



Cooperative Education Report

Study of B2B Marketing Of ERP Solution Provider

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Abstract

This cooperative report entitled “Study of B2B Marketing of ERP Solution Provider” has the goals to study about the virtual aspect of marketing of ERP provider in Nepal. The objectives of the study include to study the virtual aspects of digital marketing targeted to business organizations, to conduct awareness events to the prospective business organizations regarding ERP and cloud services, to examine and execute promotional campaigns and events directed to provide latest information of NetSuite, ERP, Cloud technologies via social media platforms, to conduct awareness events to the prospective business organizations regarding ERP and cloud services. With the company, I was assigned to work as Marketing and Branding Intern in department of Marketing and Branding. The main responsibilities were to improve the engagement of the targeted clients in digital platform by providing them with articles, news, blogs, and information regarding ERP system and evolving cloud technology around the globe. Similarly, I needed raise awareness amongst the business organizations regarding benefits of ERP system as it is a freshly new concept/system in Nepal and very less portion of companies have implemented ERP.

Keywords: Digital marketing, Social Media Engagement, Events, Cloud ERP

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Furthermore, I would like to show my gratitude towards Raindrop Inc. for providing me this opportunity of learning and experiencing in their organization. I would like to extend my deepest gratitude to my supervisor, Mr. Mohit Nepal for his constant guidance throughout these fourteen weeks.

Last but not the least, my thanks and gratitude is dedicated to my family member and well-wishers for supporting me in every step towards my career with their unconditional trust and patience.

Yours Sincerely,

Shriya Maharjan

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List of Acronyms

ERP: Enterprise Resource Planning

CRM: Customer Relationship Management

PSA: Professional Service Automation

CSR: Corporate Social Responsibility

SEO: Search Engine Optimization

IT: Information Technology



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Chapter 1: Introduction

1.1 Company Profile

Raindrop Inc. is a part of talk holdings, was established in the year 2016 with the motive of bridging the gap that existed in the corporate community in Nepal relating to implementation for new ground breaking technologies happening all around the world. As the world was surging ahead in terms of cloud computing, most corporate house in Nepal relied on traditional system of record keeping, and ran their companies manually or through expired technology. With all these things in mind, Raindrop Inc. partnered with Oracle Inc. America to bring a world class solution, with World's #1 Cloud ERP, Oracle + NetSuite in Nepal. Headquartered in Kathmandu, Nepal, it specializes in cloud technologies services providers and certified ERP solution provider in Nepal (About Us: Raindrop Inc., 2016). It is focused on executing cloud models for clients to provide world class business management suite in Nepal. Raindrop Inc. enables enterprises to become more agile and productive by integrating, implementation and supporting various cloud applications through professional service model including cloud ERP models for the first time in Nepal.

NetSuite is the World's #1 cloud business management suite, providing Nepalese companies with a single, solution to integrate its core business processes: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Professional Services Automation (PSA) and Ecommerce.

As a partner of NetSuite, Raindrop provides three kinds of products to various industries of Nepal:

a. NetSuite ERP

The main features included in NetSuite ERP product are: financial management, order management, production management, warehouse and fulfillment, procurement, human capital management (Raindrop Solution: NetSuite ERP, 2019).

b. NetSuite CRM

The main features included in NetSuite CRM product are: Sales force automation, customer service management, marketing automation, partner relationship management, mobile, and customer portal (Raindrop Solution: NetSuite CRM, 2019).

c. NetSuite PSA

The main features included in NetSuite CRM product are: Project Management, Resource Management, Project Accounting, Timesheet Management, Expense Management, and Analytics (Raindrop Solution: NetSuite PSA, 2019).

The targeted customers of Raindrop Inc. are organization in manufacturing, wholesale, service, retail and e-commerce, health care, media and advertising, and nonprofit organization industry (Raindrop Services, 2019). Similarly, apart from selling of the products, it is also involved in providing three kinds of services to their clients are:

- a. Consulting
- b. Implementation
- c. Support

Likewise, as a part of Corporate Social Responsibility (CSR), to foster the growth of non-profits and help them on their mission with the use of efficient technology, Raindrop Inc. has been providing Pro Bono Services, which means providing services free of cost to the non-profit organization of Nepal. This has been helping Nepalese Non- Profit Organizations to keep track of their financials which includes donations from different countries and in turn be more productive towards eradicating problems in the society and raise more awareness.

