



## **COOPERATIVE EDUCATION REPORT**

“Relationship Marketing: A Case Study Of The Leather Industry.”

**WRITTEN BY**

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**This Report Submitted in Partial Fulfillment of the Requirements for  
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### **Abstract**

This cooperative report entitled ““Relationship Marketing: A Case Study of the Leather Industry.”” has the goal to understand the importance of relationship marketing for business. The main objective of this report study is to learn, enhance, and utilize the theoretical skills learned in classes in professional settings; to evaluate the organization’s research efforts to create a brand; to evaluate the organization’s promotional and marketing activities. I was assigned to work as an intern in the marketing department with the company. My main responsibilities were related to branding, development of marketing strategies and campaigns, research, and planning events. The objectives of the study also include: (1) to understand the market & corporate working environment, (2) to understand relationship marketing, (3) to diversify the consumer experience, and (4) to build brand equity through increasing brand awareness, brand associations, enhancing the perceived value of consumers & building bond with consumers through various activities. Upon the completion of the internship, it was found that the problem was resolved by Prioritizing customer service in your Relationship Marketing strategy, by Promoting engagement through Content Marketing, and by matching your social media approach to your audience. In this way, students are able to learn more about how to get accustomed to the working environment of the Nepalese Market, which is very important for future career development & profession.

*Keywords: Relationship Marketing, Brand Equity, Mature Market, Brand Development, Marketing Practices, Market Research, Effective Planning, Professional Skills, Career Growth*

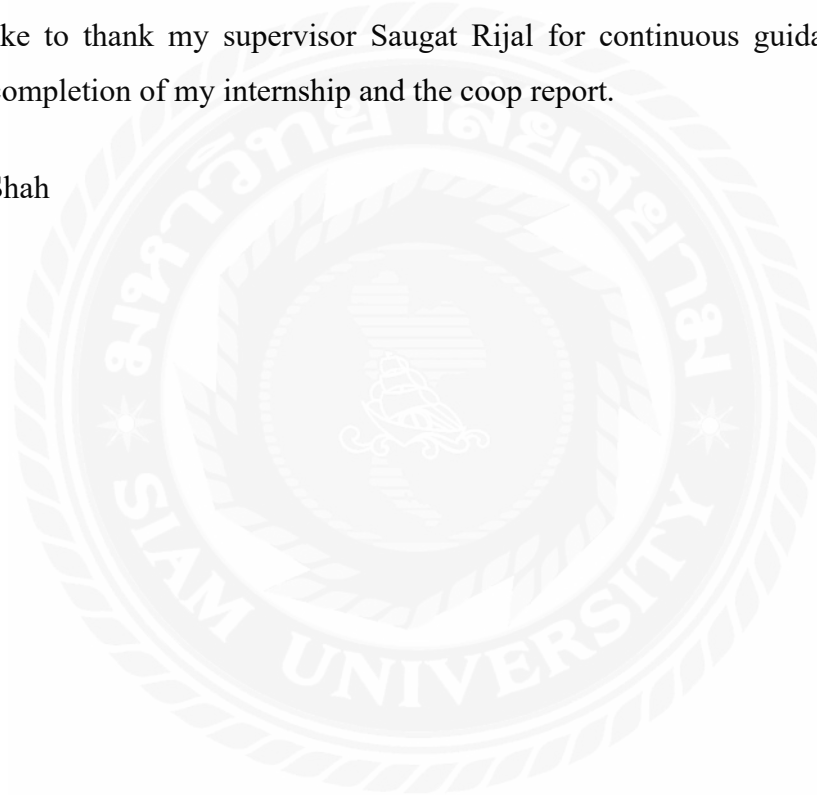
### **Acknowledgment**

I express my greatest gratitude to Kathmandu College of Management and Siam University for providing me an internship opportunity in Latido Leathers Pvt. Ltd., which was a great chance for me to get a practical implementation of my knowledge I gained in my 4 years of BBA program. Through this internship I got a platform to develop my skills in the field of marketing. I am also grateful for having the chance to meet so many wonderful people and professionals who supervised and supported me through this internship period.

I would also like to thank my supervisor Saugat Rijal for continuous guidance and support throughout the completion of my internship and the coop report.

Adnan Ahmed Shah

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### **The effect of COVID-19 during my internship period**

The COVID-19 outbreak is a sharp reminder that pandemics, like other rarely occurring catastrophes, have happened in the past and will continue to happen in the future. The current outbreak has had severe economic consequences across the globe, and it does not look like any country will be unaffected. This not only has consequences for the economy; all of society is affected, which has led to dramatic changes in how businesses act and consumers behave.

The major problem faced by Latido leathers is the supply of raw materials getting stuck on the borders and some not even getting shipped, another major problem faced was the very little time to operate through the showroom which was newly built due to uncertain lockdowns.

Delivery delays - Average delay due to uncertainties was about 1 week but due to covid-19, the average delay was about 4-5 weeks.

Another is customers not knowing about the reopened showroom. With so many businesses opening in stages and some still closed, it's difficult for consumers to keep track of whether they can now buy things from the places they frequented before the pandemic.

Another challenge faced was accessing the capital they need to stay afloat, making sure their employees can work remotely, and balancing increased family demands. Forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income, while companies are currently finding the right tone in a global health emergency, the future will bring about shifts in the industry, increased competition, and demand for innovative and aggressive marketing practices.

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## Chapter One

### Introduction

#### 1.1. Company Profile

In a market dominated by readymade apparel, Latido Leathers is a company that focuses on bespoke leather products--jackets, bags, wallets--designed according to the varying needs of customers. At Latido Leathers, customers can handpick the materials and components they want and don't want to be used in a product; customers can play around with the placement of pockets, the color of the zippers, even the overall aesthetics of the product. 'Latido', the Spanish word for a heartbeat. "This company was built to cater to the demands of those who love leather and want to wear designs that they have come up with in their minds, designs that no one has worn before. Latido Leathers is where it is today because of the quality of its products and excellent customer care. Out of all the products on offer at Latido, customizable jackets are what sells the best.

Latido started in 2015, starting with operating in the factory itself in its initial stage and not from the showroom, showroom started operating in 2017. Initially, only jackets were customized whereas now wallets, belts, bags, gloves, and other customized accessories are made.

Mission: Customize any type of leather product.

Vision : To become Nepali based global brand.

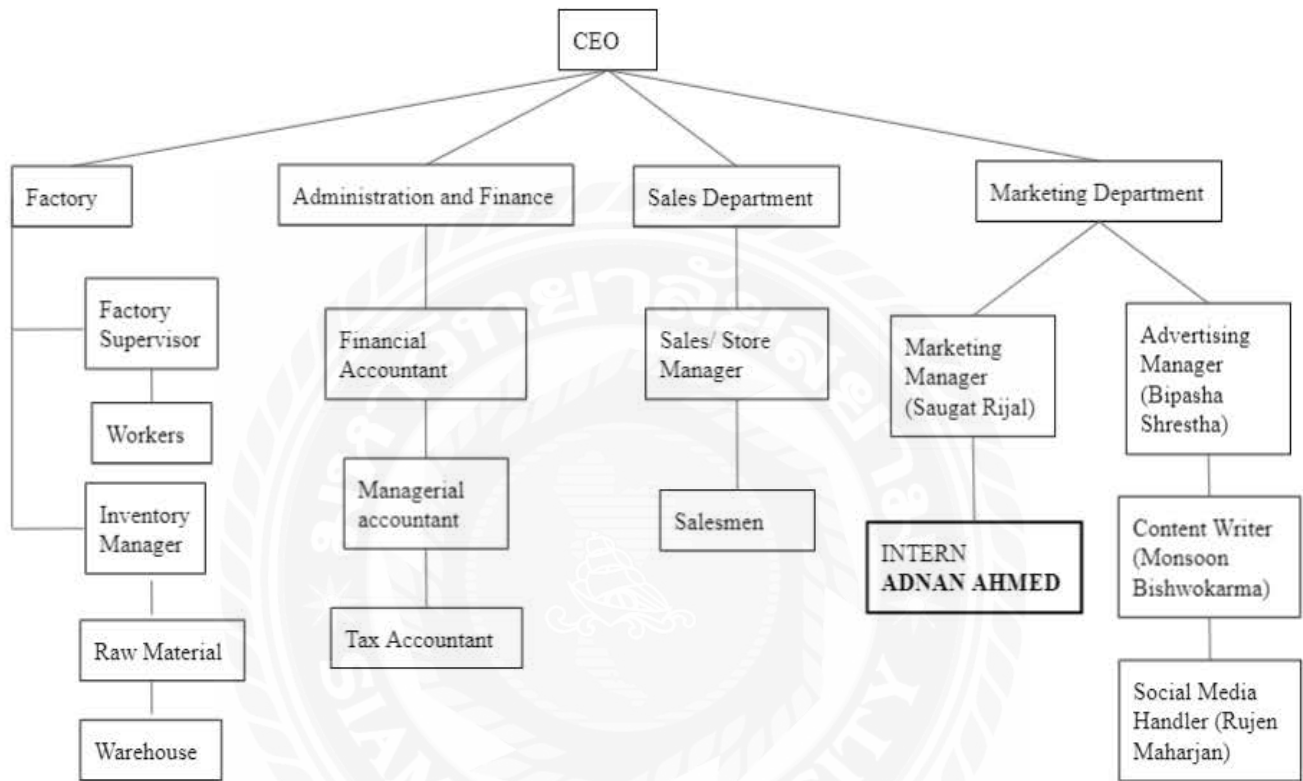
Brand Slogan : “BE WHO YOU ARE”



