



Cooperative Education Report

**Increasing online presence using social media tools  
at Green Bamboo Creation**

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### **Abstract**

This cooperative report entitled “Increasing online presence using social media tools at Green Bamboo Creation” has the goal to understand the importance of digital marketing tools for business. The objective of the report includes: 1) To know about the importance of social media in today’s growing business, 2) To understand the importance of digital marketing tools for branding the company, 3) To analyze the local market in the context of Nepal; from the production to end users, and 4) To understand the need for an inclusive business model in business. I was assigned to work under the marketing department under the direct supervision of the Managing Director. The major responsibilities included handling the social media for timely posting, responding to online inquiries, brainstorming ideas for marketing campaigns, generating contents including photo, video and creative with an aim to increase online presence in the digital platforms. Beside this, I was also assigned to communicate with website developer for website development and look after its overall structure and content. Upon the completion of the internship, I found that few problems were resolved by means of digital marketing tools and market research. In this matter as per the changes in the market scenario companies need to adapt and change with growing technology where businesses are focusing more towards digital platforms.

Keywords: Digital marketing / Social media / Local market

## **Acknowledgement**

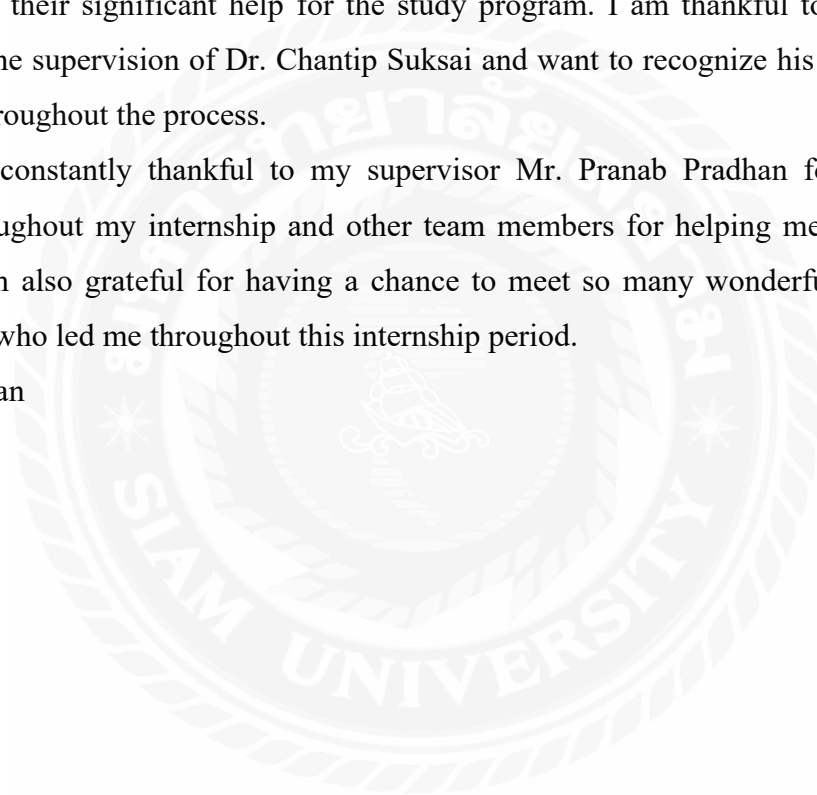
This Cooperative report has been prepared as a prerequisite for completion of the BBA program at Kathmandu College of Management in partnership with Siam University. Cooperative Education has helped me practice and grow my knowledge of digital marketing and its various scope. I would like to acknowledge the help of each person for their constructive criticisms, direction and support during the preparation of this report.

I am immensely obliged to Siam University for incorporating Cooperative Education for the BBA program. I would also like to express my sincere gratitude to the Management faculty for all their significant help for the study program. I am thankful to prepare this report under the supervision of Dr. Chantip Suksai and want to recognize his direction and mentorship throughout the process.

Lastly, I am constantly thankful to my supervisor Mr. Pranab Pradhan for his proper guidance throughout my internship and other team members for helping me improve my mistakes. I am also grateful for having a chance to meet so many wonderful people and professionals who led me throughout this internship period.

Mohit Maharjan

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## **Covid-19 and its impact on internship**

The COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems and the world of work (WHO, 2020). This has led to an increase in work from home culture. During the initial phase, I also worked from home due to the government lockdown and restrictions. I had to be physically present in the office 4-5 days a week depending upon the work or else with continuous communication and supervision of my supervisor I managed to work from home due to risk of virus. Being a marketing intern, I had to go to the market to collect data and information for knowing the market situation and also visit different concept stores, restaurants and other places to know about the status, requirements and take pictures for social media content. But due to global pandemic and government restrictions I couldn't properly visit the market place and could not complete my task properly.

From this, one thing that came into realization is the importance of technology in business. With the help of digital platforms & Social media posts we managed to get engaged with the customers and increase the number of customer inquiries which also increase the number of sales through the virtual medium to cope up with the impact that occurred due to covid 19 before and keep the business going by following the government-imposed restrictions.