1.2 Organizational Structure

Raindrop Inc. had different department which had its own set of duties and responsibilities which at the end boiled some to the common mission to foster the Nepalese companies with world class cloud service. The figure below shows the organization structure for Raindrop Inc.:

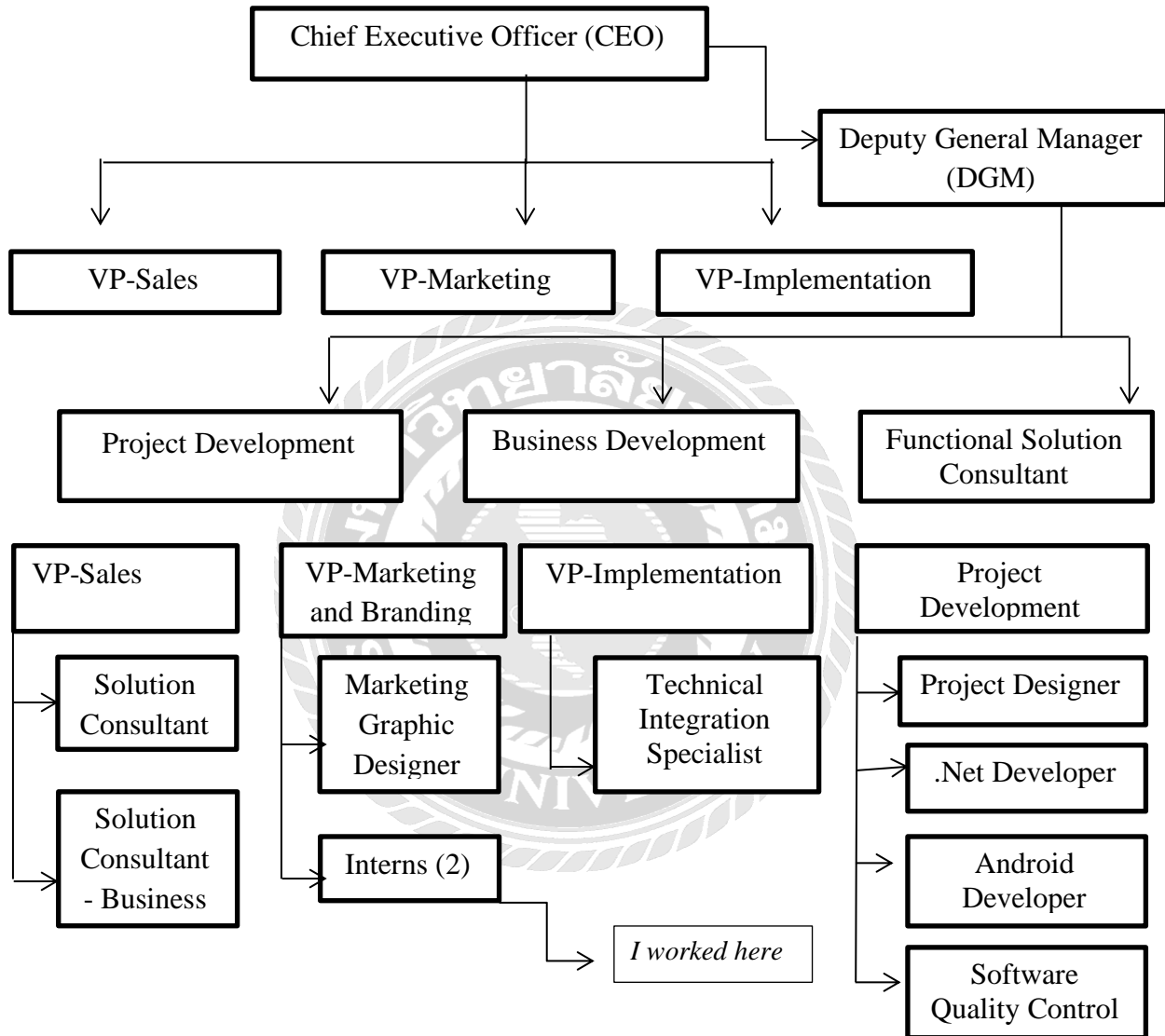


Figure 1: Organizational Structure of Raindrop Inc.

As we can see in the figure, the organization structure of Raindrop Inc. is moreover divided into various departments and units where the head of each departments or units had to redirect their duties to either the CEO of the company or through the DGM.

The founder and CEO of Raindrop Inc. is Mr. Ashok Neupane under whom all the departments fall under. The top most position is the CEO which is followed by the DGM who currently is Mr. Niraj Thapa. The main responsibility of DGM is to facilitate in the smooth functioning of the company which is by coordinating with various departments of organization such as Project Development, Business Development and Functional Solutions Consultant. These departments had to report their duties to the DGM which later the CEO would take note of.

