



Cooperative Education Report
Strategies development for creating the brand name in Herveda Botanicals

Written by

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**This report is submitted in partial fulfillment of the requirements for Cooperative
Education, Faculty of Business Administration Academic semester 2/2020**

Siam University

Title- Strategies Development for creating the brand name in Herveda botanicals

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We have approved this cooperative education report as s partial fulfillment of the cooperative education program semester 2/2020.

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Faculty : Business Administration
Semester/Academic year : 2/2020

Abstract

The report entitled “Strategies Development for creating the brand name in Herveda botanicals” focuses on how Herveda botanicals have been carrying out developing the brand strategies consisting of various tasks which revolve around it. This cooperative education report contains the working experience of different tasks carried out as an executive intern. The objectives of the study include: (1) to implement theoretical knowledge learned, (2) To have a better understanding in the skincare industry, and (3) To set standards and look after activities around the branding. Working as an intern main duty performed was to analyze the approaches that helps creating a better brand, analysis of the competitors, finding out various vendors associated with the tasks and creating content for the website launch. (Tatcha, n.d.)

All the duties and responsibilities assigned during the cooperative education are explained in detail in this study. Problems faced were solved with the alternatives from the team members of the company. Working rigorously for the organization has taught me to be more responsible and time management skills. This practical cooperative education program also helped me to understand the activities and procedures of different functions relating to approaching various people, creating the brand name and analyzing the market type.

Keywords: Creating the brand name, analysis of competitors, approaches

Acknowledgement

The internship journey I had with Herveda Botanicals was a great chance for learning and professional development. Therefore, I would like to express my gratitude to Kathmandu College of management (KCM) for providing cooperative education period.

I would like to acknowledge those all who either directly or indirectly contributed to this project. I express my deep gratefulness to Dr, Prativa Pandey for giving me the opportunity to work with Herveda Botanicals. I would also like to express my excessive thanks to my supervisor and all team members of Herveda Botanicals for their excellent support, and proper guidance throughout my internship report. My primary appreciation goes to my supervisor of KCM and SIAM University who has guided me in this cooperative education report with constant feedback.

I perceive as this opportunity as an open door in my career development. I will endeavor to use gained skills and knowledge in the most ideal manner, and I will continue deal on their improvement as to accomplish desired career objectives.

Thank You Sincerely,

Rishav Mittal

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COVID-19 Pandemic Effect

In February, a global health emergency was seen. The COVID-19 outbreak brought the world to a standstill with a huge impact in daily lives, country's economies and livelihoods. Government decided on quarantine measures, travel bans and border closures. Country wide lockdown was done by Nepal to help prevent the transmission of COVID-19.

The outbreak has directly or indirectly affected the situation of my working organization. The entire job was done in the form of Work from home. As the outbreak was already seen in other countries for the preventive measures in Nepal lockdown caused obstacles in day to day smooth functioning and also had a hit on the sales. However, with the nature of the work it wasn't very difficult to gain the knowledge about the task and was done with the available resources. The business process underwent a shutdown during the lockdown but however, on lifting up of the lockdown the activities were carried out with safety measures. However, the pandemic did not cause much of an issue with the daily working as through digital marketing and delivery process, the orders reached up to the people and customer engagement was much better than expected.

Table of Contents

Abstract.....	3
Acknowledgement.....	4
COVID-19 Pandemic Effect.....	5
List of Figures	7
List of Acronyms	7
Chapter 1: Introduction	8
1.1 Company profile.....	8
1.2 Organizational structure	16
1.3 Intentions to join this company:	16
1.4 Statement of the report:	17
1.5 Objectives of the study.....	17
Chapter 2: Internship Activities	18
2.1 Job description and responsibility.....	19
2.2 Contributions of the student	20
Chapter 3: Identification of problems encountered during the internship	24
3.1 Indication of how I successfully solved the problems.....	24
3.2 Examples of how such problems were solved	25
Chapter 4: Learning process.....	26
4.1 Things learned during the internship	26
4.2 Knowledge gained from the coursework and applied in the real world situation...26	
4.3 Detailed specific learning process and new knowledge learned from this internship	27
Chapter 5: Conclusion.....	28
5.1 Self-assessment as a professional	28
5.2 Benefits from the internship for your future career:	29
Bibliography	30
Annex 1.....	31
Annex 2.....	32
Annex 3	33