**List of Acronyms:**

GBC: Green Bamboo Creation

KCM: Kathmandu College of management

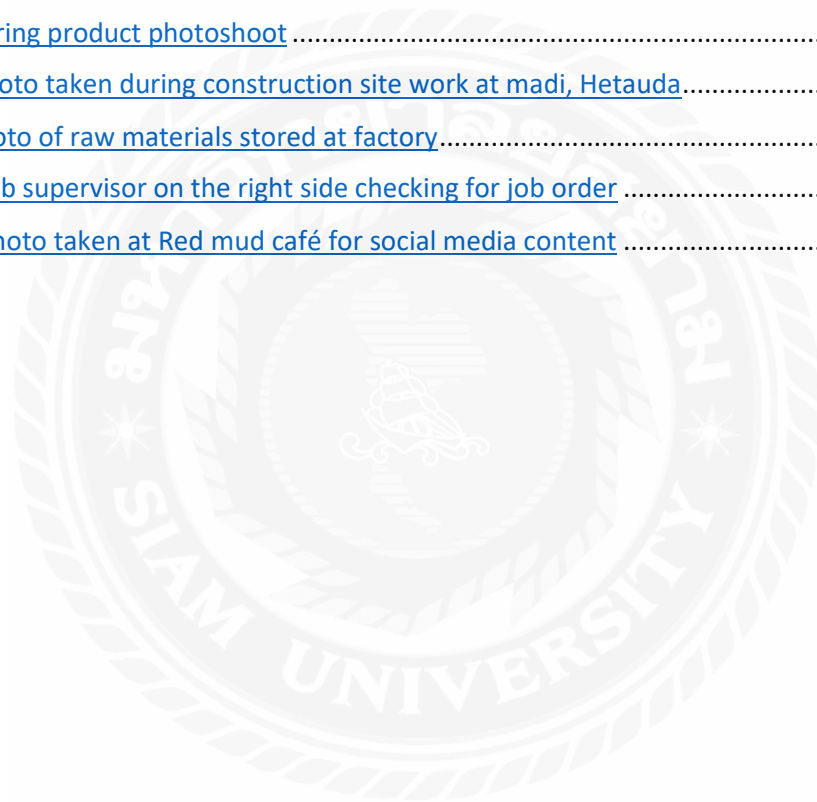


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## **Chapter 1: Introduction**

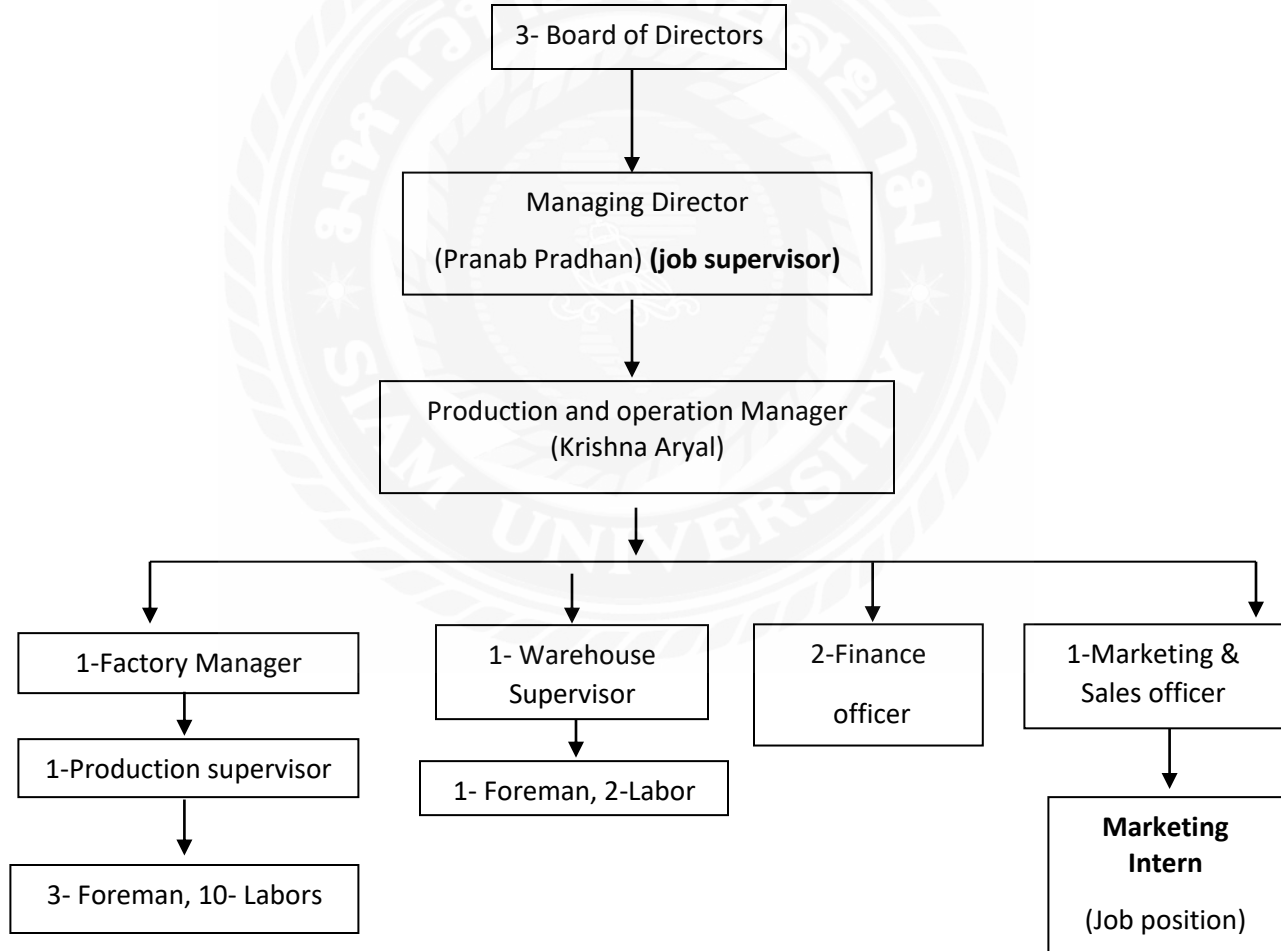
### **1.1 Company profile**

Established in May 2015, Green Bamboo Creations has been contributing in protecting the environment ever since. Green Bamboo Creations was created with an objective to commercialize the usage of bamboo in Nepal by manufacturing different bamboo products for the construction as well as beautification of homes. They believe using bamboo wood instead of hardwood is an ecological, sustainable and a necessary choice for our generation. Not only does using bamboo wood reduce cutting off of trees and protect the environment, it also prevents soil erosion.