The main responsibility of Project Development is to develop new cloud software product for the company. The department had the duty of building idea for the new product through coordination of DGM and CEO of the company, researching about the prospects of the software and development of the software. Project Development team consists of total five member where the current head is Mr. Subash Adhikari(Project Manager) under him there is: Mr. Rajan Thapa (Project Designer), Mr. Niroj Dahal (.NET Developer), Mr. Anup Khanal(Android Developer) and Miss Arati Baskota (Software Quality Control).

Business Development Department is handled by Miss. Binita Poudel who acts as the legal advisor and the human resource officer of the company. Similarly, the Functional Solution Consultant is Mr. Nabindra Man Shakya who handles the financials, operational flow of the company with coordination with Oracle NetSuite. These departments report their works to the DGM which will then be directed to the CEO.

On the other hand, the company has three departments who report their works directly to the CEO which are: Sales, Marketing and Branding, Implementation. The Sales Department is handled by Mr. Bimal Devkota under him there is: Miss Amanda Deuja (Solution Consultant Business) and Mr. Javed Aktar(Solution Consultant). The responsibility of the department is to sale NetSuite to the wide range of industries in Nepal.

The department under which I worked was Marketing and Branding which was handled by Mr. Mohit Nepal under him there is: Mr. Sushan Maharjan (Graphic Designer) and interns.

The major responsibility of the department is to market NetSuite, corporate branding and raise awareness about Cloud ERP through various social media platforms and events.

Implementation Department was handles by Mr. Divash Chakraparthi which under him is: Mr. Muskan Thapa (Technical Integration Specialist). After the sale of NetSuite, implementation team is responsible for integrating and managing the companies' data, conducting training sessions for companies using NetSuite and implementation the software in the companies.

1.3 Statement of the Report

As a student of business administration, I had also been intrigued with the fact that with the advancement in the field of IT sector around the globe, every now and then there is new software is developed spending millions of worth claiming to provide new better features to the companies to improve their business productivity. Generally for a company purchasing a software is considered as an initial investment and when the increase in business operation they shall upgrade the system. So, through this study I would like to get insights and learn about how companies like Raindrop Inc., which is an ERP Solution Provider market their product when there is wide range of software which has existed in the Nepalese market for years and companies are still without any motive of changing their existing software.

While in the past enterprise software were marketed through door to door sales, today through digitization and rise in social media platforms the domain has changed adversely. Digital marketing has been widely popular due to its customer widely engaged in social media platforms. While for companies targeting individual customers it is the good opportunity to market their product in digital platforms but for companies like Raindrop Inc. whose customers are business firms it is a challenge in itself as there is less engagement of business company accounts in digital platforms.

This report will give the readers the insights on how an ERP solution provider being the new bee in Nepalese market, markets their Cloud ERP Software to the targeted business organization through the utilization of social media platforms and awareness events. With the help of this report, readers can learn the major strategies which are undertaken by the ERP Solution Provider

to reach its local market, challenges faced in conducting campaigns regarding Cloud ERP to business professionals. As the marketing and branding intern in the company, I had to researched about the engagement of business entity in social media platforms and formulate strategies to gain more reach and leads for the sales. Through this report I aim to provide fruitful insights to the readers on digital marketing in B2B market and the prospect of conducting awareness campaigns to reach the potential business in this competitive digital era.

1.4 Objectives of the Study

The major objectives of this report would be critically analyzing the recent approaches that the organization is taking into the field of marketing which is through digital media platforms and awareness events. I have studied about the important aspects needed to perform marketing targeting to business organization as a Cloud ERP Solution Provider. To be specific there are some objectives of this report mentioned below:

- To study the virtual aspects of digital marketing targeted to business organizations.
- To conduct awareness and provide information regarding ERP, NetSuite and cloud services via digital platforms.
- To examine and execute promotional campaigns and events directed to provide latest information on NetSuite, ERP, Cloud technologies in social media platforms.
- To conduct awareness events to the prospective business organizations regarding the exceptional benefits provided by NetSuite.
- To research about company's competitors position of digital marketing.
- To gain knowledge about Cloud ERP and its overpowering benefits to the Nepalese companies.
- To gain fruitful knowledge on the impacts of digital marketing in the sales of the company.

1.5 Roles and Responsibility

As a marketing and branding intern, I was involved in digital marketing, company branding, and event management and overall operation of company. The major roles and responsibilities were to manage social media handles, website management, event research and management which were conducted to raise awareness about Cloud Technology to the business professionals.

Managing social media handles means providing users with daily updates and news regarding NetSuite, providing infographics related to Cloud ERP and the companies services, and engaging people with company's team activities. For this purpose, rigorous research on the latest updates and news regarding NetSuite, Cloud Technologies over the globe which should made so that we could provide necessary information to the targeted business organizations. Similarly, another major responsibility was to manage the company website. The main role was to increase the SEO of the company website with the means of publishing latest articles about Cloud ERP and write blogs providing information as well as our self-insight on various topics related to Cloud ERP. Through these blogs I was responsible to raise awareness and concepts regarding cloud in Nepalese market and unleashing the myths evolving around the market regarding Cloud. The articles and blogs should be published in professional digital platforms to build engagement in the handles.