List of Figures

Figure 1: Company Logo

Figure 2: Organizational Hierarchical Chart

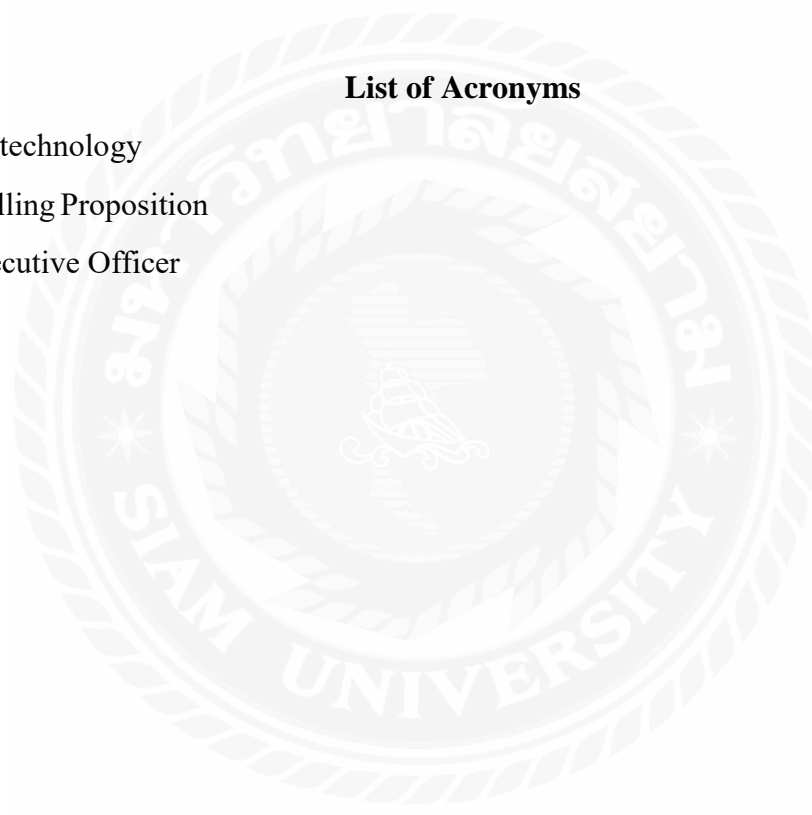
Figure 3: Diagram of my workflow working as an executive intern

List of Acronyms

IT: Information technology

USP: Unique selling Proposition

CEO: Chief Executive Officer



Chapter 1: Introduction

1.1 Company profile

Herveda Botanicals is an all-natural skincare brand that scientifically formulates exclusive, luxurious and highly effective products using Himalayan herbs and latest innovation in skincare industry. Herveda Botanicals' products were brought to the market after more than 4 years of research and development (R&D) on medicinal and aromatic plants of Nepal, their associations with traditional and indigenous knowledge, and the skin care secrets embedded in the alternative medicinal practices like Ayurveda and Aamchi practiced in the region for thousands of years. (Botanicals, Herveda Botanicals, 2020)

Herveda Botanicals was started with the goal of adding value to highly potent herbs of Nepal using scientific and technological interventions, while supporting the communities involved in farming and collection of such herbs to solve various problems in medicinal and aromatic plants (MAPs) value chain and to strengthen the innovation ecosystem in Nepal. It was founded (as an innovation spin-off of Catalyst Technology) by Dr. Prativa Pandey, who is a nationally and internationally awarded research scientist and a science entrepreneur. Her academic training includes Ph.D. in Organic Chemistry, and Management and Leadership certificates from the top-ranked US Universities, with more than a decade of research experience in academic and industrial settings in the US, Singapore and Nepal.

