, I had to write minutes and report it to my immediate supervisor. Their approval was required in every task assigned.

After an idea is selected, I had to work on the implementation. I had to work with the creative designer and prepare the designs. After the designs are completed, the measurements and photographs of the banner/board, contacting the printing press had to be done. I prepared designs for banners, bus stickers, hoarding boards, bus sticker, atm outlet, and totem.

Follow up is the most important part of the assignment. It was done every week. If there were any corrections to be made, it was done so.

Some of the clients that I attended are:

- Kathmandu World School: I had to design staircase stickers, elevator sticker, totem board, bus sticker and the main gate hoarding board. All of the designs were made with the help of creative designer, along with taking measurements and keeping records. Site visit was done before preparing the designs. The measurements were taken and sent to the printing press for order. The task was completed one at a time. The total time taken to complete the whole project was 1.5 months.
- Kumari Bank: They wanted an ATM design for their new ATM outlets to be released in various new locations. I worked with the creative designer who made a sample of the atm booth as desired by the clients. They also desired for new banners. I chose the location. The location and the banner place were the areas where there was more number of their target customers. In case of wrong location, they wouldn't have been able to reach their target market. Therefore, selection of proper location of banner and hoarding board is very important.
- Marie Stopes International: This assignment was one of the toughest assignments because the pressure was more and the time was limited. I along with my colleague (creative designer) had to create an inner layout of their organization. We visited the location and took all the measurements. I provided them with few designs that I made via Adobe Illustrator with the help of creative designer. From the 3-4 presented options, they chose the best one. The layouts were prepared of a conference hall, examination room and a meeting hall.
- Smile and profile dental clinic: The requirements of the client were as follows:
 - a) Logo designing
 - b) Make visiting card
 - c) Make letterhead
 - d) Make signboard
 - e) Make prescription pad

The client was presented the ideas in a PowerPoint format. Adjustments of the design had to be done time and again to reach the client's desired idea. The clients were from out of town due to which it was hard to communicate the ideas desired.

- Bir Gurkha security service: Logo designing and concept creation had to be done for the client. Due to the help of my colleague creative designer we were able to easily fulfill the client's required design.
- Karthik Jayachandra Photographer from Paris: Logo designing and concept creation was the condition of the client. They were very to the point about the idea they wanted in their design and were very cooperative. Due to which we were very clear about their views and the work was finished before time.
- Absolute Aesthetics clinic: designing of signboard and concept creation for branding had to be done for the client.



Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indicate how you successfully solved the problems

Adapting the new environment which works on ethics of providing creative solutions to their clients in limited time with effective and efficient use of resources was the first problem. But later with the supervisors help and thorough practice, the problem was solved.

The personnel had to reach on site within a very short notice. Few of our clients demanded regular visit to the site. It was easy to visit for clients near our office but for clients far from the workplace was hard to go everyday on site along with heavy traffic. Later, we requested the workers to update us every day and our visit was only made 2 times a week. This consumed less time and the effectiveness and efficiency of the work level was also not harmed.

Unorganized record keeping created more confusion and made it more difficult for future references while submitting report to the immediate supervisors. The files were organized according to the name of the clients, which eliminated all the confusions.

Big projects had to be completed in limited time. There was high pressure as if the concept had to be re done again, we had less time. During the meeting, clear presentations and discussions were done. Clear information helped in reducing the re-doing of the work. All the misunderstandings were cleared beforehand.

My work involved creating ideas and implementing them into designs. To create designs, I had to use adobe Photoshop and illustrator. It was hard for me to cope with those software. Therefore, creative designers were there to help me turn my ideas into real designs.

We had clients from another city as well, the only means of communication available was telephone and email. The ideas of the clients were not shared openly due to which there was communication problems that created misunderstandings. Later, conference call was done with the client and all the PowerPoint slides were shared and clear communication was done.

I had to deal with the clients first and deliver the message later to the creative designer. Due to this the designer did not have extra knowledge about the client than the points given by the representatives. Later, the creative designers also took part in the meeting with the clients. This

made it easier for the representatives as well as the creative designer. The representative was able to apply her ideas technically with the help of the graphic designer. This also saved time. The representative did not have to act as a moderator between the creative designer and the client.

3.2 Provide some examples

An adaptable methodology was embraced to be free of any past working propensities to guarantee there was a shared conviction that was dependably met by time-to-time conference with director and individual associates as of now in the firm and industry.