*Figure 1 : Company Logo*



## 1.2. Organization Structure



*Figure 2 : Organizational Structure of Latido Leathers*

### 1.2.1 SWOT ANALYSIS

<p>Strength</p> <ul style="list-style-type: none"> <li>● Fine Quality Leather skins</li> <li>● Leather Uniqueness</li> <li>● Ability to sell products online</li> <li>● Highly Visible website</li> <li>● International development agencies support</li> </ul>	<p>Weakness</p> <ul style="list-style-type: none"> <li>● Ability to develop additional stores</li> <li>● Insufficient enterprising development opportunities</li> <li>● High price of irregular supply of raw material</li> </ul>
<p>Opportunities</p> <ul style="list-style-type: none"> <li>● Flexibility in pricing</li> <li>● Global presence</li> <li>● Extension of product line</li> </ul>	<p>Threat</p> <ul style="list-style-type: none"> <li>● Irregular supply of raw materials</li> <li>● High Pricing and its products</li> <li>● Increasing competition from international market</li> <li>● Substitute products</li> <li>● Animal Activist</li> </ul>

*Figure 3 SWOT Analysis of Latido Leathers*

### 1.2.2 Competitor Analysis

Competitors/Basis	Latido	Competitor 1	Competitor 2
USP	Customized Products, Quality designs , Good quality Leather	Cheaper in price	Customized Products as well
Product Variety	Wallet, Belt, Jackets, Bags , gloves , laptop covers , sunglasses cover , camera covers , bracelets etc and any extra customizable products.	Limited to only bags , wallets , belts , jackets.	Limited to only bags , wallets , belts , jackets as well
Price	Premium	Cheaper in comparison to Latido	Cheaper in comparison to Latido
Promotion	Mostly Social Media, Sponsorship , Partnering up with influencers , Content marketing , Word of mouth plays a very important role	Also Mostly Social Media, Sponsorship , collaborations	Same , Mostly Social Media, Sponsorship , collaborations.
After Sales Service	Free of cost	Charge	Charge
Quality	High quality	Moderate	Moderate

*Figure 4 Competitor Analysis of Latido Leathers*

### 1.3. Intentions to join the company

Recalling being motivated by my brother, a college dropout who went on to become a successful businessman, and wanting to follow in his footsteps. Wanting to become an entrepreneur is one thing, but what follows through is also important. To become an entrepreneur, one must be willing to take chances and have a clear vision of what to accomplish, how to achieve the objectives, and what needs to be done to achieve your objectives. Moreover, from what has been observed is that a person can only be successful in being an entrepreneur by constantly being in an environment of learning and growing, entrepreneurship is not something that can only be theoretically learned. To start your own venture I need to learn how businesses actually work in the real world. My intention to work in any organization is to limit down the possible obstacles and hurdles for my future aim. I'm interested to know and learn how you can avoid mistakes that other people have committed.

Since childhood I've not been good with numbers, so I decided not to continue as a financial student but rather a marketing one, so I decided to help myself grow in a marketing field. What I like best about marketing is that there are no hard and fast rules to follow; we have complete freedom to experiment and express ourselves. From a young age I loved to communicate with people, debate and indulge in a fruitful conversation. Starting off with a marketing aspect of the field. I came across a brand named "Latido" which is a leather product manufacturer company in Nepal. It was in its growing phase, so I decided to work here so that I can learn in a field which is not something usual. I researched about the company's working environment, position in the society and the techniques, procedures of marketing. My intention in joining as an intern in this company was as it provides you with a lot of insight into different aspects of branding as well as operational factors, varying from technology to marketing. I interned in this sector, with a wide variety of tasks and with an expectation to learn all facets of manufacturing, marketing, which will eventually increase my skills and industry knowledge.

#### **1.4. Statement of the Report**

With great pleasure, I, Adnan Ahmed Shah, hereby declare that the presented internship report titled “Relationship marketing: A case study of Latido leathers ” working as an intern in this organization I used to work at the Marketing Department.

My responsibilities were relationship maintenance with the customers, developing engagement, asking for feedback, sending email updates, taking necessary steps for improvement, and helping the marketing team by following up with customers after-sales. I gained knowledge on communication skills, proper coordination with the team, about the IT world, and the importance of the maintenance of customer relationships.

The company is facing a big challenge to figure out the best ways to market to an international audience but also to organize and optimize their platforms. Latido must keep its worldwide customers in mind when generating all of its content in order to appeal to a broader audience.

Because the company does not have its own website, it is difficult for customers to contact them. Customers/clients can access the brand's website instead of visiting the showroom on a regular basis. In today's world, brands have made it easier for their customers to browse, contact them, and so it would be beneficial for Latido Leather's to have one as well.

The business isn't big, but it's doing well right now. Although the company has not considered expansion, I feel that if it does, it will prosper much more.

It was a great experience to work in this business environment both theoretically and practically. My supervisor Mr. Saugat Rijal helped me a lot as he guided me in every step. I also confirm that the report is prepared for my academic requirement, not for any other purpose.

#### 1.4. Objective of the study

- To Investigate the Marketing Strategies Adopted by Latido Leathers.
- To Analyze the Importance of Relationship Marketing for a Premium Consumer Brand.
- To Study the Factors Affecting Relationship Marketing.



## Chapter Two

### Internship Activities

#### 2.1. Assignments and Responsibilities of the Student

From the academic knowledge I had, I started off by performing a basic marketing Analysis such as SWOT Analysis, Industry Analysis, Competitors Analysis.

I worked on numerous Campaigns , I was assigned to help them create a campaign and had been given the authority to suggest ideas. I suggested them recently to start a #DAY BY DAY challenge where people need to do something consecutively for 7 days or more, tag Latido and mention #DAY BY DAY in their social media stories, it believes in doing anything but what matters is consistency where people will be receiving gifts and giveaways after successfully completing this challenge. This was a campaign I had thought about which fulfills two activities, one is Latido performing the social act as by this campaign/ challenge to the consumers Latido is encouraging customers to stay at home due to covid, people staying at home will want to perform this challenge and be a part of this campaign as they will be receiving awards and gifts from Latido by doing so, another activity that will be done by this campaign is Brand engagement i.e the process of forming an emotional or rational attachment between a consumer and a brand. It comprises one aspect of brand management. Brand engagement will impact brand attachment and has a positive influence on customer purchase intentions.