Green Bamboo factory is located in Hetuada -13, Badeldhap where the treatment and seasoning of all bamboos are done to make it termite free and dimension-ally stable (Green Bamboo creation, 2021). They believe that working with bamboo requires an inclusive business approach to make it more sustainable. The company sources local raw materials of different species from farmers of eastern and mid-western part of Nepal. The company has an experience of more than 15 years in manufacturing different bamboo products.

## 1.2 Organizational structure

Being a manufacturing and labor-intensive organization, the hierarchy in the organization isn't that diversified. Green Bamboo Creations is led by the Managing director who looks after the overall functioning of the company, followed by the production & operations manager who looks after production and manages both internal and external stakeholders. Then, there are 4 department managers who look after different departments. Along this, the company has advisors who have a major role in guiding and final decision making.



*Figure 1: organization structure of Green Bamboo Creation*

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>Eco-friendly product</li> <li>Sustainable product</li> <li>High experience in bamboo manufacturing</li> <li>First mover advantage</li> <li>Large scale production</li> <li>Research based organization</li> <li>Strong supply chain</li> <li>Inclusive business model</li> <li>Priority to environment and environment</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>Time and labor consuming production process</li> <li>High cost of production</li> <li>Low online presence, branding and marketing</li> <li>Lack of advanced machinery</li> <li>Lack of human resources in operations department</li> <li>Limited capital</li> <li>High maintenance cost</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>Increasing trend of using eco-friendly products</li> <li>Product diversification</li> <li>Utilization of online media for branding and marketing</li> <li>Collaborating with other local business</li> <li>Hiring interns for operational activity</li> <li>Exporting to international countries can help increase market share</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>Cheaper alternative products are available</li> <li>Risk of counterfeit products</li> <li>Price conscious customers</li> <li>Lack of knowledge about bamboo products causing less demand</li> <li>Highly Price Sensitive customers</li> <li>High competition</li> </ul>

*Figure 2: SWOT Analysis of GBC*

### 1.3 Intentions to join the company

Since digital technology is growing rapidly, youth like us who are capable of learning new things and applying them, we have to think more about advancement in an industry with a changing environment by applying all the latest digital knowledge and tools to promote and create brand awareness. As the current market scenario of Nepal is flourishing through the local brands producing locally made products. As there are few bamboo manufacturing companies, I was curious to explore and learn the overall process from farming to end product development. Five years down the lane as I see myself working in the same industry, I wanted to utilize my time and my energy working in such an organization that will help me grow to the fullest and help build connections and have proper detailed

knowledge about the industry.

#### **1.4 Objectives of the study**

- To know about the importance of social media in today's growing business
- To understand the importance of digital marketing tools for branding the company
- To analyze the local market in context of Nepal; from the production to end users
- To understand the need of inclusive business model in business



## **Chapter 2: Internship Activities**

### **2.1 Job Description and responsibilities**

I became part of the GBC team as an intern in the marketing department working under the direct supervision of the Managing director and Marketing officer.

During my initial phase of my internship, I tried to observe how the company functions. Then, I was assigned to do research on the bamboo industry and its micro environment including company, suppliers, intermediaries, customer, competition. From the academic knowledge I had, I started off by performing a marketing mix analysis and competitive analysis for the brand from the branding perspective. During the analysis I found that the company hasn't focused much on marketing communications and reaching out to its target market. So, I start with the basis of marketing by identifying SWOT analysis & creating unique brand value propositions to engage with the target market.

The marketing tools I used were social media platforms like Facebook and Instagram to build online presence & get engaged with the customers through various informative and engaging contents. Since the social media of the company was not very active, I was given responsibility to handle social media to increase the online presence. Beside social media I was also responsible to generate concept, content & layout for the website of the company which was under developed. With time, my major responsibilities were as follow:

- Social media handling from posting to replying customer inquiries
- Generating creatives content like design, video, photo for social media
- Visiting & taking information, photos/ videos of different places where products is placed
- Generate website content & communicate with the website developer
- Record database of social media inquiries in excel sheet
- Generating ideas for marketing campaigns
- Approaching to different market place for product placement

### **2.2 Contribution of the student in details**

Social media management:

My major role was to look after the entire social media of the company. Since the company was less active on social media, I worked on creating various different contents to keep the social pages active and engaging. I have to check every day for messages and inquiries

from the customers at Facebook and Instagram and create a database of the inquiries. I created a social media plan to have a proper planning & generate content according to it. For which I draft the content for the post to my supervisor before posting & after the green signal I post it on social media platforms in order to reduce mistakes. Beside this I used to follow all the similar accounts of the industry locally and internationally to keep updated with competitor activity and to get ideas and knowledge from their posts.

#### Taking photos/videos for social media:

In order to keep social media active, I was responsible to take photos and videos for the content. I had to take product photography of all the products from furniture to decorative items and make them look sharp & clean. I also generate short videos for stories on Instagram to engage and inform people about our working process. Beside product photos I had to go to different places where the products are being sold be it be restaurant, café, home residence or other ongoing construction work to take such creative content for the social media and website.