One of our client, Kathmandu World School demanded regular visit at the work site. The site was 10kms away from the workplace along with heavy traffic. It was difficult to make regular visits so the personnel planned to visit twice a week in the first hour. This consumed less time and not differences were seen on the effectiveness and efficiency of the work in progress.

The information of all the measurements and locations were recorded and organized as files for future references and evidences.

While implementing my ideas into designs my creative designer with the help of comprehensive software like Photoshop and Illustrator was able to reduce the time required and was more efficient. The creative designer was included in our meetings as well due to which the clients were able to express their ideas as well.

One of our client, Smile and profile dental clinic were from out of town due to which the ideas they were trying to deliver to us was not clear through the phone. To solve this, a conference call was made along with PowerPoint presentation was sent by the client where the requirements were noted down briefly.

Chapter 4: Contribution and Learning Process

4.1 Contributions of student made during the internship

Creating and designing idea was the most important contribution made by the student. To create an idea, the students had to research and understand what the client wanted. The idea helped to portray the brand in the market so creating the right idea was much important. New and fresh ideas were appreciated. While creating ideas, the current market scenario had to be kept on the back of our minds. The idea should use the resources effectively and efficiently. Due to the limited provided time, the idea creation process required thorough focus and brainstorming to meet the client's demand. This helped in building a strong brand identity.

The records must be arranged accordingly for future evidence and references. The records that had to be organized were according to the clients. The folder included the measurements, prices, and date of completion according to the concept. This made it easier for the company for future evidences and guidelines. The company had all the client details that I dealt with even without my presence.

Frequent follow-up with the clients is required to meet the goal of the organization. Follow up is also considered as a good gesture towards the clients as it maintains a good relationship with them. Follow up was done frequently which made the clients feel that they were important. The records of the follow up were passed on to the company so that they could continue accordingly.

When the idea is created, it had to be implemented which needed the help of a creative/graphic designer. Previously, only the representative dealt with the client and later delivered the message to the creative designer. During my work span, I along with the creative designer dealt with the client so that the designer would also get the message as me. This way I could manage my time as well. The creative designer was able to deliver the technical terms to the clients directly.

My supervisor often let me make my own decisions for the company. I learned a lot during this process because I had to make the right and rational decision for the company. This also taught me to make decision with calm head even during pressure. I could handle problems easily.

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

During my internship period, I got to gain a lot of knowledge and skills. Some of them are below:

The ways to approach a client i.e. via email, phone calls. While delivering our ideas to the client, we must use PowerPoint slides or other presentation software. The slides should not be too long so that the client loses interest, it must be to the point and understandable to the client.

The market is full of competition. To outshine, one must always come up with new ideas. To bring up new ideas we need to be updated with the market we are in and work accordingly. The pressure is high and time is very less. Thus, with the help of my internship I got to learn the methods to complete the task within a given period of time.

Different clients have different demands. Understanding their demand and working accordingly is something I learnt during my internship span. Sometimes the clients may be wrong and to correct them without hurting their intention is something I learnt which can be applied in my normal life as well.

How a brand functions and how a brand identity is created with the help of various departments within the organization.

How to adjust in a new working environment and ways to complete a task effectively and efficiently within certain pressure level.

The means to apply theoretical learnt knowledge in practical business world. Co-operation and coordination with other department makes it easier. Communicational skill is very important while dealing with clients. Last but not the least, I learnt how to manage time as there were numerous clients.

Chapter 5: Conclusion

5.1 Self-assessment as future professionals

It was a wonderful experience to work in Captain Outdoors with highly professional group of people. It was a great opportunity to learn about the professional environment and develop a professional attitude. The way one person helped the other and the whole department functioned together showed how a group of professionals work together to meet a desired goal. The importance of good leadership among the managers and discipline among the staffs is must for smooth functioning of any organization or any department within it.

Similarly good communication skill among all the staffs is also a necessity for the growth of any organization. It will certainly go as a confidence-boosting factor in coming days.

Presently, I have had the ability to develop a personal development on myself. As I have possessed the capability of hard working attitude, working with pressure with calm head, explore my vocation advantages and solve problems rationally. Internship has genuinely helped me to facilitate my learning targets and working assignments. The atmosphere of the work environment demonstrated to me how we should act in our workplace, which is the central basic thing which we need to understand before working in any affiliation.