The another major role was to event management which aimed to provide awareness to both profit as well as non-profit organization regarding company's product which is NetSuite and also provide knowledge about Cloud ERP. So, to fulfill this goal, my main responsibility was to create content and event flow for company's awareness event and research about prospective company or business professionals who can be the participants of the events. Likewise through digital platform, I was responsible to research on finding leads of the companies which would be beneficial for the generating sales of the company. Similarly, I was also responsible to plan and execute the ways to brand Raindrop through researching about various events in IT industry where company can showcase its product and services.

Chapter 2: Internship Activities

2.1 Assignments and Responsibilities

There was wide range of responsibilities involved while working in Raindrop Inc. The main motive of a marketing and branding department was to build a brand of ERP Solution provider in IT industry, raise awareness about the benefits of ERP system (i.e. NetSuite) which would in turn increase the sales of the companies. In order to fulfill this motive, the company used to assign wide range of activities during the internship period.

2.1.1 Management of Digital Platforms

Raindrop Inc. was widely active in digital media such as Facebook, Instagram, Twitter and LinkedIn. All these social media handles that there different purpose to serve for the marketing of NetSuite and brand as a Cloud ERP Solution Provider. The main responsibility was to provide daily updates in the entire digital platform regarding latest news on NetSuite, recent trends on Cloud ERP, infographics on various topics of Cloud Technology and ERP, Demo Video on the use of NetSuite and blogs in providing our opinions and information on Cloud ERP. These all activities boil down to showcasing the benefits of using Cloud ERP for business organization. While, we published information and articles with regards to Cloud ERP in social media handles such as Facebook, LinkedIn and Twitter on the other hand for the purpose of highlighting the corporate culture of the company, we had Below here are few of the posts from many I had posted:



Figure 2 : Social Media(Facebook) Posts and Engagements

2.1.2 Content Writing

In order to increase the SEO of the website, the major strategy was to publish as much articles and blogs as possible including the keywords and providing as much information as possible. I was assigned to publish 2 blogs a week which would then be posted in company's website and digital platforms. Some of the topics of the blogs I had written for the company are: Current Scenario of ERP in Nepal, Signs showing you need to switch to Cloud ERP, On-Premise ERP vs Cloud ERP, Factors to consider while selecting an ERP software, Five pain points ERP can solve and Everything you need to know about ERP. In order to write these blog, we needed to conduct intensive research about the topic to get quality content and accurate information. The blogs are approved by the head of marketing and branding department which will then be published to all the digital platforms and company's website.