#### Creatives and content:

I also generate and work on contents for the website since it was under developed. I also created an outline structure of how the website will look like to make the website developer clear about how we wanted the website to be. For better presentation and engagement of the customers in our posts I had to think of various unique ways to make it more appealing to the customer. For which I had to research various social media tools and how to use such tools for businesses for Instagram and Facebook. Upon which I used Facebook business analysis tool which give you tons of valuable information that can help you track and measure your results so you can refine your strategy and measure your return on investment (Hootsuite, 2020) helped to know regarding what types of content are the viewers viewing more by analyzing the page view, likes, previews, reach and engagement. With such analysis I found that customers were more engaging with informative posts regarding the products so I started doing Q/A, Facts and informative contents on Instagram stories.

I also had to look back to the old projects photos of the company which has to be separated for the website. I drafted contents for all such projects and managed photos accordingly and presented to the marketing officer for final checkups. While writing content I had to sit

with them to know about the details of the project in order to generate content writing for the website

### Marketing research:

Initially I was given a task to research the bamboo industry and its internal and external factors with its market, competition, demand and other factors. With weeks of research and observations I got to know about the bamboo market, potential of the bamboo, scalability, and general idea about how the company operates. I also did competitor analysis to know about its market. As the company majorly focuses on manufacturing bamboo related products their competition spreads far and wide amongst wood product manufacturers as well as plastic product manufacturers despite the fact that they do not belong to the same industry for local and sustainable industry of Nepal and solely because of the fact that they are a cheaper alternative or they have been used since decades. So, the company faces this competitive rivalry from three of such manufacturers which are: a bamboo products manufacturer; Abari Nepal, wood manufacturer; Metal wood and plastic manufacturer; Bagmati plastic industry.

## **Chapter 3: Identification of the problems during the Internship**

### Lack of social media branding

The major problem I encountered during my internship period was lack of online presence of the company in social media where the company was not active. Social media is about engaging your audience, about creating a dialogue and about building a meaningful relationship with your customers, something that's difficult to achieve with traditional advertising (123 Reg Blog, 2015). It was very difficult to establish and build up the social media presence since it was less active and had 100 followers on Instagram and 2000 likes on Facebook. As the company has been operated only for 5 years now, they have not been able to use the digital media to the fullest and are relying more on traditional media the company didn't focus on any digital media platforms but relayed on the personal relation and recommendations where market for this industry is niche and there is less awareness among people about bamboo. The company couldn't communicate with its audience due to which the market share was very low.

### Lack of brand awareness

The brand recognition of GBC was very low and it was very difficult to create a brand name because of low awareness about the product. One of the major causes of low customer base was low brand awareness and knowledge about the usage of bamboo and bamboo products with the general people.

### No proper data.

Since the company is manufacturing and labor intensive the company was mostly driven into factory work outflow and there was lack of human resource in other departments. There was no proper recording and tracking of data's including customer data's and sales data. With no proper data of clients, it was very difficult to list down the recent customer and track its details. Therefore, I had to visit B2B and B2C clients to generate content for the social media.

### Effects of Covid-19

During my internship period, I also got a chance to visit construction sites to take the photo/video for the social media content. During that time, I got a chance to visit an on-going site where I captured the workflow process as a content for website and social media. During my visit we encountered problems on the operation site due to Covid19 and



government lockdowns. There were few laborers to work and the company was facing difficulties financially due to shutting down of operations. There were also problems in managing the resources, such as labors in factories and on-going projects due to which things weren't going according to the plan.

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

#### Use of digital platforms

Today, the entire world is so technologically advanced and every business is getting cost effective by using these technologies. I researched for various possible strategies to market bamboo products. With intensive research during lockdown, I came up with ideas to promote the business. Firstly, I worked on building the website where I generated different contents. Then I started frequently posting social media. This consisted of product photos and informative content about usage and benefits of bamboo, customer testimonial, product placement and customer feedback. GBC uses differentiation strategy giving customers unique, different and distinct from the competitors marketplace who are mostly focus on product attributes which is one of the USP of GBC. So, I focused on these aspects while generating content.

#### Promotion at different places

I researched different communities where sustainability is promoted and other various environment friendly campaigns. I approached various local startups and stores to promote the product and the brand. In the process of that I managed to place the products in quite popular restaurants and other areas which helped to gain the visibility of the company. With an active presence online, it helped to gain more attention and increased the number of online sales and the followers. As, digital platforms such as websites help to give visual representation of the product and services the company offers. It helped to build relationships with the customers and increased the trust among people due to information of the company with all its work history.

#### Preparing database

As I mentioned earlier, we tried to showcase various sales and product placement in b2b houses which helped to gain more reach and build the brand. I prepared the list of all the b2b clients that have collaborated till now which helped in tracking the sales data and helped the marketing and sales team to have the past database which will be helpful for

their upcoming campaigns for analysis. Also, I prepared a list of possible b2b clients in order to approach the placement of the product.

### Planning

Uncertain situations are very common, though it cannot be fully controlled, taking measures before-hand is a must so that the company doesn't have to face a lot of difficulties. Being prepared with regard to manpower, proper functioning, competition that directly hampers the company is a must. Me and my other team members created a proper planning and forecasting for the upcoming situation to manage all aspects from resources from suppliers to human resources. During the lockdown period, helped the company to communicate and plan accordingly by contacting different suppliers and customers and keeping updated with all the pending works.