References

Captain Outdoors. (n.d.). Retrieved from www.captainoutdoors.com.np

Smithson, E. (2015). *What-is-branding-and-why-is-it-important-for-your-business/*.

Retrieved from <https://www.brandingmag.com/2015/10/14/what-is-branding-and-why-is-it-important-for-your-business/>



Annex

Picture 1: With Mr. Sahitya Thaman, Supervisor



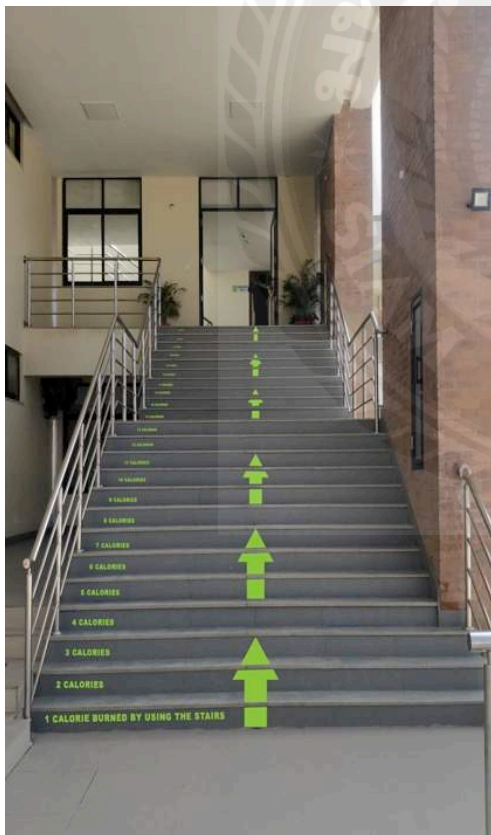
Picture 2: Working Space



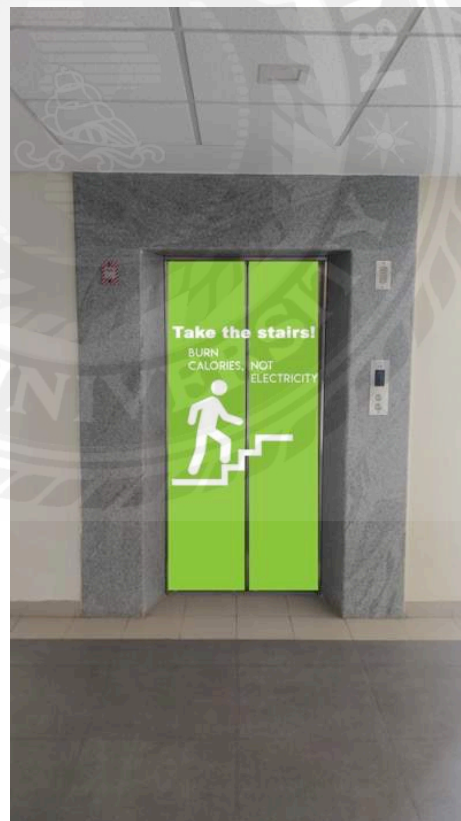
Annex 1: Some concepts created for Kathmandu World School