Dr. Pandey returned to Nepal from the US in 2015 after a devastating earthquake in Nepal. She started exploring different parts of Nepal to understand the context more deeply instead of imposing predetermined solutions. She was fascinated by the beneficial properties of MAPs of Nepal and saw gaps in the MAPs value chain at various levels – lack of coordination among farmers and distributors/traders, 4-5 middle-persons, unfair distribution of profit, weak value and supply chain, lack of value addition, and so on. (Conclave, n.d.) In all these systemic level challenges, she saw huge unharnessed potential for value addition through research and product development. Thus, she started doing research on MAPs of Nepal and covered various regions of Nepal – Surkhet, Nepalgunj, Mustang, Myagdi, Mugu, Birgunj, etc. It also exposed her to many traditional and indigenous practices, medicinal practices and practitioners – like Ayurveda,

Aamchi and she delved deeper into the topic. (Botanicals, Science tradition, 2020)

She also saw issues with the cosmetic and skincare industry like use of harmful chemicals, lack of regulations, creation of distorted and unrealistic perception of beauty, lacking business ethics and innovation, export of herbal raw materials at very low price, and large dependency on import of skincare products. Thus, after more than 4 years of research on MAPs and skincare products through Catalyst Technology, Dr. Pandey formally founded Herveda Botanicals in 2019 to bring the best of nature to the consumers in the form of innovative and effective products. (Botanicals, giving back, 2020)

The brand name HERVEDA BOTANICALS (HER + Veda; Herb + VEDA; Veda, in Sanskrit means knowledge) signifies – Understandings of HERBs, and HER (women's/ nature's) understanding of her surrounding (plants and nature) and herself (identity and passion). The logo with a full bloom lotus at the center represents holistic knowledge and wisdom. The circle around the lotus was intentionally made imperfect to highlight the beauty that lies in imperfection, and how it takes many trials and tribulations to come to full bloom/ understanding of things. And THAT IS BEAUTIFUL! (Botanicals, Herveda Botanicals, 2020)

We strongly believe that every brand has huge responsibility to solve market problems and strengthen the ecosystem while always striving to be better.



Figure 1: Company Log

Product Information at Herveda Botanicals:

Ko: Foaming Rice Exfoliant

Foaming traditional scrub with enzyme and vitamins

Herveda Botanicals' Ko: is a scientifically formulated natural and biodegradable facial scrub enriched with papaya enzymes, orange peel, rice bran, turmeric and medicinal plant extracts from Nepal that promotes natural skin turnover and optimally exfoliates the skin without stripping off the natural moisture to give it a natural glow and provide a luxurious feel and finish. This exfoliant, inspired by traditional mastery and ethnic Newari scrub Ko:, brings together culture and latest innovation to provide an advanced skincare solution to deliver a clean, clear and soft complexion.



Helps reveal silky-smooth skin

Helps restore youthful radiance

Brightens and evens complexion

Reduces uneven skin tone

Reduces and prevents hyperpigmentation

Exfoliates dead skin cells

Key Ingredients

Rice, Maize, Rice Bran, Natural cleanser, Lentil, Orange peel, Turmeric, Fenugreek, Chickpea, Papaya Enzyme, Soapnut, Xanthoxylum (timur), Essential oils blend (Botanicals, Herveda Botanicals, 2020)

Marigold Hydration Mist



Herveda Botanicals' Marigold Hydration Mist is a rich-blend of natural humectants like marigold hydrosol and extracts, natural lactic and hyaluronic acid, essential oils, and herbal extracts that infuses skin cells with moisture and nutrients to strengthen the skin's barrier function. This mist is meticulously crafted embracing the cultural references and scientific benefits of Marigold flower to provide a healthy and dewy finish for your skin.

REJUVENATE:

Promotes luminous complexion

Delivers intensive hydration to the skin

Prevents skin inflammation

Hydrates skin for youthful radiance

Key Ingredients

Marigold extract and hydrosol, Castor oil derivative, Lactic acid, Juniper Berry, Chamomile, Mentha essential oils blend (Botanicals, Herveda Botanicals, 2020)

Vitamins C & E Serum



Herveda Botanicals' Vitamin C & E serum is powerfully formulated with the most potent form of natural vitamin C (L-ascorbic acid), antioxidants-rich vitamins, natural medicinal plant extracts and sunflower-derived phospholipids that creates a synergy for an ideal beauty elixir. This serum, inspired by traditional ayurvedic usage of vitamin-C rich botanicals for cosmeceutical and nutraceutical use, is proven to boost collagen production and reduce signs of premature aging.