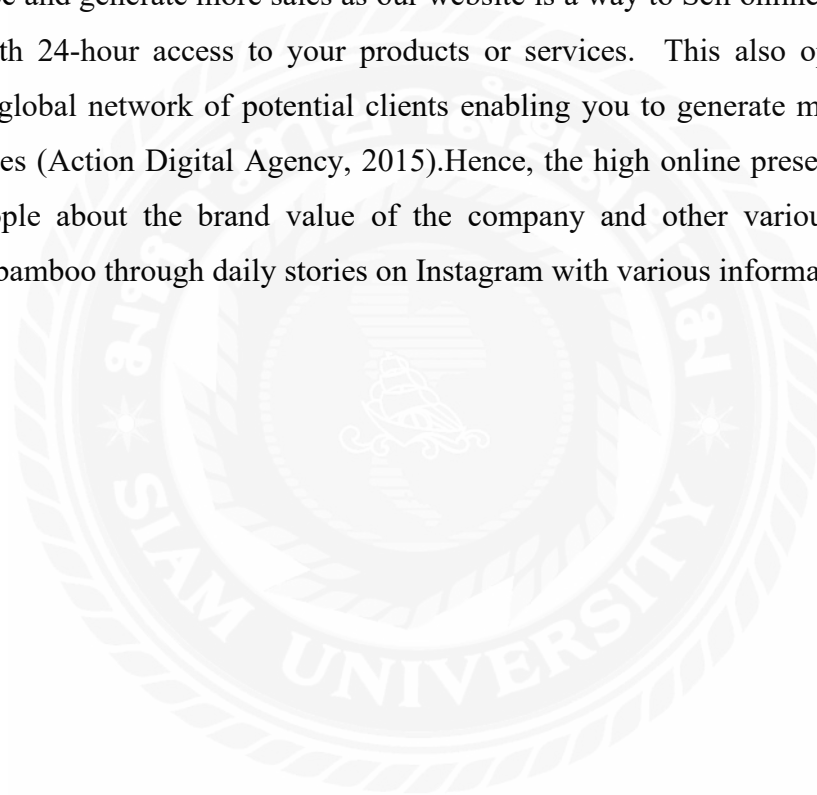
## **3.2 Provide some examples**

As mentioned above, the company was less active in digital platforms. My major role was to handle the social media where I not only posted contents frequently but I researched and came up with creative content mostly focusing on the value proposition not in terms of product led and focusing on the product attributes but from customer led value creation focusing on the quality of the work process. Meaning telling stories, process of manufacturing and the emotional benefits it the product gives i.e., to the sustainable environment where consumers are not buying products but helping in creating an ecofriendly environment. Such interaction engaged customers to reach the company website & got more insight on company ongoing projects, offerings, values through it. This helped to create a consumer base who were interested with similar interests and behavior. This created a strong targeted customer in social media pages. Through such types of content and posts on social media I managed to get a lot of customer engagement with 25% of them turning into sales. Beside sales it also helped in reaching out to the people who were searching for similar local products as followers and likes in social media also increased drastically.

With the growing online presence of the company, the reach of the brand helped in identifying and reaching out the peoples which benefited while approaching different business sectors. While approaching different projects, few clients were uncertain about the

quality of our work. We suggested they visit our website where clients got to know about the company history & past works & projects which helped to generate assurance among the clients. Website is a Reflection of Your Image as a Business as potential clients or customers will go to make their judgement about you and your business (Action Digital Agency, 2015) making strong brand image and brand presence.

Further, it was difficult for the salesperson to explain each and every detail to the customer while dealing but due to the website it was easy for both parties as customers could easily navigate and get all the information regarding the company. This helped to create a strong online presence and generate more sales as our website is a way to Sell online by providing consumers with 24-hour access to your products or services. This also opens up your business to a global network of potential clients enabling you to generate more sales and conversion rates (Action Digital Agency, 2015). Hence, the high online presence helped in educating people about the brand value of the company and other various knowledge regarding the bamboo through daily stories on Instagram with various informative contents.



## **Chapter 4: Learning process**

### **4.1 Things learned during the internship**

#### Organizational structure

Learning things practically is a completely different experience. I firstly understand the organizational model as a whole which defines the hierarchy, team development and consumer's role in how a business operates (small business.chron, 2018) its product and services and its internal environment from the bamboo farming to manufacturing. I gained wide knowledge of the bamboo and the bamboo potential market in Nepal. Since, the process of manufacturing finished goods was a long process as the company incorporates a sustainability inclusive business model, I got a chance to watch all stages of workers in the process. Laborers, famers, engineers, architecture and the employees I learned how such a model works from step to step which was very great as such model helps in employment. Through observations I learned how inclusive business models work which expand access to goods, services, and livelihood opportunities for low-income people in commercially viable, scalable ways. These businesses provide opportunities for people living at the base of the pyramid to step into new roles: as suppliers, as distributors, as retailers, or as customers (Innovation for Social Change, 2012).

#### Social media management

Through handling social media, generating different kinds of content I learned various ways to build customer relationships and engage through digital platforms from social media to websites. Beside consistent posts the major key factor I learned was the correct brand message and how you position yourself in the market and also by engaging with customer by picking your best testimonials and reviews, design them into readable bites, and craft catchy captions to go with them (Search Engine Journal, 2020)

#### Website development

Since I was responsible for communicating with the website development company, I had to research many websites to know what could work well from designs to outlines. Further I also gain a lot of knowledge about how the website is built from scratch by being involved in the development process. But with time I learned many things such as SEO, key words, Website traffics, cookies, domain, hosting and other such terms of website. The communication also helped me in learning how we can make changes and edit in the

websites. For website development, I gained decent knowledge of how all the functions work where WordPress software was used in order to create a website.