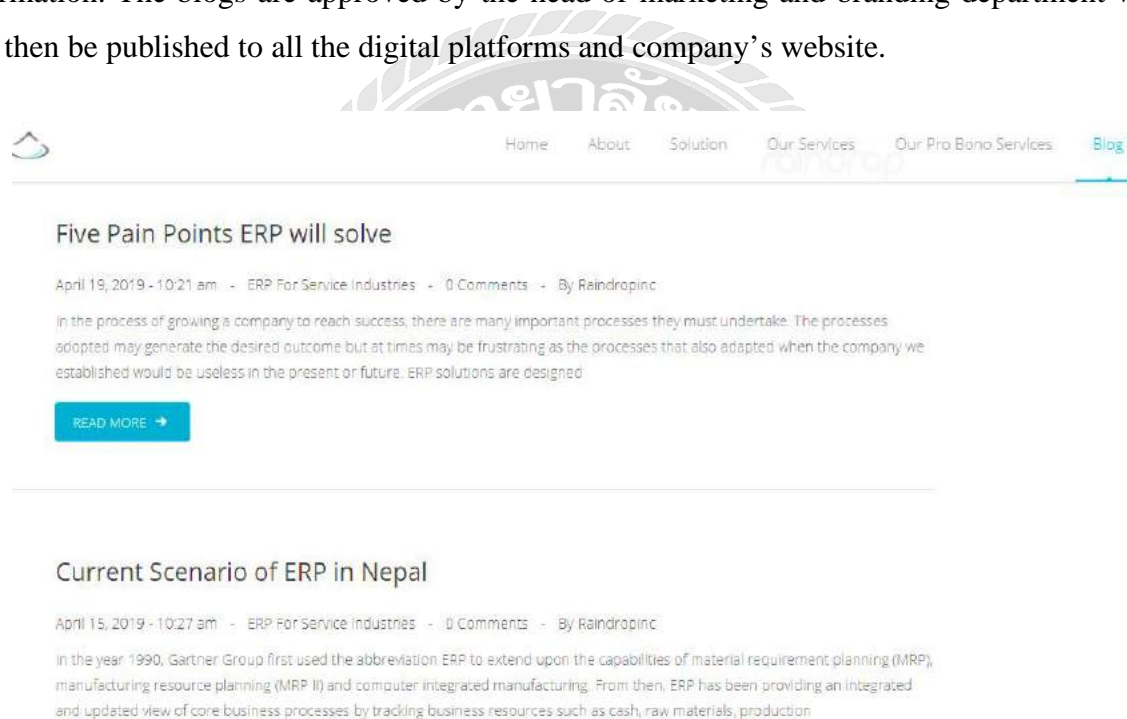


Figure 3: Blogs being posted on Company's Website

2.1.3 Event Management of “Social Impact Tech Conversation: Tech Planning for Non-Profits”

As a part of CSR, Raindrop Inc. partnered with Oracle NetSuite to conduct a workshop which targeted non-profit organization of Nepal to help in creating an effective technology plan for their organization. In order support the success of nonprofits globally through the power of

cloud technology, the event provided product donations and discounts, pro bono services and capacity building to support organizations of all sizes in growing their mission (Event: Social Impact Tech Planning , 2019). We were given responsibility to provide invitations to the entire guest via email and confirmation via phone calls. Similarly, we had to make sure that the entire confirmed guests arrive to the event so before the event we re-confirmed the participants about the events and explained the benefit you can take from the event. Likewise, during the event, our responsibilities were: registration of participants, hall management and decoration, manage the event flow, coordinate in carrying our sessions smoothly and getting feedbacks from the participants on the knowledge they gained from the event. Similarly, after the event, we were responsible to present press release for publishing in national newspaper for overall awareness of our product and cloud.

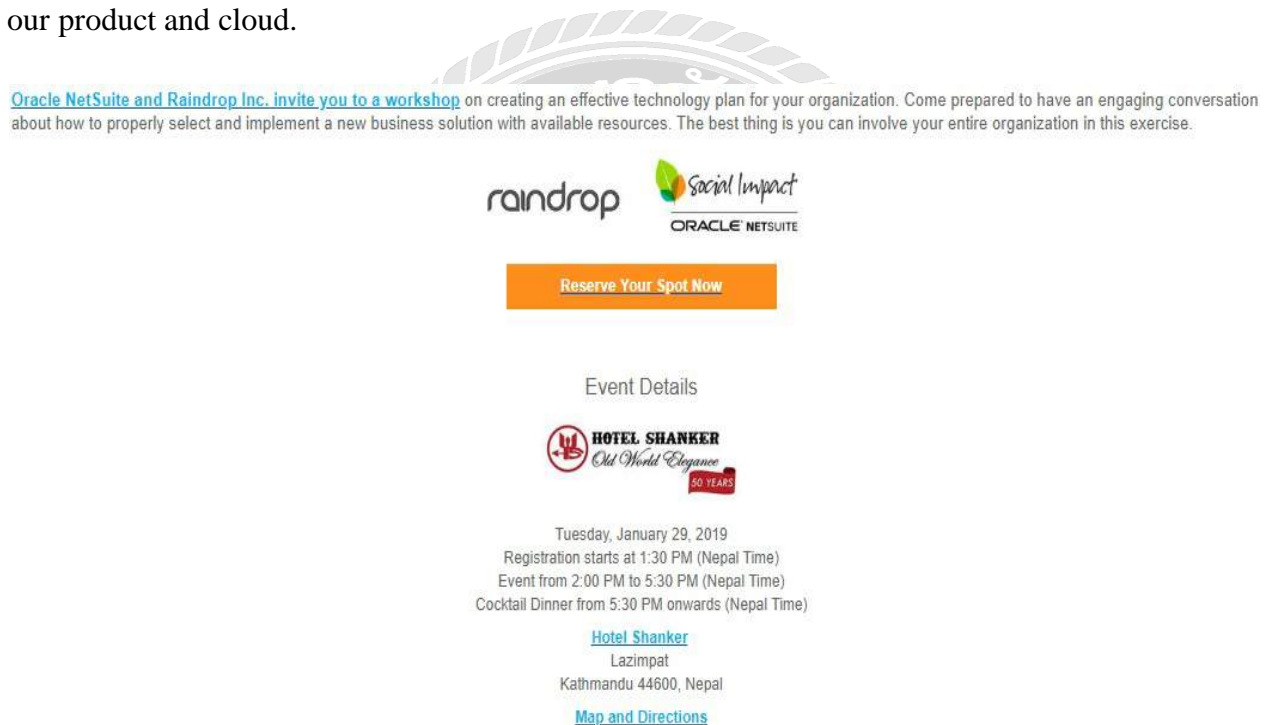


Figure 4: Email Invitation Letter of “Social Impact Tech Conversation”