Picture 1.1 - Main Gate



1.2 – Staircase



Picture 1.3 - Elevator

Picture



Picture 1.4 - Totem



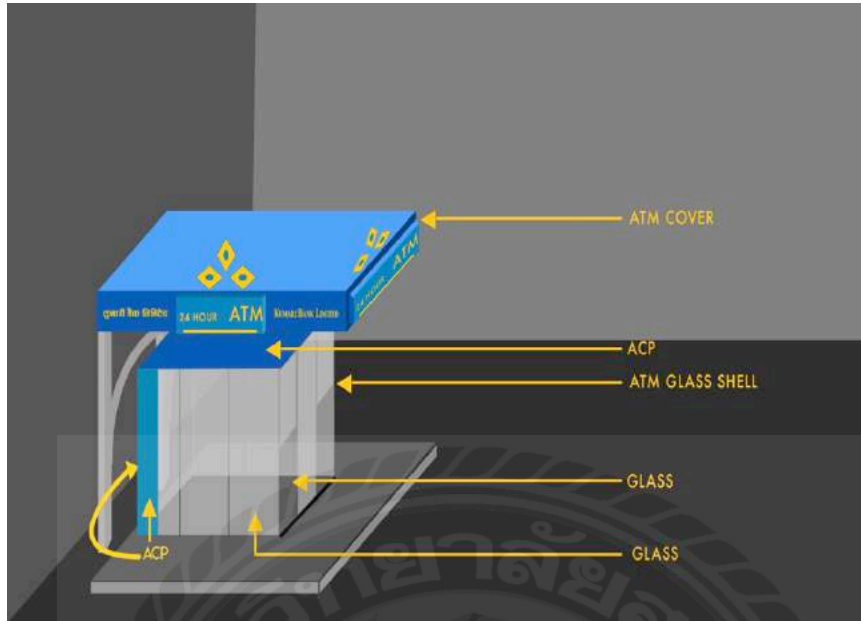
Picture 1.5 - Main entrance



Picture 1.6

- Bus Design

Annex 2: Some of the concepts created for Kumari Bank



Picture 2.1 – ATM concept



Picture 2.2 – Banks Exterior Face