I was assigned to open the store and manage all the inventories , keep track of the product records and update them . Most of my time was spent in updating which has helped me to gain more knowledge about how records are efficiently tracked and how important it is to keep track because it helps them prevent stockouts, manage multiple locations, and ensure accurate recordkeeping. Inventory management helps a company anticipate events that could disrupt the supply chain.

Promotion of products, Ideas for content creating and social media posts, and product photo shoots were also part of my tasks. I was also assigned to create creative contents to tap our target markets such as social media stories and posts, since Latido focuses on relationship marketing, even during the crisis we were promoting by making our target market feel like we all are in this together and not just only promoting a product, not solely promoting the product is also a

promotion of the brand since we not only care about the products but also our consumers. I helped them by providing fun content for consumers.

For example, creating Comic stories and showing the behind the scenes for consumers so they feel like a part of the organization I also helped in planning photoshoots since winter is here and leather products are mostly used in winter and i acted as a prepared intern to help them and provide them with my ideas , we were not promoting our products but giving certain messages which are important in life , prompting our products during festivals with meaning messages , EX - Raksha bandhan ( festival of brothers and sisters) we promote our product by creating a video where it shows siblings often fight with each other but at the end of the day they are there for each other (that gift is important i.e being there for each other) and similarly during fathers day etc. Creating posts for hiring people was also assigned to me. Since we all were going through covid , it is a huge challenge for people to job and get paid and earn enough money to survive , as latido is growing , hiring is necessary and to recruit appropriate candidate for the position , targeting those appropriate people is important , i was assigned to create and post the vacancies all over. Studying Market Analysis was very helpful to carry out the overall marketing activities of the organization and check out the effectiveness and efficiency of the activities that the organization is doing. I was assigned to conduct market analysis by identifying various new trends in the market and also to figure out the company's and competitor's position in the market. Overall, working for the major events enhanced my marketing knowledge & helped me know basic details regarding how the brand works. It helped me understand the importance of three wheels i.e. Operation, Sales and Marketing are practical and allow me to use some of my learning and insight of theoretical knowledge in real-world business places.



LATIDO IS HIRING

**STORE REPRESENTATIVE**

Tell us why you're the right person for the job, send us your answers at

[info@latido.com.np](mailto:info@latido.com.np)

**L**  
LATIDO

LATIDO IS HIRING

**WHAT WE ARE LOOKING FOR:**

**STORE REPRESENTATIVE**

- A store representative at Latido doesn't need to push sales, all you need to do is assist them well.
- You will not be judged for the number of sales you bring but for the experience and assistance you can provide to them.
- Specifically, understand each product and help people in understanding the same.
- You need to be able to make people comfortable enough for them to move freely around the store.
- Just smile, smell good, and BE WHO YOU ARE 😊

[info@latido.com.np](mailto:info@latido.com.np)

**L**  
LATIDO

*Figure 5 : Hiring post Created by the intern*

A competitor's analysis is a critical part of any company's marketing plan. With the evaluation, the company can establish what makes its product or service unique. Here, I was assigned to compare the product with a competitor's product where I had to surf the internet and the competitor's website to acquire related information.

so assigned to handle Social Media and Messages. I was guided first on how to reply to the messages in the social media and on the basis of that it was my daily task to reply to all the messages or inquiries of the customers in social media which have helped me acknowledge how to handle or reply to different kinds of messages in a business organization.

## Chapter Three

### Identification of the Problems Encountered during the Internship

Ideally, getting a good internship should be the end of your problems for the time being. We aren't very enthusiastic to be the one to burst the bubble but it is actually the beginning of a new set of tribulations. Internship challenges do hit hard because it is the first time you are in such an environment and aren't very familiar with work-life issues. It's basically natural to have faced a problem anywhere you head to work.

Actually what the problem does is it helps you gain experience and at the end that is what you look for in an organization to learn because the other thing you can learn but the experience is something you gain with the phasing time and work you do with the problem you encounter.

#### 3.1. Primary problems faced by the company

Existing customers expecting a discount: Latido has good relationship marketing efforts , problems Latido faced by having good relationship marketing efforts are if a discount is given, that customer will want even more benefits on their next follow-up visit. The customer wants more and more benefits out of it , but it gets difficult to constantly give discounts , and having a good relationship , customers expect getting discounts . Latido faced this problem as many people were coming in asking for more and more discounts .

Another problem Latido faced was since Latido takes custom orders , some products had to be made for the first time (ex- leather car seats or knife covers ) due to relationship marketing they were obliged to take orders from their existing customers and this would be a challenge for them whether they can actually produce or not.

In order to maintain the production level, companies sometimes have to seek alternative options, due to covid-19 and lockdown, supply was halted, to release them additional charges and fees were charged leading to increased costs. Reducing the number of people in the showroom led to fewer customers eventually leading to fewer sales and decreased revenue.

Another problem faced is uncertainty , the uncertainty of when the business will again be operating normally, should the company take further steps to start working normally. Leading to Concern over its employee's safety and survival the company didn't just face the problems in terms of numbers but in terms of value, not all the workers were from the same region or country, some had to go home since there was no proper business, they had less earning, concern

over should they go back home but what if they can't come back due to uncertainty in their country.

Customers not knowing about reopened businesses were also one of the problems with so many shops opening in stages and others already closed, it's difficult for customers to know if they can still buy items from locations they frequented prior to the pandemic. All these challenges also lead to Cash Flow Shortages.

As time passed by , people got used to this new normal , people started bringing up ideas and innovative techniques to start operating their business. Latido Leathers also started upgrading and tried solve some of it , though not all can be solved easily and fast but some of them were

The business went full Virtual during lockdown and when the lockdown was lifted for some time , they started their production at full speed so in future even if a lockdown is imposed again they still have products to sell online. Also work from home for staff that handle marketing and finances. Separate funding which was kept as saving for future uncertainties by the company where provided to employees so that they don't face problems which they would face otherwise/ Moreover kept their online platforms upgraded as to when the business will reopen and orders will be taken. Providing information to consumers and protecting the supply chain by communicating with their usual suppliers and determining whether they have the resources to fulfill your needs for the foreseeable future. Investigating how new suppliers might help fill the identified gaps. If supply chain problems affect customers, be honest with them about possible delays. Let them know everything you're doing or have done to minimize issues

### **3.2. Problems faced by the Intern**

#### Issues with Time Management / Self-Management

Reaching late for classes and late submissions of assignments was tolerated by your college professors. But in a professional workspace it isn't acceptable and hence managing time was really difficult. A balance between work, academics, and personal life was a challenge.

#### Hesitant to ask questions.

Communication is one of those internship challenges that can actually hinder your internship time. You might land a really good internship but upon starting you realize that the work environment is excessively grave and professional. In such an environment, you find it difficult to ask questions for the fear of being judged i was very reluctant to ask questions or anything at first since the people over there were extremely professionals

There are many challenges that an intern faces But if you really dig into it, they aren't that grave or unsolvable. What I learnt was that adjusting to a new place is always difficult, but if you are patient enough, you can overcome the challenges within no time.

### **3.3. How the Intern helped the company and solve its own problems.**

While facing any kind of problem I started first by convincing myself to be calm and concentrate on one task and move on to the next one after finishing the previous one.

Every time I had a query, I used to write down the questions and ask when I had enough questions , to save time and not bother the supervisor much.

To Develop Self-management skills , I started off by setting up goals , prioritising important works first , developed listening habits , controlling my emotions and not procrastinating.

I assisted the company in its marketing and advertising efforts. I was involved in many tasks, including Identifying marketing needs , designing marketing materials , working with team members to evaluate current marketing efforts , researching current market trends , identifying ways to improve the company's marketing efforts , managing the companies' social media accounts and engage with followers , writing content for marketing materials , meeting with the marketing manager to discuss upcoming events.