2.1.4 Intensive Research on Feasibility of conducting Cloud workshop

Being an early bird in providing Cloud ERP solution in Nepal, it is very difficult to make people aware and provide knowledge about cloud technologies in the market. In context of Nepal people have a vague knowledge about cloud and ERP even to the top business professionals which makes it difficult to sale the product which is a Cloud ERP. Therefore, in order to bridge

the gap between the business professional and a solution provider, the company wanted to organize a workshop on Cloud. So, my responsibility was to research on whether these types of events had been or not, targeted audience for the workshop, how to send out invites, content and schedule and overall framework of the workshop.

2.1.5 Preparation and Planning of the workshop

For the workshop of cloud, I assisted in preparing the proposal which included designing of proposal, content of the workshop, speakers and guest to be attended. Similarly, I assisted in developing strategy on the method to apply in approaching the sponsor as well as the targeted participants. We, marketing team, formulated plans on the ways we can market our workshop and how are we going to provide value to the participants and also build Raindrop's Brand.

2.1.6 Corporate Branding

As the company is established only 3 years ago, the corporate branding lacked and very less importance was given to branding of the company. I assisted in formulating plans on designing of office sign boards, boarding boards, ID cards which will overall enhanced the brand of the company. Similarly, we had to research about the future event happenings where we showcased our product and services. For that purpose, we researched via digital platforms, newspapers, magazines, etc. I was attended few business meetings where we used to plan about marketing the company in these events.

2.1.7 Lead Generation

In order to make sales pitch, right audience was required to be scouted and filtering had to be done in order to efficiently reach client which was our responsibility. The initial stage of sales was handled by us where we used to sort companies by industries and research to find the concern person to pitch the product with. This included making calls to prospective buyers, internet research and qualifying them for the sales department to take further action.

Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indication of the Problems Encountered

Raindrop Inc., being an ERP Solution provider mainly targeted customers was business entities and marketing of the product was most effective and useful through word of mouth. Similarly, sales were driven by providing sales pitch, demonstration of the software in company meetings. Being in marketing and branding department, our main motive was to market out company as a cloud ERP solution provider in digital platform to the business entity which can be regarded as one of the challenge for the company being B2B marketing and marketing through digital platform to reach the potential clients was a difficult tasks. Here are some of the problems encountered:

3.1.1 Lack of proper knowledge about NetSuite

As a part of my course, I had gained knowledge about ERP and Cloud but I had very vague knowledge about NetSuite due to its complex long features and components about it. Due to which, at the beginning of the internship, I faced struggle writing post or articles in this matter. NetSuite specializes in providing cloud service but there are still many different kind of products it has which makes it more confusing to understand the difference between different kinds of products which seemed kind of similar.

3.1.2 Lack of budget for digital promotion

As we know that, nowadays even though there are various huge social media platforms providing different features to promote the business but still in order to achieve higher growth in short span of time we need to pay for premium advertising and features. But the company hadn't allocated its budget for social media boasting which was a program because working in B2B marketing having an organic followers takes lots of time and effort which may even not be worth it at the end.

3.1.3 Downturn of social media engagement

As mentioned above, having an organic followers in a business page is itself a challenging part because researches has shown that, most of the people in use social media handles for their personal benefit rather than professional or academic benefit. So, increasing

reach and improving an impression was a major problem. Even after month's daily updates, when the analytics showed the result of decrease in reaches and impression, I was little demotivated at that point of time.

3.1.4 Lack of resources for advertising

Raindrop Inc. is currently in their introductory phase of establishing itself as a brand of ERP Solution Provider. Oracle NetSuite is the only Cloud ERP Service that is company is selling at the moment so our marketing was based our on NetSuite and the resources used for marketing was the content, news and articles published by NetSuite themselves. We, at the beginning, had very less original content produced by Raindrop Inc. because of the limitation of resource, testimonials, etc.

3.1.5 Lack of communication between departments

Even though the duties and responsibilities of departments inter relates to each other towards fulfillment of common goal of the company, in the beginning of the internship I felt lack of connection between other departments. The entire department completed their tasks independently with team communication with the company which resulted in difficulty in adjusting with all the team members at the beginning.

3.1.6 Difficulty in communicating with the potential clients

As Cloud ERP is a freshly new concept in Nepal, and very less number of companies specializes in providing ERP services due to I found it a challenging task to convince clients and give them know about NetSuite. Even though, our responsibility was to only approach digitally or via phone calls, it was difficult to make clients understand even the basic concept of Cloud ERP.