Beside all this personally this internship helped me develop interpersonal skills, organizational skills, problem-solving skills, computer and technical skills were developed that in turn has fostered creativity and innovation. The internship program helped me realize the need for planning, motivation, controlling, interpersonal relationships, and training at the workplace which I studied earlier in the course. The theoretical knowledge facilitated me to understand more of the organizational culture, a chain of command, and market place which helped in gaining more practical learning and experience.

## **4.2 Use of theoretical knowledge in practical work**

Just having theoretical knowledge isn't enough to work in the real world, practical insights aligned to the knowledge and learning we had played a very important role. All the basic to complex things that we have come across during our lectures at KCM has helped a lot during my internship period. It has given me a deeper insight regarding the importance of small factors that we tend to neglect, and actually has a great role to play to ensure efficiency and effectiveness in the workplace.

The importance of brand value which helps to develop the distinctive image in the market to build competitive advantage for the brand which helps in positioning. In order to promote and market in social media the use of strategic brand building and management process which I learned during my coursebook helped during my internship to create strategic analysis, identify brand value propositions and promote through different marketing strategies such as online promotion & product strategy at different market placements.

## **4.3 Details of the related learning process and new knowledge**

Under my tenure at my organization, I can now call myself a much more confident person to deal with people in the market in the upcoming future. This program has not only given a practical insight of how things are done in the real corporate world but also how we use our academic knowledge aligned to our experiences, our intuitions to run a business and sustain it creating and delivering value to our probable customers.

The major knowledge I gained regarding the bamboo manufacturing process from growing

by farmers to the end process of finished products was how important the operational management is required for such manufacturing industry mostly. I learned about various manufacturing tools which are used in manufacturing such as grinder, splitting machine, knot removing and others. I learned how the bamboo should be treated for proper growth and development and deeply understand the inclusive business model which is very important in order to uplift the remote area of the country and create income generations. Knowing about different species of bamboo, I learned about which one is good for construction or for making furniture. Visiting a construction site, I got more knowledge about the bamboo used and other various factors like manufacturing bamboo compost panels and building engineered bamboo houses with features like eco-friendly construction, earthquake resistance, and heat and cold insulation. Beside such technical terms I learned about project management and how we should prepare before the work starts. In such a process I learned the use of operational management in order to properly use human labors and manage resources accordingly.

Looking over social media platforms I learned various branding ways in social media and mainly learned various digital tools which are used for marketing like email marketing, proper use of social media, hosting, paid social media, sponsored posts and others. All these branding tools I learned in the process as I started with normal social media posts but with constant research and tests, I learned how sponsored posts are being done. Also, proper use of boosting the post through the ad manager containing the detailed process regarding the right time, audience and location. This helped me in gaining decent knowledge and experience in increasing online presence using different platforms like social media and websites where I got to learn various new technological terms. I learned to become more confident and interactive with my customers and other vendors.

Similarly, I learned the importance of effective communication & team work in an organization with different understanding of marketing activities, sales, promotion, operations and other marketing activities which I learned during my coursebook learning and gained real world experience. Lastly, I gained as a business student was accountancy, regarding the business strategies, work cultures, various skills i.e., communication, socializing, interacting, work ethics, discipline, teamwork etc.

## **Chapter 5: Conclusion**

### **5.1 Self- assessment as a professional**

My 14 weeks of the internship program was a completely different experience. I had an exposure to the real work scenario. This internship period helped me understand how an organizational culture can be different from one another. I also understood how human resources are inimitable to gain competitive advantage. My internship activities helped me in building my professional and personal skills along with the growth of the organization to some extent.

Joining Green Bamboo Creation as an intern gave me the opportunity to work hands-on in a professional group and gain practical work experience regarding the sustainable business model. This internship taught me more about the diverse opportunity that Nepal can offer with the variety in local and natural resources. I have had a chance to know about Nepal's sustainability and its future. I could practically experience how manufacturing is done & importance of operational management which I learnt in my coursebook. Also had the opportunity to bring my theoretical knowledge base of branding into practice in the real time market. In fact, I formed several professional relationships with individuals from varied backgrounds which increased my public relation.

This internship period was very fruitful and productive for me. Communication skills are very important in the current world. The ability to communicate information accurately, clearly and as intended is a vital life skill and something that should be overlooked. I have become more confident because of the interactions I had with co-workers, clients and other stakeholders. I developed an attitude of readiness to work. I have also developed an ability to work under pressure which is a very important skill while working in any organization.

Furthermore, I gained various practical knowledge, skills and various aspects of digital marketing and increasing online presence such as website, social media, content writing which will be very useful for me in my future career.