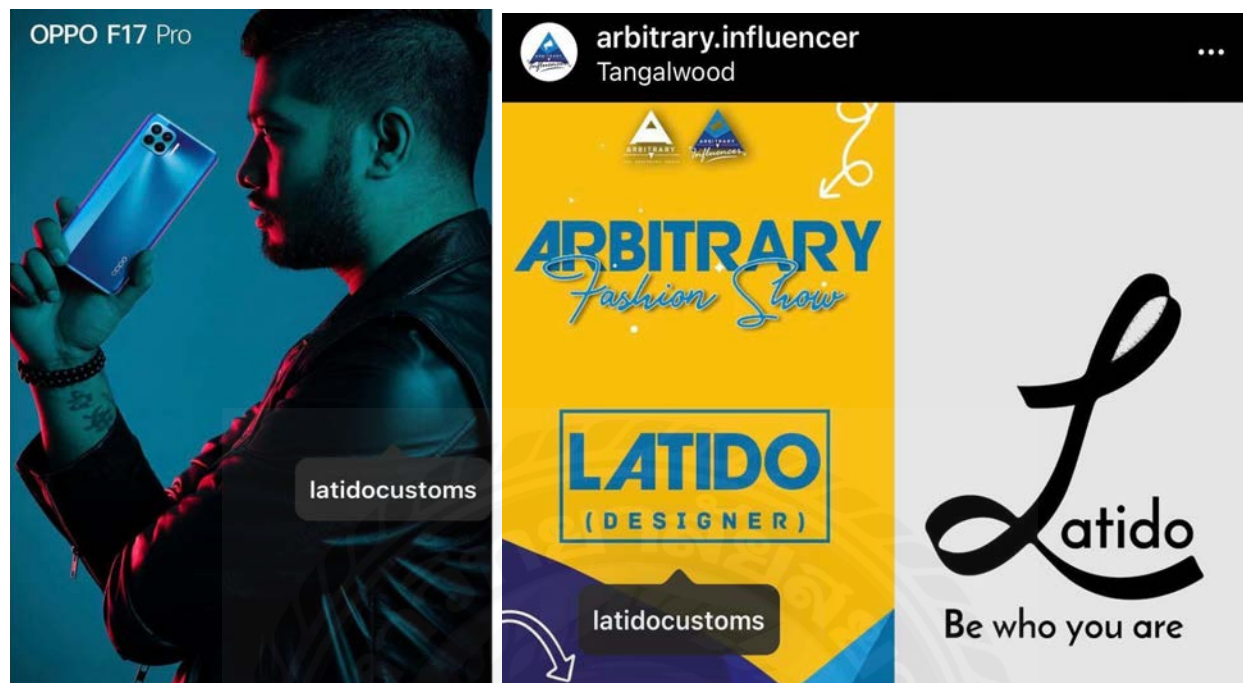
By understanding the needs and wants of its customers, the ultimate purpose of a marketing strategy is to develop and communicate a continuous competitive advantage over competitors. A marketing asset can be judged based on how efficiently it communicates a company's primary value proposition, whether it's a print ad design, mass customisation, or a social media campaign.

**Marketing strategies** performed by Latido during my tenure of internship are Partnering up with Brands/Influencers (One of the most used marketing strategies of Latido Leathers). Customers value social evidence and recommendations from real people far more than only company ads. Brand collaboration is when two or more firms come together to produce something unique and exclusive for a campaign, assisting each other grow in the process. Collaboration marketing is a value exchange that benefits both parties. These marketing strategies are used by Latido to boost the impact of their campaigns, the efficacy of their communications, and brand awareness eventually leading to better relationship marketing.







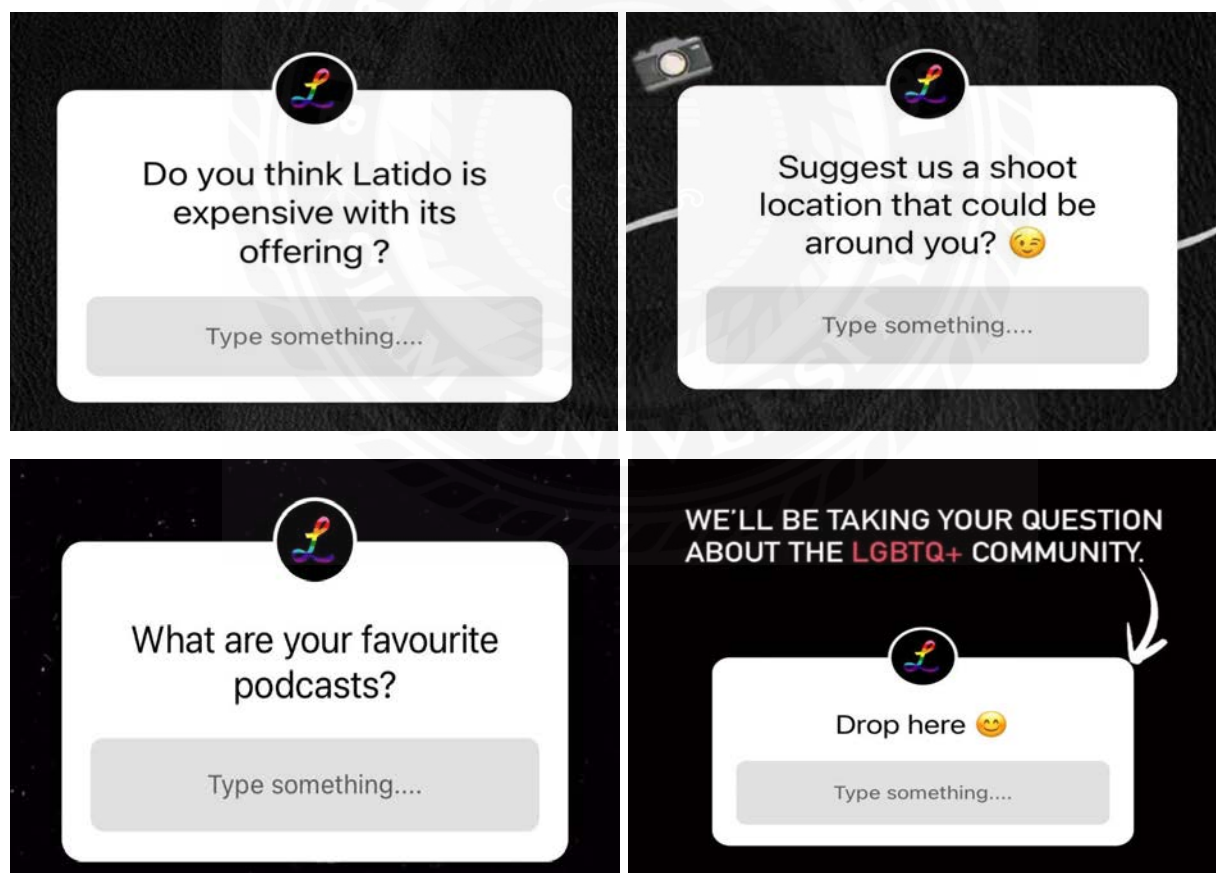


*Figure 6 : Latido collaborations with other brands*

Latido Collaboration with brands such as Foodmandu (Online food delivery), Goldstar Shoes , Esewa (Online Banking System) , LordoftheDrinks (Clubs) , Dulla (Shoes) , Roadies (Reality show) , Oppo (Mobile Brand) , Arbitrary (Influential Marketing Agency).

It all starts when marketing department of one brand approaches the other , after reviewing the proposal the receiving brand could invite the former brand for a meet up via virtually or have a physical meet , In the meet , both the parties will then discuss their common goal and what to market in this collaboration and how they wish to implement their marketing strategies.

Latido performs its marketing approach by presenting its digital marketing through social media. Latido has a large number of social media followers and likes, indicating that it has a large audience and a diverse consumer base. Latido uses social media to engage directly with its customers about any questions, recommendations, or complaints they may have. Additionally, to track, manage, and lead in order to highlight the positive aspects and improve the brand's and company's reputation. Latido also uses social media to establish and develop new and healthy relationships with customers, as well as to better understand them by delivering accurate and important information about their interests. Latido uses social media to learn about its consumers' perceptions of the company by observing comments and reactions to the product or service being offered. Latido engages in direct conversations and relationships with customers, giving it the appearance of being more approachable. It has an impact on how customers view the brand and improves its image and goodwill.