PREVENT:

Activates collagen

Reveals youthful glow

Improves skin texture

Reduces the appearance of fine lines

Reduces pigmentation and acne scars

Key Ingredients

Vitamin C, Vitamin E, Rice Bran Extract, Sunflower and Soya bean extracts, Glycerol, Chamomile, Juniper berry, Palmarosa and Mentha essential oils blend (Botanicals, Herveda Botanicals, 2020)

Daily Defense Moisturizer

Anti-pollution day cream with natural extracts, vitamins and AHAs



Herveda Botanicals' daily defense moisturizer is uniquely formulated with chiuri fruit seed butter, natural beeswax, naturally derived vitamins and himalayan herbs' extracts to create a natural skin barrier against environmental stress and pollution. This moisturizer, inspired by the traditional use of nutrient rich Chiuri fruit butter for skin healing and it's association with indigenous culture, has a perfect blend of all skin essentials to protect the skin, prevent pigmentation, and keep the skin hydrated all day long.

PROTECT:

- Protects skin from environmental stresses like UV rays and pollution
- Promotes skin glow
- Prevents skin inflammation
- Creates defensive skin barrier
- Balances oil and locks hydration
- Reduces appearance of pigmentation

Key Ingredients

Chiuri Butter, Beeswax, Sunflower lipids, Niacinamide (Vit. B3), Lactic acid, Vitamin E, Marigold extract, Kojic acid, Chamomile, Himalayan fir, Anthopogon, essential oil blend. (Botanicals, Herveda Botanicals, 2020)

Age-Perfect Night Concentrate



Blend of highly antioxidant herbal extracts, vitamins and hyaluronic acid

Herveda Botanicals' age-perfect night concentrate is enriched with Himalayan chiuri fruit seed butter, natural beeswax, sea buckthorn oil, medicinal jatamansi and herbal extracts to create a perfect youthful skin regenerating solution. This night concentrate cream, inspired by alternative medicinal practices like ayurved and aamchi, employs latest innovation in skincare and highly potent herbs and natural butters sustainably sourced from the Himalayan region of Nepal to bring a skin-perfecting potion to life.

REGENERATE:

- Helps produce collagen for youthful radiance
- Improves skin elasticity to reduce fine lines and wrinkles
- Lightens age spots for even skin tone and texture
- Locks in moisture overnight for baby soft skin

Key Ingredients

Chiuri Butter, Beeswax, Dhatelo Oil, Sea Buckthorn oil, Nardostachys jatamansi extract, Gomphrena extract, Vitamin E, Vitamin A, Hyaluronic acid, Artemisia, Chamomile, essential oils blend (Botanicals, Herveda Botanicals, 2020)

Luxurious Bath Salt**Ingredients:**

Himalayan Pink Salt, Epsom salt, Baking soda, Lavender Essential Oil, Herveda Botanicals Relaxing Pure Essential Oil, Chamomile Flower, Rosemary, Rhododendron Petals and Rose Petals.

You can use Herveda's Luxurious Bath Salt as a foot soak as well as a body soak. This bath soak:

- Soothes muscular aches
- eliminates body/foot odor
- prevents bacterial and fungal infections
- relieves stress
- Makes it easier to exfoliate dry, cracked heels.

1.2 Organizational structure

Herveda botanicals has a structure of workforce which is not so wide but has been divided into segments of manufacturing, customer handling, marketing and branding. The overall structure maintained and run by the CEO. For the cooperative education period I was assigned as executive intern wherein tasks assigned to me were to look at the overall operation of the organization as well as building strategies. Along by my side, there was one other intern who was looking into social media handling and strategies as well. We both interns were assigned under the supervision of office manager