Annex 3: Some of the concepts created for Aura Bar Pokhara



Picture 3.1 - Board

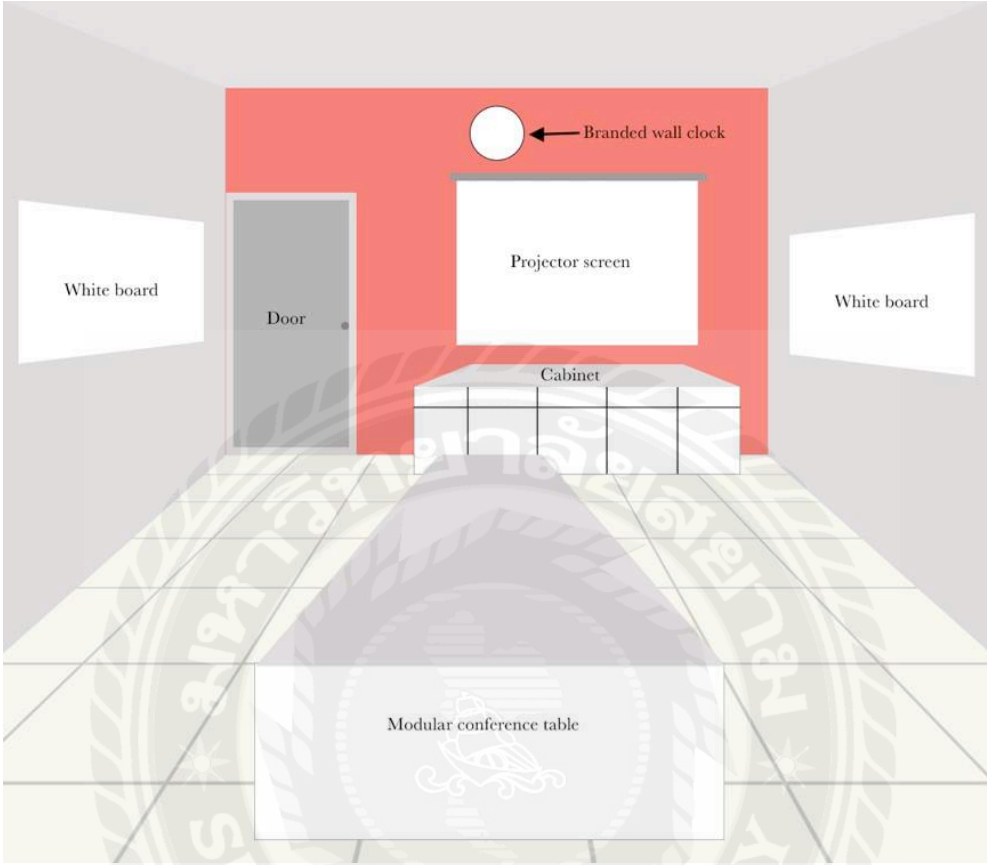


Picture 3.2 – Bars Exterior face

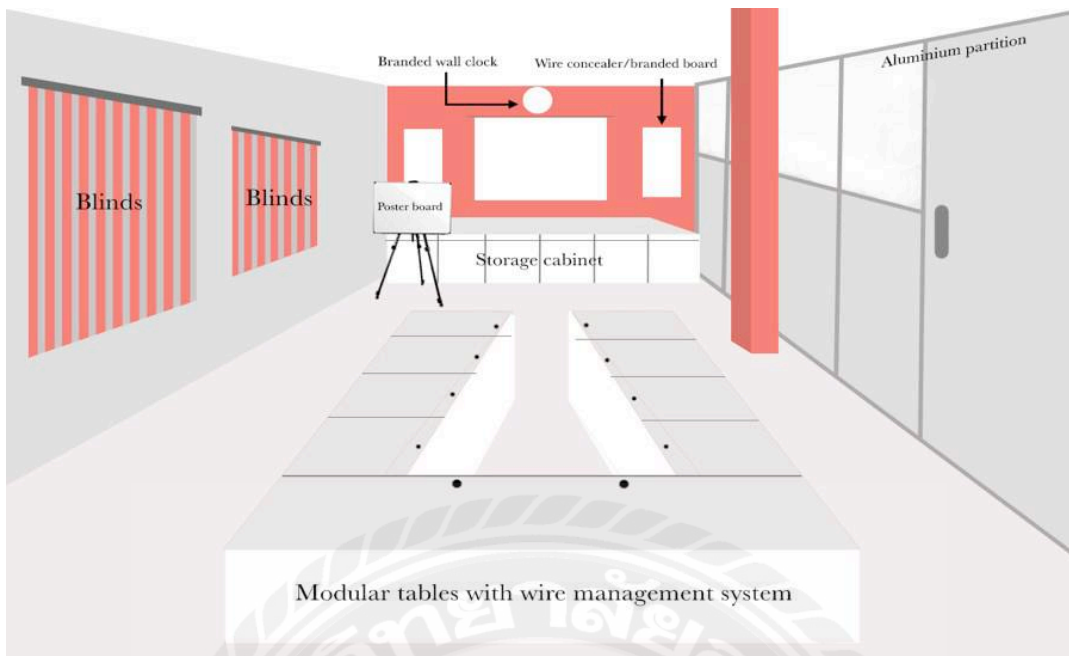


Picture 3.3 – Concept for photo point

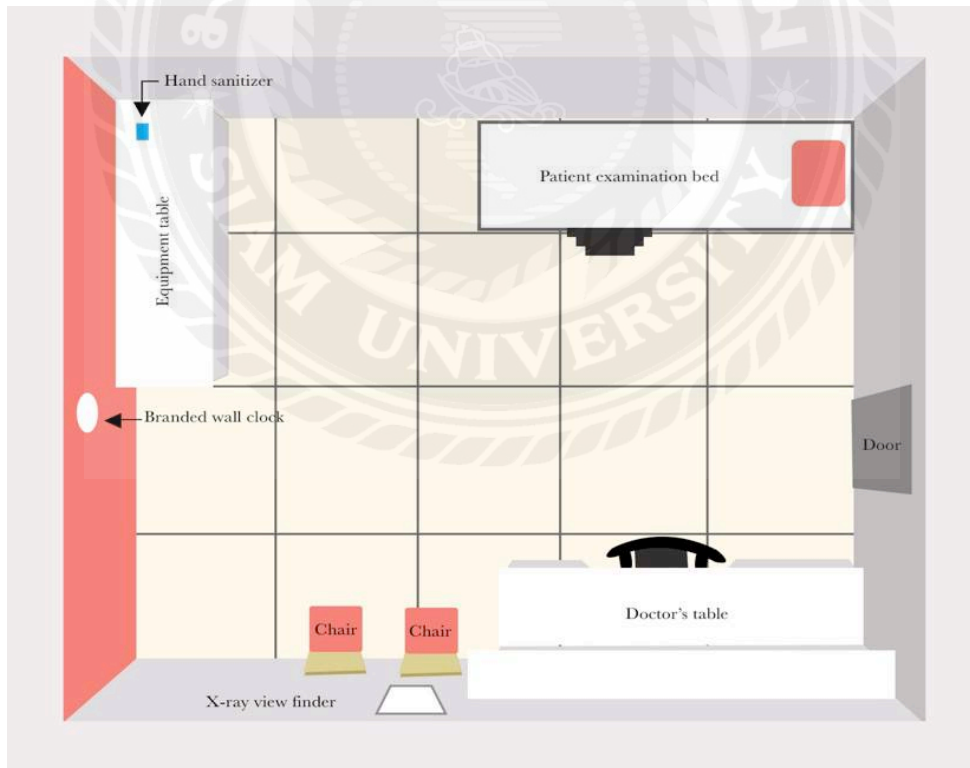
Annex 4: Some of the concepts created for MSI