*Figure 7: Latido Utilizing Its Social Media*



## Chapter Four

### Contribution and Learning Process

#### 4.1. Detailed learning from courseworks

As a freshman you always have an objective to contribute something quantitative for the company which in return has value in terms of learning and experience. My internship has been an experience that has taught me a great deal in terms of marketing, brand development to be precise. Confidence, Integrity, Sincerity, Character, Commitments and Intentions towards the work that determine the learning and contribution towards the work an individual does. Theoretical knowledge is one thing but applying it in practical is another so it takes effort from the company and individuals to carve out the best from you so that you are able to make the best possible contribution to the company and learn most things out of it as an intern at the end of the tenure. In my tenure of internship, there were quite a few things where I contributed as an intern such as in Development of the brand in the Market through execution of major campaigns. Trying to establish the brand and scale its equity amidst a cutthroat competition was a challenge for the company, and assuring that the brand health stays positive in this regard, was the major contribution as an intern. My learning experience with the coursework I had, helped me immensely throughout my internship tenure. Subjects like digital marketing and marketing management helped me get familiar with the useful marketing concepts and also some marketing jargons used in the real marketing world. I was able to further hone my theoretical knowledge on many concepts learnt in the classroom as I was able to practically implement it in the real world corporate scenarios. Subjects like Introduction to Psychology and Introduction to Sociology also helped me deal with people that I faced during my internship. I learned many ways to create customer interactions and engage through digital platforms such as social media and websites by managing social media and creating various types of content. Aside from continuous updates, the most important thing I learnt was the importance of having the right brand messaging and knowing how to position oneself in the market, as well as engaging with customers by selecting the best reviews and structuring them into understandable portions. According to coursework, I theoretically learned how important relationship marketing is to a premium consumer brand but actually seeing it fully fill in real life makes your understanding more enhanced. What I've learnt is that relationship marketing is very essential in a premium consumer brand. Networking, Good word of mouth increases a brand's overall strength and creates a strong brand loyalty making high income group people stick to the particular brand.

## **4.2. Things Learned during the Internship**

### Change is inevitable ,you must learn to adapt to it.

At the start of my internship, Latido relocated one of its offices. There are no complaints here, but that was a pleasant surprise. Parts of my internship were spent assisting Store shift and Latido with packing and moving. I also learnt how to pack and ship items for customers as part of my intern responsibilities. Despite the fact that I had not anticipated this as part of my internship, I learnt a lot and got experience in a variety of fields. I observed that employees at this organization will put anything aside to assist one another in completing their tasks on time. It's critical to learn how to be adaptive and to be aware of how hectic and tough things have been in recent months. Even though we were in the midst of a pandemic, it was critical for me that I learn and obtain as much experience as possible. This semester, for example, finding content for our Instagram has been difficult. Due to COVID-19, we had to be exceedingly cautious when performing photoshoots and use social distancing and masks to keep everyone safe. I also learned that patience is essential, as meetings are rescheduled, deadlines are pushed back, and events are canceled. I discovered that not everything that would ordinarily happen during a marketing internship would actually happen, but that's what I was learning and was highly useful to my career.

### Learning beyond the classroom

It is said that a person is shaped by their experiences. Internships give me that opportunity to learn more about myself and my goals. This internship provided me with an opportunity unlike any other traditional learning experience I had in the classroom. This gave me firsthand experience working in the real world during a pandemic. Just because we continue to receive unlimited amounts of information during our early stages does not always imply that it will convert to the workplace or real-world experiences. I've attempted to apply the knowledge and abilities I've gained in the classroom to the things that are going on around me.

### Strive for learning

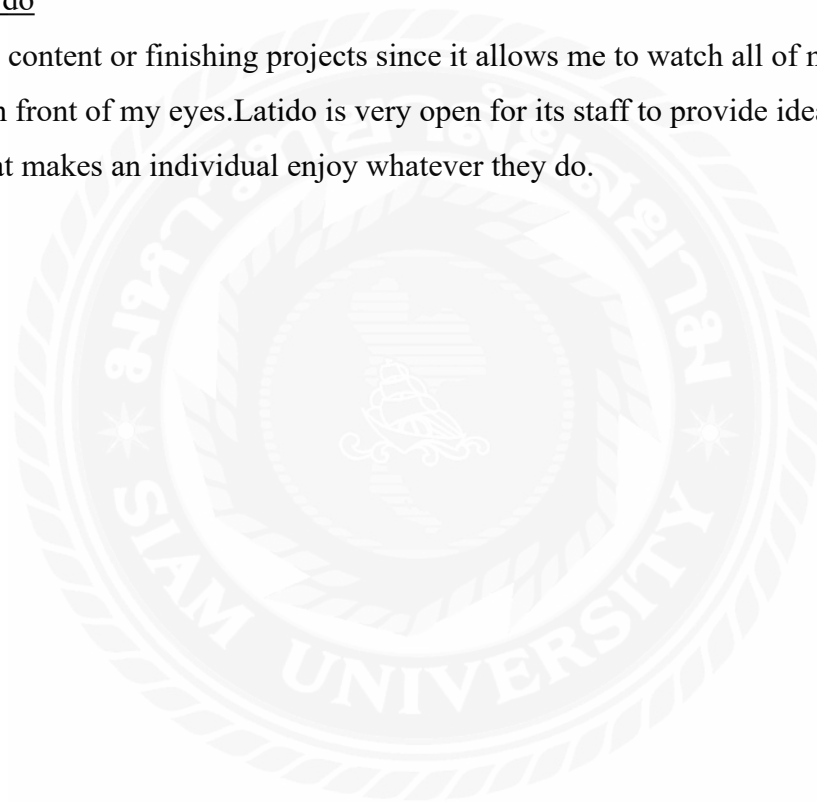
The most important purpose of any internship is to learn as much as possible about the firm, the area you're working in, and the skills you'll need to thrive in your chosen field. Set high expectations for yourself and try to make the most of it, because you never know what can come next. Every week, I learned a new skill or topic, and each experience taught me something new. If I had accomplished all of my work for the day or week, I made sure to ask around the office if anyone else needed assistance. I was eager to learn about anything and everything, even if I didn't have any prior marketing expertise.

### What marketing really is

I realised that marketing is more than merely remembering concepts for a test or studying the marketing approach of another company for a project. I learned that depending on where a customer is in the buyer's journey, different types of marketing can be used to assist them in making a decision. I learnt how to produce proper news stories, product marketing campaigns, and compelling blogs, among other things. I also realized how critical it is to build and maintain great customer connections. I appreciated having the ability to collect and evaluate social media accounts and website insights and metrics. Most importantly, I was able to see how marketing works in the real world, how people use it, and how it influences our businesses and relationships