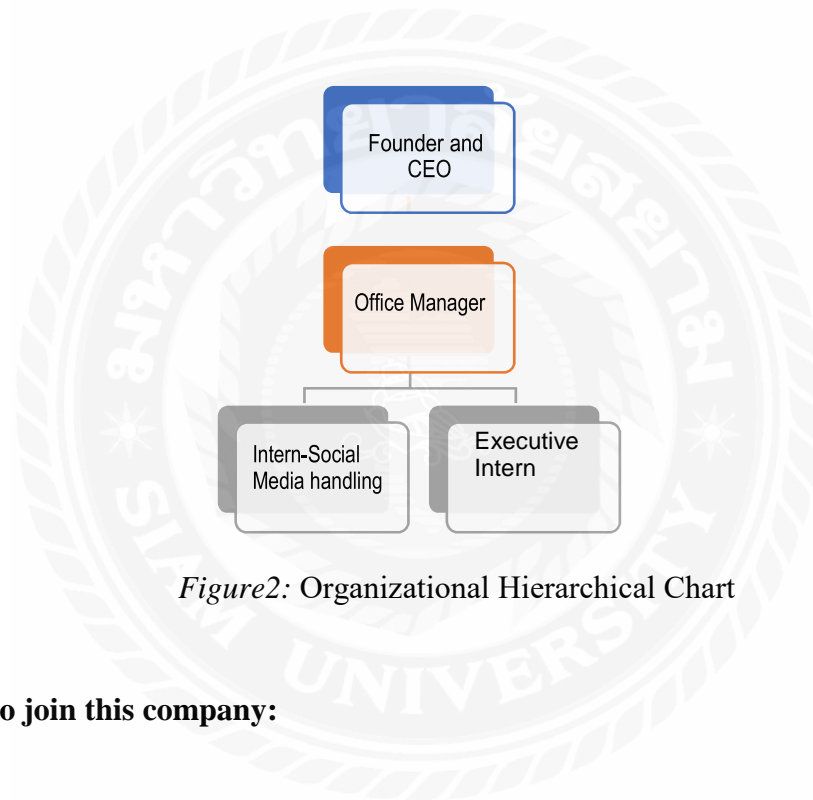


Figure2: Organizational Hierarchical Chart

1.3 Intentions to join this company:

Choosing to do my 14 weeks of internship in a skincare company i.e. Herveda Botanicals is a valuable option for me as the success percentage of this field is quite high providing vast amount of learning opportunities. Working in Herveda Botanicals I was able to grab different opportunities to build up my personal development. The company is seen to be a very dynamic field to work in as a very creative sector and new developments are seen every day. Moreover, working as an executive intern it has allowed me to get an exposure to a completely newer industry where the market was analyzed frequently and with my theoretical knowledge it helped me developing better strategies. Being an intern, the roles and responsibilities carried out while working as a team will

help me for an amazing learning experience in the field of event management.

What I expected from this internship was the meaningful and long-term communication I will form while working in this industry which will be helpful in the future. By the end of the internship I will be able to know how the branding is carried out consisting of various marketing and operational activities. I will also be able to develop my interpersonal skills by working on my strengths and trying to overcome my weakness.

1.4 Statement of the report:

Herveda botanicals came up into the market to cover the gap of organic skincare products. It acted as a medium between organic farmers who grew organic plants and people who didn't want to use more of chemicals for their daily skincare. Herveda Botanicals reached directly to farmers and used the ingredients to come up with products such as exfoliants, moisturizers, essential oils etc. Also, most of the organic products available in the market were a foreign product which came out to be a lot expensive for the consumers, in order to fill in the gap, Herveda was launched with fair pricing.

1.5 Objectives of the study

The cooperative education period given to us was to implement the theoretical knowledge that we had received throughout my study. It was the preparation phase for us to enter the professional work. Working in this field which has a growing scale in today's world has helped me develop my skills in a way where theoretical knowledge could be used in the actual real world consisting of strategies and various other approaches in the market.

My objectives of this study are:

- 1.5.1 To implement my theoretical knowledge learned under BBA- Marketing.
- 1.5.2 To know, work and strategize in a skincare industry so as to proceed with knowing the marketing aspects as well as branding
- 1.5.3 To expand and foster creativity by working alongside other team members and under supervisor.