## Annex 1 (Photos)

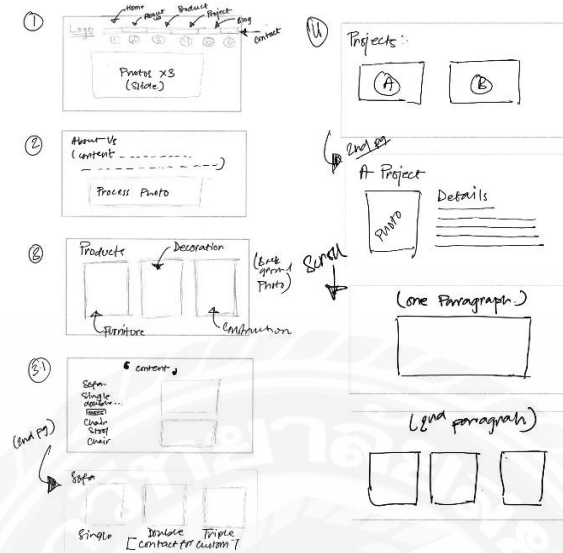


Figure 3: Website development outline design



Figure 4: Taking pictures for social media content at warehouse





*Figure 5: My workspace*

1	Name	Product	Status	Type	Location
2	Green Mansion	Sofa set	WIP	Hotel	Sauraha
3	Ti-Se Hotel	Blinds	WIP	Hotel	Boudha
4	Binita Maharjan	Decoration	Will send me the requirements	Resturant	Lazimpat
5	Sabin Khatiwoda	False ceiling work	Future	School	
6	Janak Karki	Decoration	WIP	Apartment	Nagpokhari
7	Tansen Project	Gazebo	High quotation	Resort	Tansen
8	Facebook	Fencing	Follow up when free		
9	Solo Traveller	Furniture	Advanced paid 120k	NGO office	Kathmandu
10	Buddha Thai Resturant	Partifion	Quotation		
11	Ti-Si Hotel		WIP	Restaurant	boudha
12	Thomas	Bamboo strips and	WIP	Structure	Nakhipot
13	K-shitiz	Sofa set	expensive		
14	Naveen Niraula	Sofa set	expensive		
15	Noor	Blinds	Quotation sent	Blinds	tangal
16	Sunita gurung	Blinds	WIP	Blinds	Nakhu
17	Pokhara Bhai	Gazebo and Partifion	Costing need to be done	Resort	Pokhara
18	Sanjay Tulsinia	False ceiling	WIP	Office	Maitighar
19	Ashok Shrestha	Decoratives	Site visit at Mid Baneshwor	Banquet	Baneshwor
20	Viplav Pradhan	Decoratives	WIP	Resturant	Lazimpat
21	Heem Shakya	Sofa set	WIP	Home	Patan
22	Raj Shrestha	Construction	Visit on Sunday	Resturant	Basundhara
23	Laura Ballester	Partiation	Quotation mailed	Home	Dhobighat
24	House of Karim	Blinds	WIP		
25	kastavista	Roof	WIP	Resturant	Swambhu

*Figure 6: Customer database from online inquiry*



*Figure 7: During product photoshoot*



*Figure 8: Photo taken during construction site work at madi, Hetauda*





*Figure 9: Photo of raw materials stored at factory*



*Figure 10: Job supervisor on the right side checking for job order*





*Figure 11: Photo taken at Red mud café for social media content*



## **Annex 2 (CV of Job supervisor) (Managing Director)**

### **PRANAB PRADHAN**

**Diyali Marg -109, Lazimpat, Kathmandu, Nepal.**  
**pranabpradhan@outlook.com**  
**M: 9841188587**  
**DOB: 6<sup>th</sup> December 1982**  
**Status: Married**



### **Education**

- MSc (Design Engineering & Manufacturing Management, Middlesex University London, UK)
- Master in Business Administration (MBA, General Management), (Ace Institute of Management)
- BE in Electronics and Communication Engineering (Pokhara University, Nepal)

### **Work experience**

#### **1. Watering Hole Pvt. Ltd, The Gastro Pub,**

Co-Founder/Chairman

Naxal, Bhagwati Marg, Kathmandu.

- (Established in 2018, WH is not just an ordinary restaurant/Pub but also a live showroom of Green Bamboo Creations products such as furniture, decoration and construction. All of the foods that we serve are locally sourced, we use pink salts in all of our foods that we serve and promote use of environment friendly products, discard plastic products use and encourage healthy food and living.)

#### **2. Green Bamboo Creation (GBC)**

Founder/ CEO /Chairman

Naxal Bhagwati Marg, Kathmandu.

- (Established in 2015, GBC works in manufacturing bamboo furniture, décor and construction using bamboo. Our factory is located at Hetauda, warehouse at Patan Industrial area and showroom at Naxal)

### **Volunteer/Intern (2014-2015)**

CitySq. Ltd, London, UK

- *(City Sq. is a specialist fit out and refurbishment contractor based in London)*

Operation Manager/ Director (2010-2013)  
Himalayan Bamboo (HBPL)

- *(Designer and manufacturer of solid wooden and bamboo parquets, bamboo and wood composite furniture and construction of pre-fabricated bamboo house)*

Solar Engineer (2008-2010)  
Mudbhary and Joshi Construction (MJC)

- *(Construction of High Voltage transmission line and sub-station for the transmission and distribution of electricity)*

Assistant Engineer (2006-2008)  
Nepal Ekarat Engineering (NEEK) Pvt.Ltd

- *(Design and manufacturer of distribution and power transformers)*

## **Competencies**

Managerial skills: Operation management, Business development, Project management

- Effectively communicate, present and discuss ideas with team members and stakeholders
- Negotiation and problem-solving skills
- Report writing skills such as project reports and journal articles
- Supervisory and leadership skills
- Cross-functional team management within and outside the organization