### Enjoy what you do

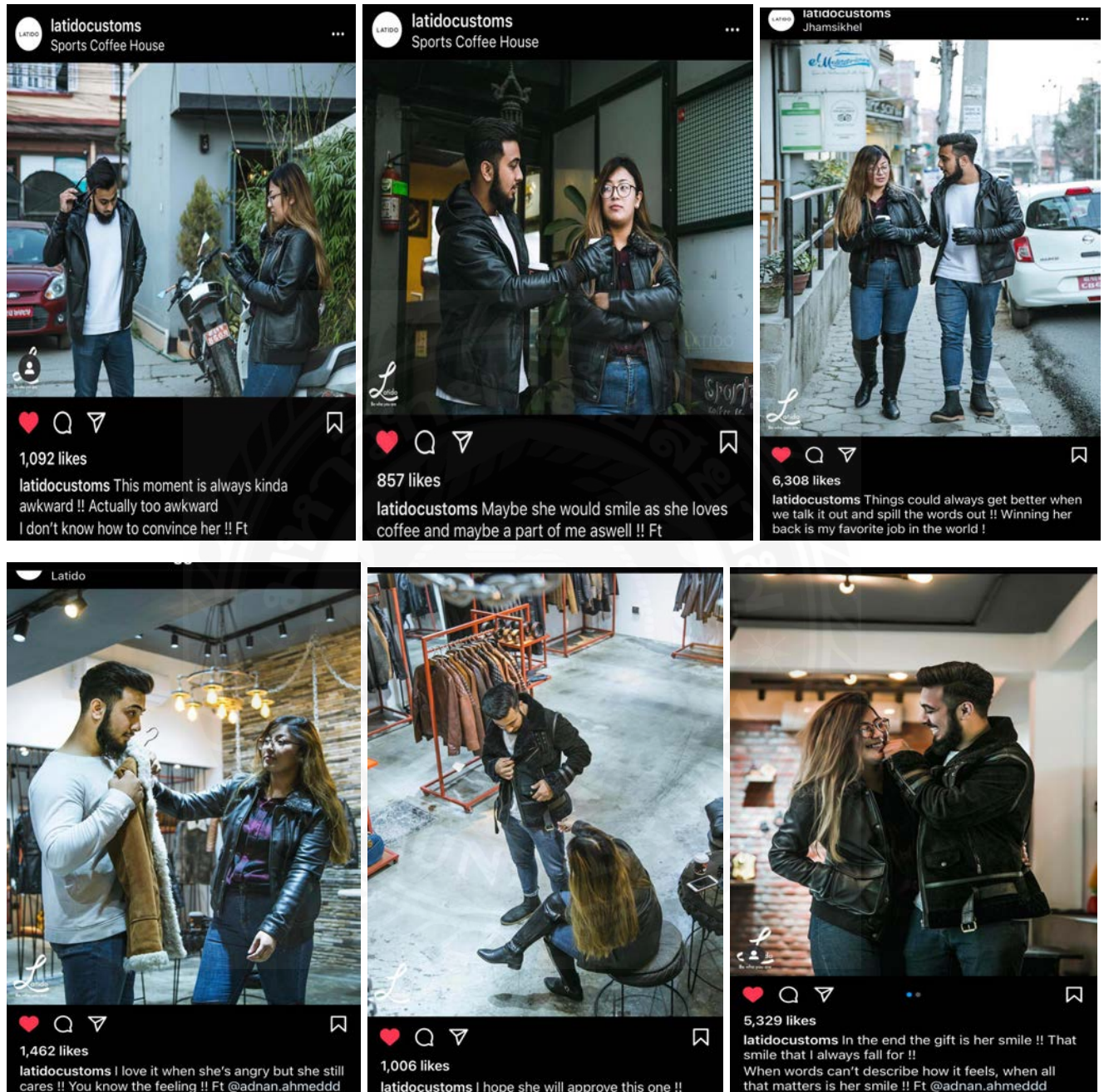
I enjoy shooting content or finishing projects since it allows me to watch all of my hard work come together in front of my eyes. Latido is very open for its staff to provide ideas, offers and suggestions , that makes an individual enjoy whatever they do.



## Supportive examples

Examples of idea provided and campaigns the intern worked on:

### Photo Story On Social Media



*Figure 8: Story promotions on social media*

The above photos depict a story promotion as how Latido gets involved in an individual's life. What the above picture is trying to show us is a type of story about a girl and boy. A boy who is



always late to meet his friend . In the second picture she gets angry at him for being late . In the third picture how the boy tries to convince the girl . In the fourth picture how the girl still cares about the boy and helps him. In the fifth picture, she is helping him with shopping. They go to the Latido showroom and in the last picture how happy they are after they got what they were looking for. In all the pictures above , the story is promoting Latido Products. This was one of the ideas I provided and worked on it by myself . From organizing shoots to choosing places to choosing how to portray it to the consumers was done by me.

### **Kausi campaigns**

Kausi means Terrace , roof of the house

During lockdown it was prohibited from going out but not from one being creative. People from all walks of life shared their amazing Kausi be it alone, with family or whether it be your kausi neighbors. This was the attempt to bring in all the kausi moments around us.

**While we are locked inside of our homes,  
we asked our followers to capture  
the beauty of their surrounding  
from their Kausi.**

*Figure 9 : Latido's Approach to its followers*



*Figure 10 : Evidence of the Kausi campaign*

Almost 500 people took part in this , posting anything from their Kausi/Rooftop view encouraging people to stay at home. There was a reward at last. I worked for this campaign creating posts and videos.

### Keeping up with trend



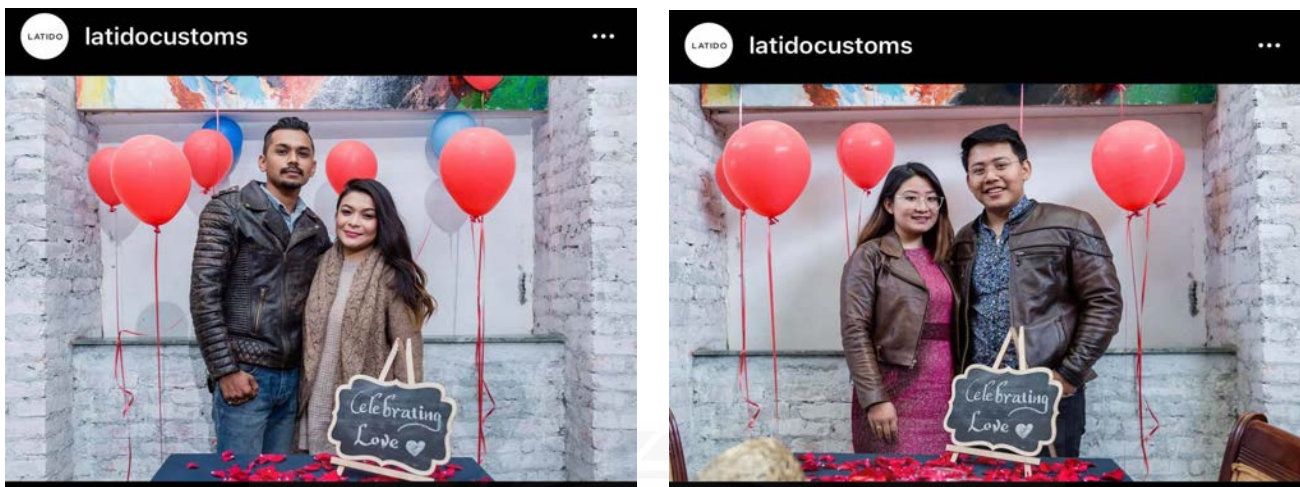
During the lockdown there was a series named ‘Money Heist’ released , which gained so much popularity that it was all over the social media as well. I worked as an intern helping them provide an idea of making this a post but with a Latido product and this was the outcome of it.

Many people reacted to it and a lot of conversations about the series were involved. I gave this idea because latido can become a platform for this topic and it could generate customer engagement.



*Figure 11 : Evidence of Keeping up with the trend Post*

## Valentine's Day Campaign



*Figure 12 : Valentine's Day Campaign*

Latido organised a valentine's day campaign where Latido customers who are a couple were surprised by Latido. I worked for this campaign. My work in this campaign was to contact one of those customers to inform them about the place and time , choosing a place for the campaign , Following up on the props needed , coordinating between the photographers/videographers and the team.



## ShareToLet Campaign

Since the country was in lockdown , Latido was planning to use its platform for doing social activity.I suggested the idea of using our social media to help people find spaces to work or place to live alternately. Since the business was at its lowest points so people were facing problems paying rents of their big work spaces , some people were trying to sell their spaces to people who were actually needing it. Some people couldn't afford paying rent and were actually homeless because of heavy rent payables , so this campaign could actually help people find places to work , to live in a cheaper way. What Latido did was help people find any type of spaces and let people know through their social media. As an intern I went around to look for vacant places to post on social media , creating content about it.