Chapter 2: Internship Activities

During the internship period in Herveda Botanicals, I was assigned with the role of executive intern where I worked under the project leader of the company where I was given the responsibility to assist with daily operational activities, conduct analysis, and study the domestic as well as international skincare market, competitor's analysis and preparing strategies accordingly

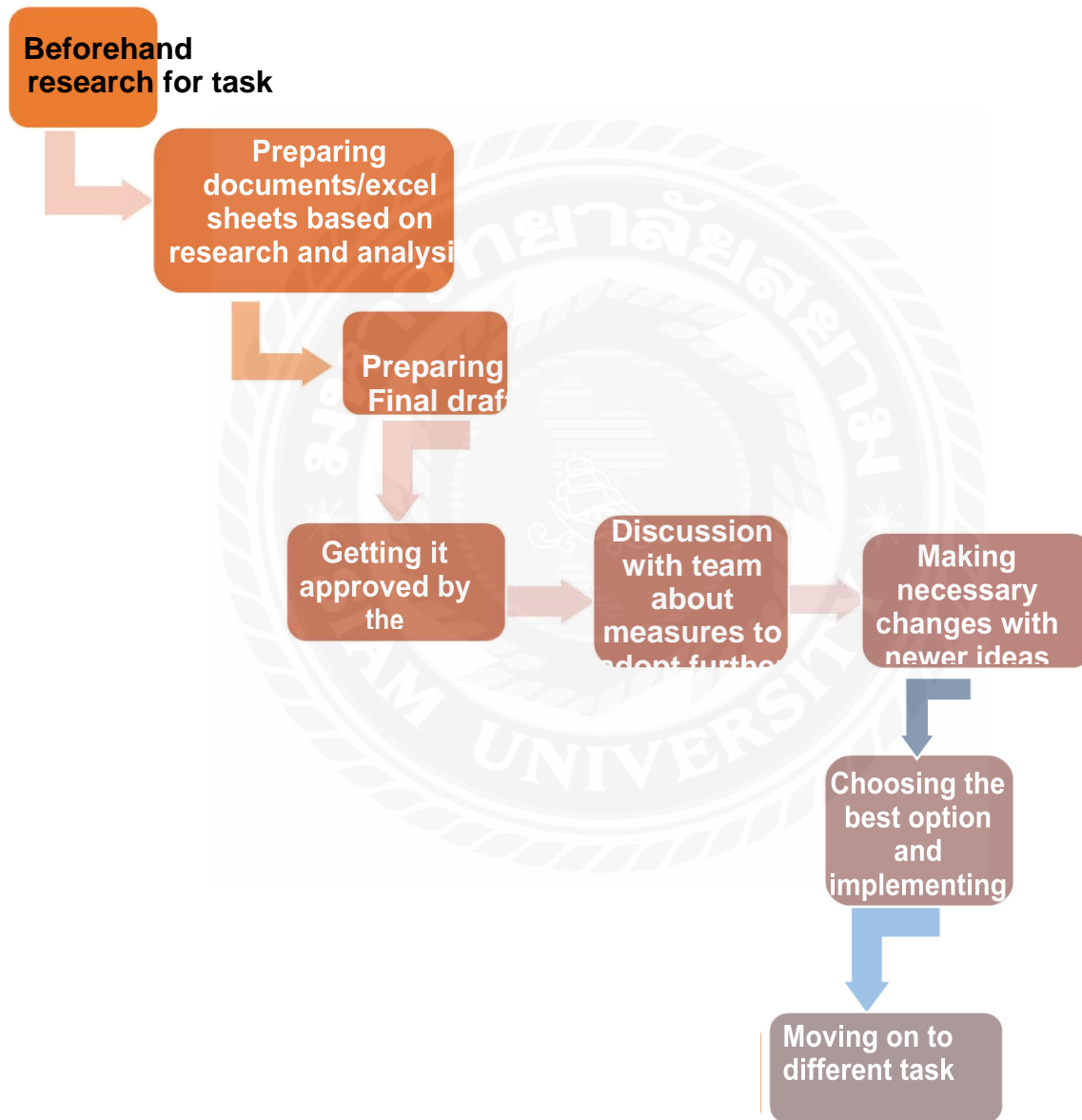


Figure 3: Diagram of my workflow working as an executive intern

2.1 Job description and responsibility

In this internship I was assigned as an executive intern at Herveda Botanicals. My major responsibilities were:

- i. Study of the competitors in the market through websites and social media
- ii. Website content creation with insights of possible ways to make it engaging
- iii. Preparing templates and documents based on the task (for e.g. Brand ambassador contract, etc.)
- iv. Finding different vendors for designing, labelling, printing packaging materials and bags
- v. Collecting ideas and different ways from competitor's websites and social media platforms.