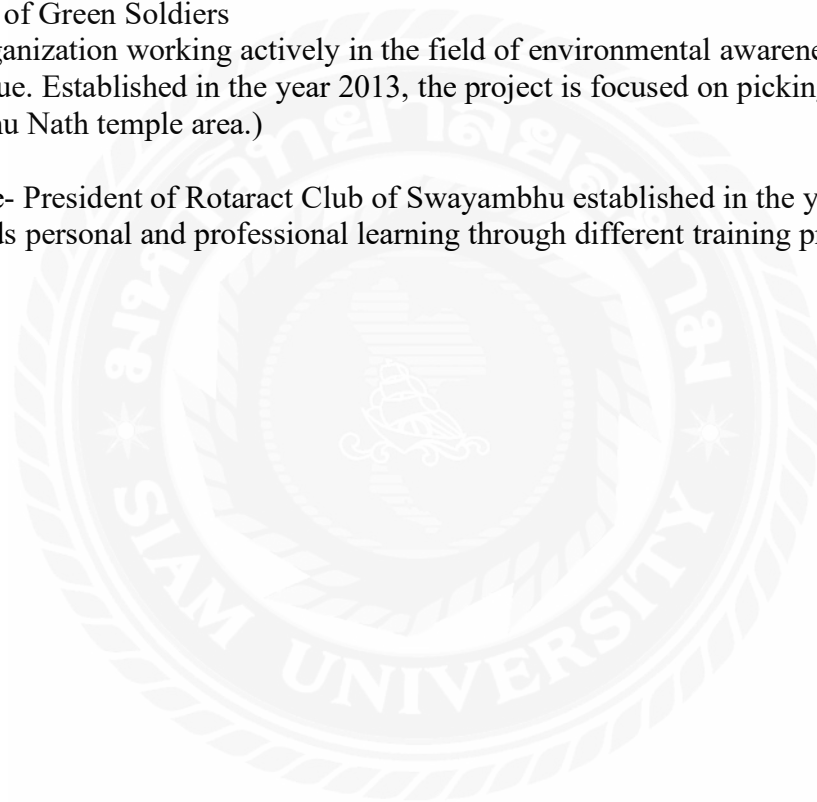
## **Training and Conferences**

- Part time faculty member of Kings College affiliated to Westcliff University, California. BBA students, teaching subject- Operation management
- Participation in different training activities organized by Kings College/ Empowerment Academy.  
(Empowerment Academy (EA) works to empower students and teachers by helping them become better communicators, collaborators, critical thinkers and creative solvers.)

- Participated in training and handover program in China (2010) by CFC/ICBR project named "Development and Commoditization of modular bamboo houses in Asia and Africa" organized by Federation of Nepalese Chambers of Commerce and Industry (FNCCI).
- Participated in different interaction programs organized by World Bank (IFC) and FNCCI.

## **Organization and Clubs**

- Board member of World Hindu Economic Forum- Nepal Chapter established in 2019.  
(The World Hindu Economic Forum is a nonprofit, based in Delhi, Bharat. It describes itself as an independent international organization committed to make Hindu society prosperous through creation and sharing of surplus wealth and knowledge.)
- Co- founder of Green Soldiers  
(A nonprofit organization working actively in the field of environmental awareness and waste management issue. Established in the year 2013, the project is focused on picking plastic wastes from Swayambhu Nath temple area.)
- Charter Vice- President of Rotaract Club of Swayambhu established in the year 2009.  
(Focused towards personal and professional learning through different training programs)



## Annex 3 (CV of student)

**MAHARJAN, Mohit**

Patan Dhoka, lalitpur

+9779860980344 [mohit2021@kcm.edu.np](mailto:mohit2021@kcm.edu.np)



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### CORE COMPETENCIES

- Experience in creating creative digital content for various companies like Franchise Nepal, Cotton mill, Saboo Nepal, Suiro tea etc.
- Experience in working in media, organizing, marketing team in various events of KCM
- Hard working, good leadership and communicating skills
- Experience in organizing national level college event like Inter College Music Competition, Nepal management Symposium

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### CAREER ASPIRATION

- Aspiring to work with a reputed organization for experience with various challenging and creative tasks and by achieving the goals set by organization.

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### EDUCATION

**Kathmandu College of Management** 2017-2018-2019-2020-2021

*Bachelor of Business Administration in Marketing*

- Opportunity to learn beyond classroom through various sources like case study, projects
- Acquired presentation skills, communication skills, leadership skill
- Actively volunteered in events organized by Arts club, Career club, IT club etc.
- ICC (Internal Communication Coordinator) in KCM student council 2018/19
- IT club president 2019-20 and IT club coordinator of 2018-2019
- Attended various workshop & guest speakers' session in KCM
- Winner of Team building 2019 & 2020 organized by career club
- Winner of 1st KCM talent hunt 2019 in various categories

**United College** 2015-2017

*Higher secondary (10 + 2)*

- Secured first division
- Actively participated in various college events

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**Future Star High School** 2005-2015

*SLC (Grade 10)*

- Secured first division



## **EXPERIENCE**

### **GORKHA BREWERY**

*Hattisar, Kathmandu*

- Experience in promoting outlets of the company at on trade sector for 12 weeks
- Learned to work well under pressure and various marketing strategy used by the company

### **JD Group (Franchise Nepal)**

*Nag pokhari, Kathmandu*

- Worked for 2 months as a digital marketing department
- Approached more than 150 companies to go on board in website

### **M&S Group (Food Mario)**

*Pulchock, lalitpur*

- Worked as a digital content creator
- Performed product photoshoot and generated ideas for their website

### **SABOO: NEPAL**

*Kuleshwor, Kathmandu*

- Experience in working as market researcher and marketing coordinator for 8 months
- Content creator & learned various things required for a startup company

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## **LANGUAGE**

- Native: Nepali, Newari                      Fluent: English, Nepali

## **COMPUTER**

Microsoft Office (word, access, PowerPoint)

Adobe (Lightroom, Photoshop, Premier pro)

**DOB:** 16 December, 1999

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