*Figure 13 : ShareToLet Campaign*



## 4.2. Overall Learning

Relationship marketing is all about making a better overall experience for the customers with your company. Overall things that I learnt throughout are Understanding your customers and providing information that's valuable to them. Marketing campaigns are also an essential component of nearly every company's growth and can help a business increase its brand awareness, bringing in new customers and generating more sales. Building a strong brand identity is very important. You have to make it easy for customers to identify your brand, and give them a reason to prefer your business. This starts with your basic branding elements, like your logo and slogan, and should also include a unique selling proposition. Also following up with customers after sales is essential. After a customer purchases a product or service from your company, it's important that you follow up to make sure they are satisfied with their experience. Rewarding loyal customers, offering clients free goods, rebates, and special purchasing opportunities displays that you value their business and keeps them coming back to buy more. Networking, online and off, can also be a powerful relationship marketing technique. This not only helps your brand awareness, but also expands your potential customer base. It's a win-win. Relationships are based on communication. Your customers and users want to communicate with you, so be sure to communicate with them often. Relationship marketing works well when you strive to be there for your customers. Social media, email, advertising, and content are all ways to communicate to your customers that want to receive messages that way. Be sure to send follow-up communications where appropriate. Latido uses various relationship marketing tools such as Customer Service : customer service is a very important tool provided by latido, customers value brands and are loyal to those brands who best satisfy their need and who provide them extra benefit with convenient methods and procedures. Latdio's customer service is very unique than its competitors, Latido provides free repairment and free delivery to customers, constantly engages with the consumers, accept suggestions and ideas making consumers feel a sense of togetherness with each other. Latido also offers various loyalty programs, giveaways signifying that relationship marketing is essential for a premium brand. I also studied the factors affecting relationship marketing. Factors affecting relationship marketing are Economic factors, Environmental factors, Pandemic and competition. The more economically strong the brand is, the more their relationship marketing efforts will be high. Pandemic also affects relationship marketing, it is connected with economic factors as the pandemic leads to financial crisis and

less dynamic channels. Competition also majorly affected relationship marketing. High competition leads a brand to do aggressive and constant marketing. Latido also has a high competition making latido to constantly keep up with the trend. Just like other brands Latido faced liquid cash shortages , affecting their extra relationship marketing efforts. During my tenure I observed a change in their marketing efforts but I also learned how you can use alternatives to reach your consumers creatively. Latido's marketing shifted towards virtual platforms, making their social media use and creating engagement more. My overall learning of how factors affect relationship marketing was very fruitful and also helpful for my future career.



## Chapter Five

### Conclusion

#### 5.1 Summary

This was my first experience working in the corporate sector. Latido Leathers Pvt. Ltd, which is one of the leading leather companies in Nepal. Being a part of the company for 16 weeks has gone by too fast and within this period of time I have amassed a lot of knowledge and experience. The first thing that I learned was about the company, its brands, history, and its working culture. I started working in the Brand Department, basically learning how to manage and learn marketing post lockdown. What I also learned was people now usually only bought things that weren't expensive and are of only what they need. Efficient management of time. What I learned during this period was that even though you are selling luxurious products, during or after the pandemic, to survive you need to have an alternative or a very discounted price to sell. I also learned how to approach people for photoshoots and how well-planned and proper photoshoots are done for the products. I was also taught to adapt towards the system because for businesses it's all about surviving, communication skills, creating a campaign requires expressing what you are trying to convey to the majority and the same understanding should be towards the majority. Working under the marketing department helped me hone my knowledge and skills in the practical business environment. I gained insights into aspects of the functioning of a marketing department on a day-to-day basis. I comprehended market segmentation and learned how the products are effectively communicated within different segments in the market. I got to discover the realm of Digital Marketing, Administrative process, Sponsorship criteria, and how it will help us succeed in today's world. One of the key lessons that I have understood is, "To remain relevant. Digitization is the next key thing in the world of marketing and existence for any brand." I have got an understanding that to maintain a brand name in the marketplace a lot has to be done than just giving advertisements in newspapers and placing adverts on social media. Creating a marketing plan involves a deep thought process, discussion of creative ideas, and content evaluation before the implantation of the plan. During this period the most important lesson that I learned was developing and enhancing collaborative and teamwork skills. I was able to work on many critical situations and decision-making processes which helped me understand how a creative thought comes alive in the world of brand marketing. I also got to taste the professional culture of Latido Leathers Pvt Ltd. My internship at Latido Leathers Pvt Ltd. taught me the fundamentals of how

the leather industry's marketing operates behind the scenes. This internship period has allowed me to expand my marketing knowledge. Communication, interpersonal skills, and patience have all become more important to me as a result of this internship. This learning period was extremely beneficial in bridging theoretical knowledge obtained in academic sessions with practical exposure and learning how to function in a real-world setting. I feel fortunate to be able to participate in such a significant experience. The knowledge and abilities I gained here will undoubtedly be useful in my future.

## **5.2. Evaluation of the work experience**

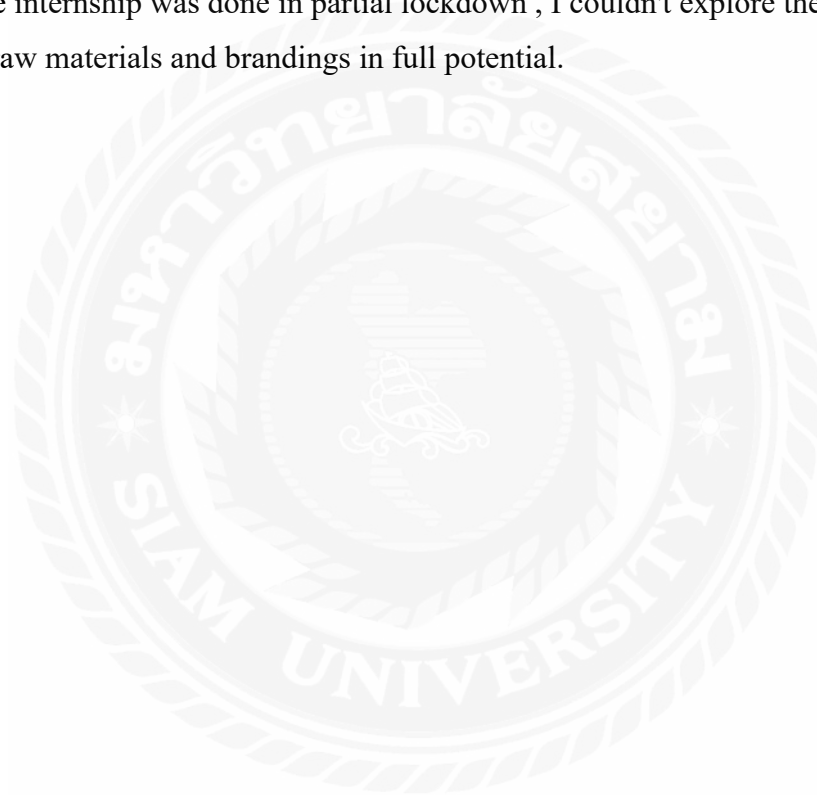
During my internship, I was guided by the team in gaining a better understanding of marketing concepts. The learning environment was enjoyable and exceptional. The internship program aided in the development of interpersonal, management, and entrepreneurial abilities in general. Internships have improved knowledge, vision, skill, and confidence in working in a real-world setting. As an undergraduate student I found it much easier to get along with the organization's procedures because I had previously received theoretical information from classes. Aside from that, the supervisors were quite helpful in directing me to the internship program.

It has aided in the development of my technical, behavioral, and conceptual abilities. It aided in the comprehension of the branding culture, working environment, and procedures. It has also improved the fundamental skills and knowledge needed for future professional success. Working as an intern was a fantastic experience. The different staff members had good communication and healthy relationships. Working as an intern has primarily provided us with the opportunity to learn about the practical implications of our professional development. As a result, it is an important foundation for our future careers. Social interaction with a variety of customers. Because the business deals with a variety of clientele while providing its services. It aided in the development of my self-confidence and practical knowledge. I am grateful for the opportunity to pursue my professional goals. The terms for branding became more familiar as well. Communication and interpersonal skills improved over time as well. The importance of interpersonal skills cannot be overstated at the managerial level. It has given the most crucial lesson about how to deal with conflict and disagreements. Adaption to the corporate culture through socialization and environmental adaptation. Success is always the result of hard work.