2.1.1 Study of the competitors in the market through websites and social media:

Various other skincare brands have come up in the Nepalese market. These either produce themselves here or import it from other foreign countries. Working as an intern here, a brief analysis of the competitors about their products, their way of handling consumers, their USP and various other factors were identified. This helped us in knowing how have the competitors come up gave us an idea of where do we stand as brand in the current market.

2.1.2 Website content creation with insights of possible ways to make it engaging:

Herveda Botanicals launched its website during my period of internship. It was taking orders through social media previously and now takes orders from its website as well. As an intern I was also working on content creation of the website along with the team. For this it was important to have an idea of what contents must be added to the website. For this we went through various websites to get the idea of what content must be included and in what way they can be kept.

2.1.3 Preparing templates and documents based on the task:

Along with the other tasks going on, I was also assigned to create some templates for the contract. For e.g., Brand Ambassador Contract etc. Preparing business documents was a part of my course in KCM –“English usage for professional use” which helped me create the contracts.

2.1.4 Finding different vendors for designing, labelling, printing packaging materials and bags:

For any brand to create a good impression on the market, it must look at its minute details as well. Herveda botanicals was very much leaned towards customer satisfaction from purchasing the product, its usage, its labelling and packaging. For this there was frequent search of different vendors who could help us with designing and printing of bags. Also to give the products a premium look, team decided on giving it a hard packaging as for future it would be easier to ship goods in the foreign market as well. For this, we also looked for vendors who can help with the packaging materials

2.2 Contributions of the student

2.2.1 Developing personal relation

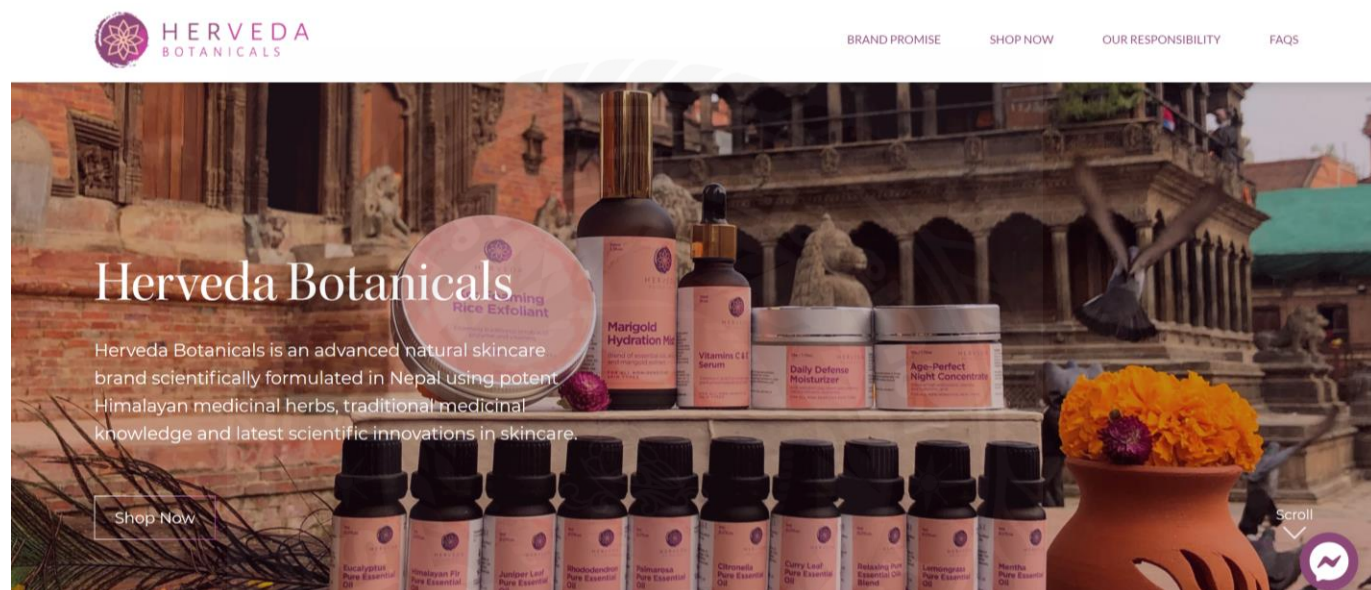
Being a student of KCM held as a plus point during my internship period as organizing different events like NMS, ICMC it had helped me to build contacts and have a good personal relation. This overall helped overcoming my fears and helped me reach out people effectively.