3.2 Resolving Problems Encountered

3.2.1 Lack of knowledge about NetSuite

Since, I knew that I was less familiar with NetSuite and had only basic knowledge about Cloud ERP; I indulged myself in gaining knowledge about the product through studying the use, benefits of the software in NetSuite company's Website, research documents and learning

through fellow colleagues. This helped me the gain higher knowledge about NetSuite and built my confidence to approach clients and write articles, blogs about the software.

3.2.2 Lack of budget for promotion

As the company's product is ERP, the sales mainly depend on the meetings, demonstrations with the clients. So our main role was to provide awareness about the concepts of services and products we are providing. This is the reason why increase in organic followers was also an achievement. Similarly, we did intensive analysis and came to the conclusion that allocating high budget in digital platforms for promoting our kind of product which will not adversely impact the sales of the company as there is less number of active business companies in these platforms.

3.2.3 Downturn of social media engagement

At the beginning of the internship, we focused on publishing the content which was produced by NetSuite themselves. This resulted in no positive results in improving the company's digital handles. So, we came up with the strategy to produce our original content to promote Raindrop as a Brand and advertise about the services we provided. Similarly, we published our own articles and blogs sharing own thoughts and opinions on various concepts of Cloud ERP and unleashing the potential of Cloud ERP. This action drastically increase company's handles engagement and improved the SEO of the Website.

3.2.4 Lack of resources for advertising

To produce quality content for advertising, we had less resources so in order to overcome this struggle, we began to research various trends, reviewed other solutions provider's content, studied the market change with the of Cloud and researched about various happening in the field of IT. These insights helped us to create our own resources for promotions and advertisement.

3.2.5 Lack of communication between department

After couple of weeks in the internship, I analyzed that in order to understand each department, I myself have to be proactive and communicate with the members of the company. So, I started to be more active in learning about the works done by each department which

increased communication flow between all the departments. I began to ask more questions and being interactive with all the departments which helped me in producing content for digital platforms with all the knowledge received from my seniors.

3.2.6 Difficulty in communicating with the client

“Practice makes a person perfect”. This is absolutely true and I myself experienced while interacting with clients over the period of time. With the course of time and practice, I learned about the mindset and behavior of various clients. I implied all my knowledge I gained through intensive research, from job superior which gained my confidence in communicating with the clients more fluently and efficiently.



Chapter 4: Contribution and Learning Process

4.1 Contributions of student made during the internship

As a marketing and branding intern, I tried to fulfill the motive of the department by rightfully providing suggestions, assisting in operational activities, helping in planning and execution of company's events, planning in marketing of the product and building a brand, research about various prospect in cloud technologies and ERP system to the clients through digital media which in turn increase sales of the company. To describe in brief about the contribution I gave to the company are:

4.1.1 Drastically increased the SEO of website

Raindrop Inc.'s website is a newly built website where the engagement and website links were very less while I first joined the company. The result for ERP solution Provider in Google didn't reach top or even in the first page of the search windows. So, improving the SEO of the website was quite a struggle in itself. But with the proper regular contents and use of various strategies, by the end of my internship period, the company's website ranked top in the search engine in almost major keywords.

4.1.2 Content Creation to increase the customer engagement

In digital platforms, the customer engagement is increased with posting relevant contents that suits customer's interests. I wrote blogs and articles every two days in a week, assisted in producing infographics, provided resources to make graphic videos, etc. The original content increased our customer engagement adversely in couple weeks.

4.1.3 Provide support for smooth functioning of events

During my internship period, there was one major event i.e. Social Impact Tech Planning which was the first major event of the company and resulted in huge success. I assisted to support the work flow of the overall event from design planning of the hall, to invitation distribution, hall management, assisting the participants, creating itinerary for the event and producing after event reports.

4.1.4 Planning and Formulation of Marketing Strategies

As the marketing intern, I was given responsibility which was not only limited to perform jobs that are assigned but also formulate plans for marketing and branding of the company. I presented my plans on how to efficiently increase the market share of the company by suggesting various strategies. The plans would be approved by the job supervisor and we would work to execute the ideas. Even though plan execution was a difficult part, we successfully used to implement the strategies and by the end of my internship period there was increase in engagement in digital platforms and resources.

4.1.5 Assist in day to day operations

I assisted in daily operation of business which included wide range of activities falling under coordinating and helping various departments in fulfilling their responsibility. During the internship person, I coordinated with the concerned departments to create vacancy for the designated posts, set up interviews of potential candidates, assisted in taking interviews, etc. Similarly, I assisted implementation department is data entry in the system of companies making them easier to focus on other duties. Likewise, I assisted in preparing various documents, testimonials and reports for the potential and existing clients. Through this assessment, departments had more time to focus on other functions and responsibilities.