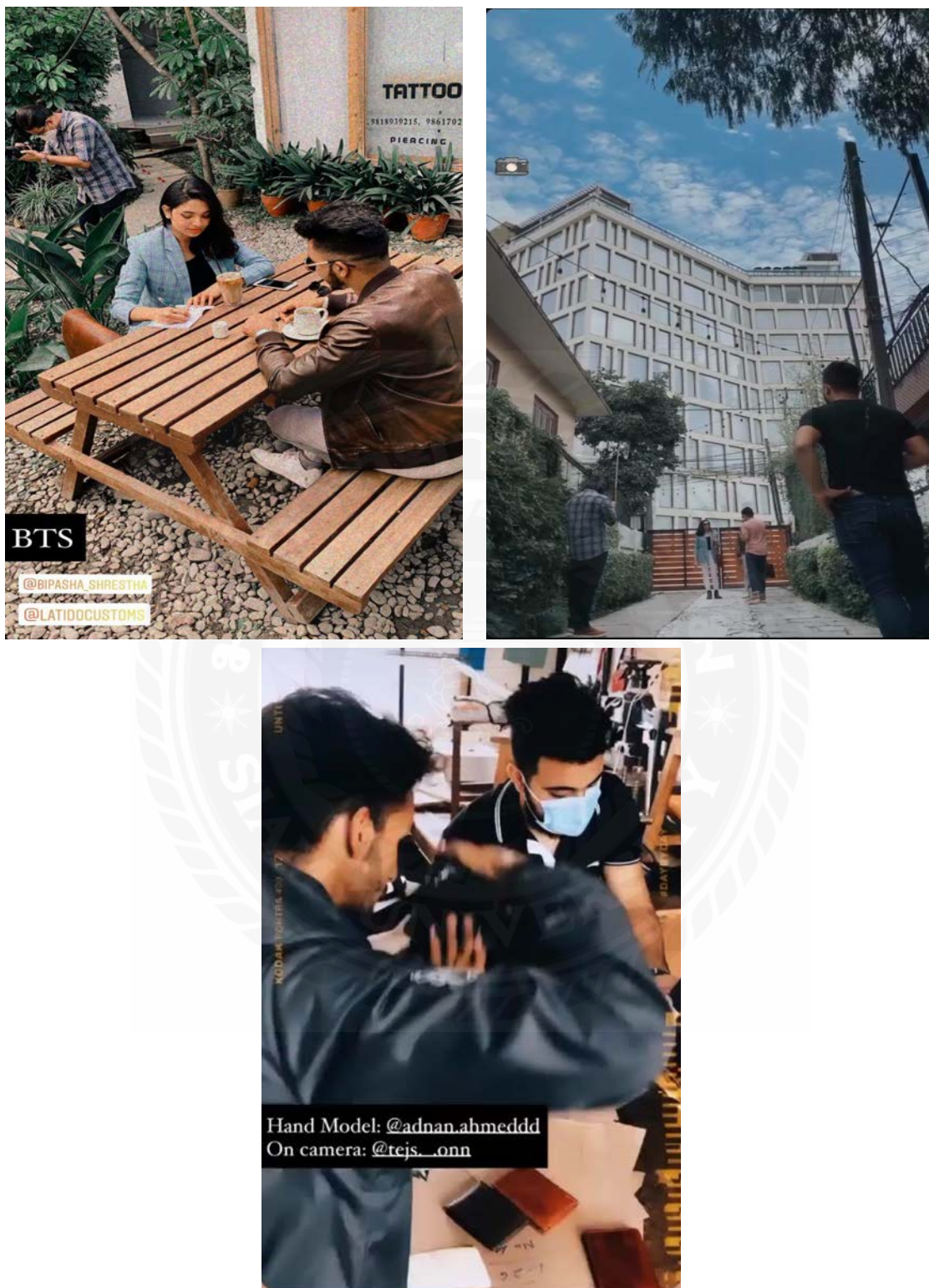
### 5.3 Limitation Of Your Co-op Studies

During my Co-op studies, I have faced the following limitations:

- The internship period was not long enough to learn everything about leather manufacture and marketing.
- Since I worked as a marketing intern , I couldn't get enough exposure to the financial sector.
- Since the internship was done in partial lockdown , I couldn't explore the channels or flow of raw materials and brandings in full potential.



Annex 1 (Photos)



*Figure 14 :Behind the scenes pictures of photoshoots and work.*



## Annex 2 (CV of the student)



### GET IN CONTACT

+9779803706638  
adnanahmed2021@kcm.edu.np

Kathmandu , Nepal

### PERSONAL PROFILE

- Father's Name : Farooq Ahmed Shah
- Mother's Name : Fatima Banu Ahmed
- Date of birth : 13th September 1998
- Gender : male
- Address : Swoyambhu

### KNOWLEDGE OF

- COMMERCIAL AWARENESS
- MARKET RESEARCH
- BRAND MARKETING
- EVENT MANAGEMENT
- MARKETING STRATEGIES
- EMAIL MARKETING
- COPYWRITING
- PROMOTIONAL EVENTS

### OTHER SKILLS

- Active and energetic
- Confident
- Good literacy and English Speaking skills
- Computer literate
- Well presented
- Relationship building
- Deadline led
- Determined
- Ambitious

### WORK EXPERIENCE

- EXPERIENCE OF 2 MONTHS INTERNSHIP IN BRAND MARKETING OF JAGDAMBA STEELS FROM JUNE 1ST, 2017 TO 31ST JULY 2017 DURING SEMESTER BREAK.
- EXPERIENCED AS A SALESMAN IN FORD MOTORS FOR A PERIOD OF 6 MONTHS FROM OCTOBER 2ND, 2017 TO 29TH MARCH 2018.
- FOCUSED ON MARKETING COURSES WITH 42 HRS CREDIT COMPLETED.
- SOCIAL MEDIA HANDLING TO ENHANCE CONTENT.
- A CLEAR VISION FOR LEARNING BEYOND THE CLASSROOM.
- EXPERIENCED AS A CLASS REPRESENTATIVE, A MEDIATOR BETWEEN THE MANAGEMENT AND THE STUDENTS FOR THE YEAR 2017-2018
- EXPERIENCE IN CONDUCTING NATIONAL LEVEL COLLEGE EVENTS LIKE INTER-COLLEGE MUSIC FESTIVAL (ICMC) FOR 2017-2018-2019 AND NEPAL MANAGEMENT SYMPOSIUM (NMS) 2017-2018-2019

### EDUCATION HISTORY

- COMPLETED SCHOOLING AND HIGH SCHOOLING FROM MODERN INDIAN SCHOOL SECURING 81% IN THE CBSE BOARD EXAMINATION.
- MODERN INDIAN SCHOOL LOCATED IN CHOVAR, KATHMANDU, NEPAL IS CONSIDERED AS ONE OF THE BEST SCHOOLS IN KATHMANDU VALLEY WITH SUCH QUALITY EDUCATION.
- BACHELORS OF BUSINESS ADMINISTRATION AT KATHMANDU COLLEGE OF MANAGEMENT WITH MARKETING AS A MAJOR. KATHMANDU COLLEGE OF MANAGEMENT LOCATED AT GWARKO, LALITPUR, NEPAL IS THE FIRST MANAGEMENT COLLEGE TO INTRODUCE A BBA PROGRAM IN NEPAL. IT IS AFFILIATED WITH SIAM UNIVERSITY (UNIVERSITY IN BANGKOK) AND IS CONSIDERED ONE OF THE PREMIUM MANAGEMENT COLLEGES IN NEPAL.

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