Picture 4.1 – Meeting Hall



Picture 4.2 – Conference hall

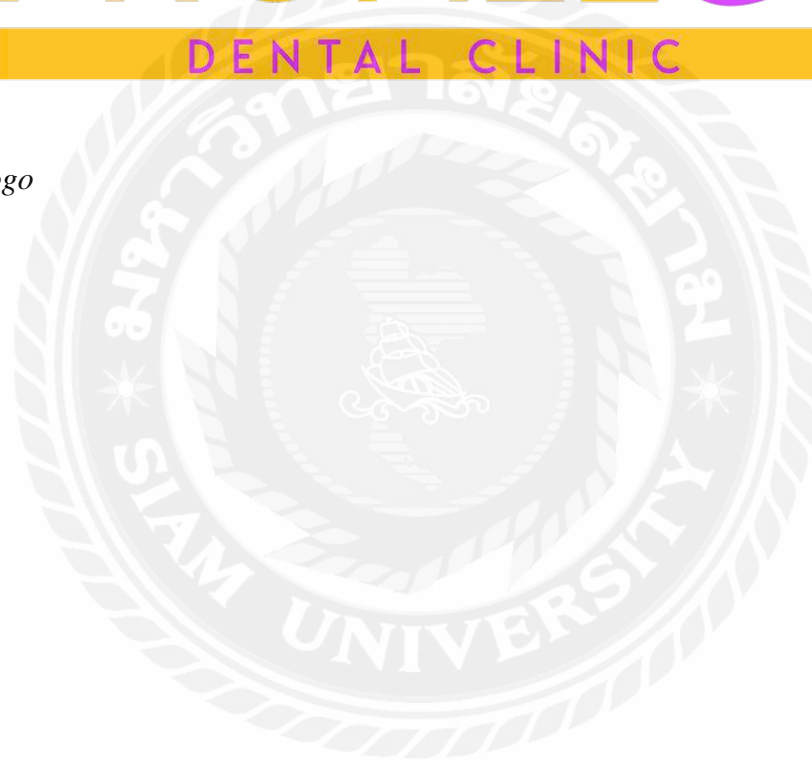


Picture 4.3 – Examination Room

Annex 5: Some of the concepts created for Smile & Profile dental clinic



Picture 5.1 – Logo





PROF. DR. VANITA GAUTAM

BDS, MDS
(CONSERVATIVE & ENDODONTICS)
NMC NO. - 7398

- MAITRI PATH, WARD NO. 5, BHAIRAHAWA, NEPAL
- +977-71-524680
- BUTWAL BRANCH: HOSPITAL LINE, BUTWAL
- smileandprofiledental@gmail.com