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

During the duration of the internship, numerous skills and knowledge has been received from my supervisor and other employees from the organization. I have learned about the various digital marketing aspects that I was allocated during the period of my working here. As a part of learning, I have learned a great deal of SEO optimization in actual application. I have had to contribute towards the designing and content generation for the company's official website. I've had the opportunity to take part in the events created by the company and being involved in every part of the event helped me gain a great deal of knowledge on the insights of how events are conducted. I've had to work with foreign delegates pre-event as well as post-event. This exposure helped me learn the social as well as commercial aspects of formal foreign delegates dealing.

In order to improve the update of the website, we had to learn on how to use the website to publish blogs, edit website contents. This helped me to enhance one of the important skills in Word Press. I got lots of concepts on how the websites are run, how to effectively increase the reach of website, increase the time watch for the users and many other related to website management. Before joining Raindrop, I had very vague concept about Cloud ERP which I learnt only through course books but now by practically implementing and understanding on how to use ERP software I have got a bigger picture on Cloud ERP software and how it is actually the future for business.

Content Marketing may seem as an easy marketing strategy to execute for a company but that's just a tip of an iceberg. I used to believe that producing and publishing articles and blogs is a simple task but now I have come to understand about various challenges in actually producing an original content is not an easy task. Through content writing I have learnt different methods for researching about the concerned topics, reviewing other's articles to gain knowledge about the topic, format and expression to be used for corporate content writing.

In this digital era, marketing in digital platforms is essential but for a B2B marketing in context of Nepal is a difficult challenge. But with this challenge, I learned that with correct content and understanding the mindset and interest of targeted customers, even with less audience it is easier to achieve targeted goals. There might be many hurdles and the result which we desire can't be fulfilled but with proper research and excellent delivery, positive results would be granted.

Similarly, I learned a lot about event management from research phase to delivery phase. Research for the event is very important and even more essential part is to match the content with the targeted audience so that at the final phase the key take ways that audience would take would be fruitful. With these event experiences, I learned that collaboration, coordination, team work, research, patience and marketing are the most essential parts to consider for event management.

As an intern, I was able to get basic knowledge about all the departments because of the responsibilities I was handled from the entire department. I learned various sales techniques on how to pitch with the clients, dealing with difficult clients, etc. from the sales department,

learned about data entry in NetSuite software from the implementation team, learned basics of graphic designing from project development team and marketing team, basic principles while recruiting employees and responsibilities of HR. So, I am glad I got this opportunity work in Raindrop Inc. where I wasn't only confined to one department but gained basic knowledge of all the departments.



Chapter 5: Conclusions

5.1 Self-assessment as a professional

We know that organization functions through various processes. Each and every department must handle the given task properly for better functioning of the organization. Marketing and Branding plays a major role in systemic functioning. It looks after the promotion of the products through digital marketing media. Here the department had various employees for various functioning and one employee was hired that looked after the whole digital marketing platforms. Also the employees are provided with right training to work as asked by the senior employer. I assisted the person looking after digital marketing and functions in various programs.

Working at Raindrop Inc. has provided me a bigger picture on how IT companies whose targeted customer is business entity market themselves and build their brand. I learned about website maintenance, basics about graphic designing, boasting digital marketing, content writing, and event management. All these various responsibilities have built my confidence as it has enhanced my skills and capabilities. Furthermore, this internship offered me the possibility to work on a multi-disciplinary project, involving professionals specializing in their own fields of expertise, providing me a lot of different angles on the topic at hand. I was very glad and thankful to be part of this team, to modestly contribute in the advancement of its social media and to draw from it valuable learnings and humble pieces of work.

As an undergraduate I always wanted to experience working for a startup firm on how they growth from nothing to something. In more than three months of this internship I learned the challenges faced by startup firms especially whose nature of product is new in the market and the ways they tackles in an efficient way. The most important thing that I learned is about team work and coordination. Reading in theory and implementing in the practical life is a vast different thing but efficiently use it will bring growth. I believe that I need to still learn new things and have the long way to go but this internship has shaped up my thinking on the various perspectives which will definitely help in my future career. With the fulfillment of these wide ranges of activities, I believe that I will be benefitted in my future professional life.

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Appendices

Appendix A: With the Raindrop team during Social Impact event



Appendix B: During the weekly meeting for planning for week duties



Appendix C: With the sales team to assist in generating leads



Appendix D: During the futsal tournament of company



Appendix E: Discussion with the head of Marketing and Branding Department



Appendix F: With the Sales and Implementation team