Picture 5.2 – Visiting Card



Picture 5.3 – Signboard



DENTAL CLINIC



MAITRI PATH, WARD NO. 5, BHAIRAHAWA, NEPAL
+977-71-524680

BUTWAL BRANCH: HOSPITAL LINE, BUTWAL
smileandprofiledental@gmail.com



Picture 5.4 – Letterhead



NAME: _____

AGE: _____ SEX: _____

DATE: _____



Rx



BHAIRAHAWA BRANCH: MAITRI PATH, WARD NO. 5, BHAIRAHAWA, NEPAL
+977-71-524680
BRANCH OF: HOSPITAL LINE, BUTWAL



Picture 5.5 – Prescription Pad

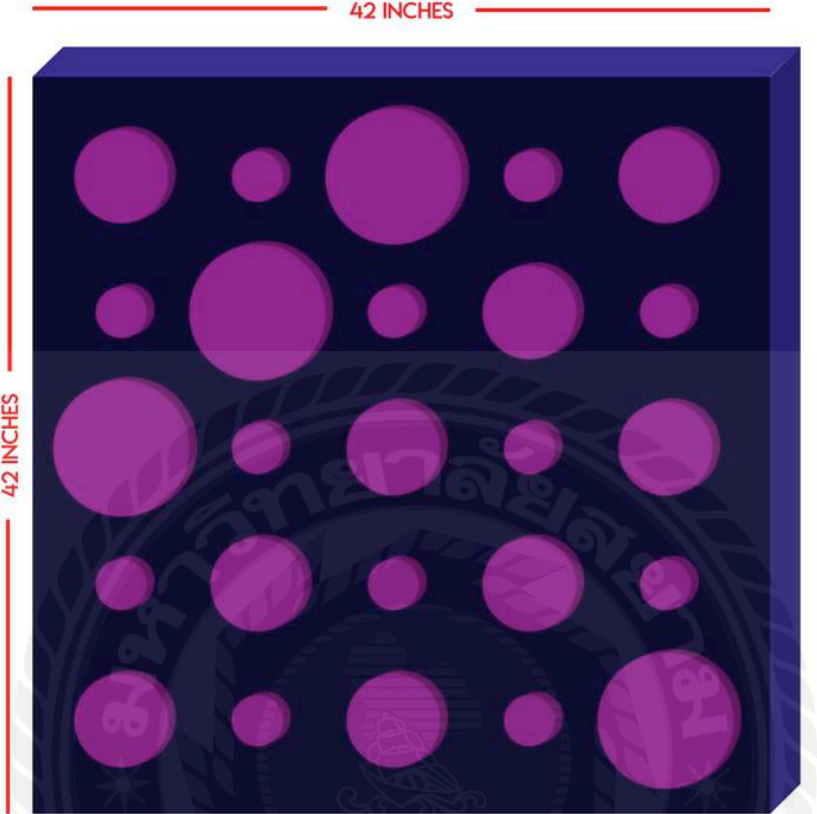
Annex 6: Some of the concepts created for Bir Gurkhas



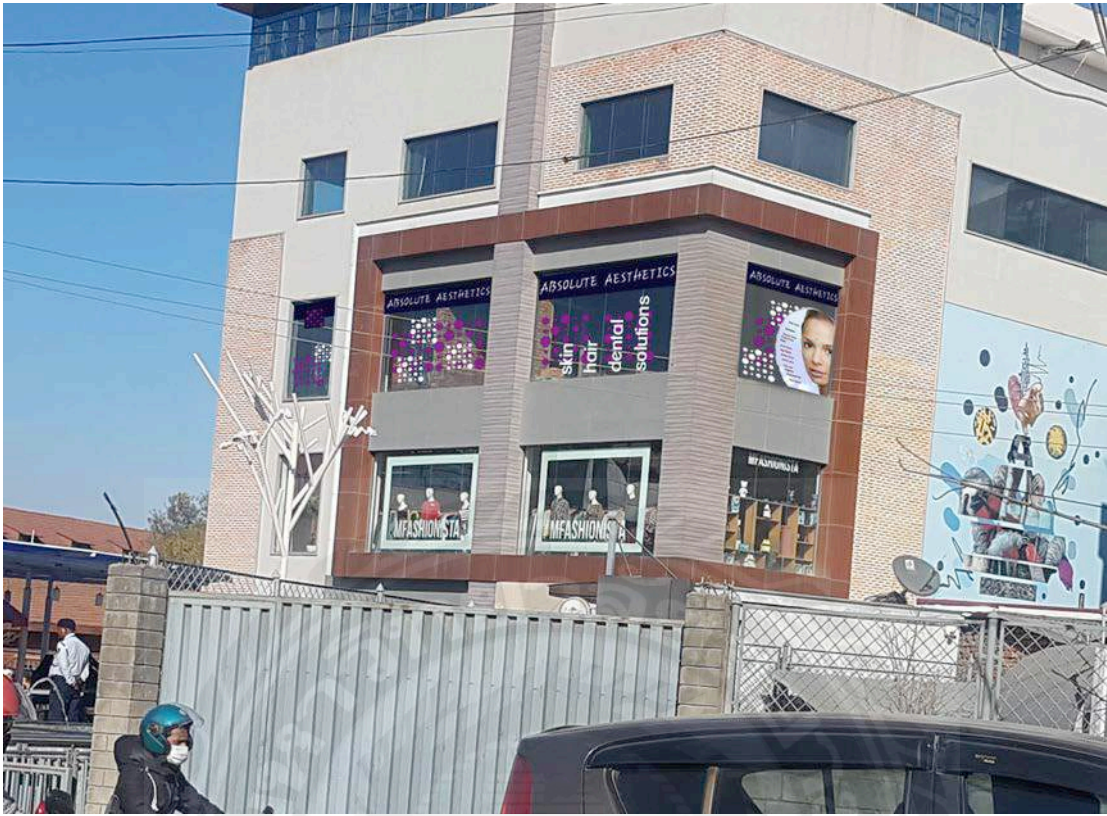
Annex 7: Some of the concepts created for Karthik Jayachandra



Annex 8: Some contents created for Absolute Aesthetic Clinic:



Picture 8.1 – Logo board



Picture 8.2 – Exterior face