2.2.2 Content creation and Template preparation

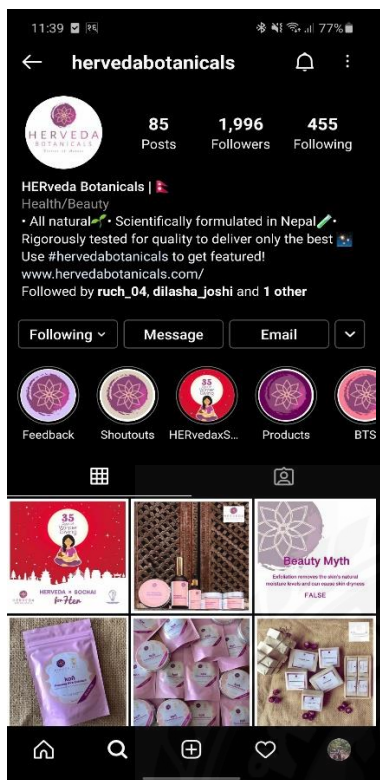
During my three years of study in KCM, various subject required various research and presentations, this overall helped be create better content with correct format for the documents I made in internship. Also being a part of toastmasters for 2 years helped me in public speaking make my personality an extrovert which helped me communicate with my fellow team members as well as to different people.

2.2.3 Assistance in day to day activities

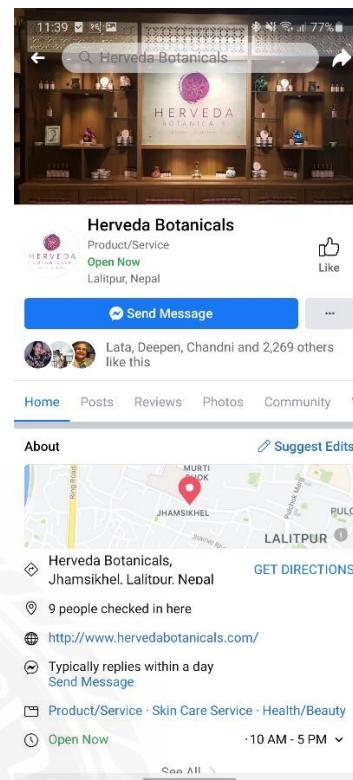
On doing of activities which were listed down as per the Gantt chart, were frequently looked upon by the team members and CEO. Changes were made accordingly and as per the need. Looking for the vendors for various things were a part of day to day activities. I helped my supervisor in drafting the report and letters.



Herveda Website



Instagram Page



Facebook Page

The theoretical knowledge which I gained in my university days was applied in the practical field i.e. my cooperative education period. The different theories, I had learned were useful and described below:

According to Network theory, it studies relationships of all sorts, whether between people, animals or things. Social network analysis is an overlapping tool for learning about patterns that develop within social networks, and how they influence behavior. Network theory allows us to observe clusters of communication relationships created by objects communicating within a network. These clusters link together to form organizational networks. Applying the network theory in my internship, the use of Digital marketing channel such as Facebook, Instagram, and Twitter has allowed us to make a close connection with our clients. It allowed us to leverage the power of influential clients to deliver our message throughout their networks we had built. (Botanicals, Facebook, n.d.)

To had a 100% successful completion of our website with the team members' effort, either through emails or by having face to face conversation. Working with them throughout my

internship period what I learnt was important for self-development.

I learnt to prepare strategies for marketing and branding. I was able to build new contacts as well as working in the corporate sector, I was able to be independent, and I learnt from my own mistakes which is beneficial in my future. The advantage of working in this company was that I was able to work with professionals who had specialized knowledge in their field. Having a wide list of contacts will not only help me get myself known, but also to get to know other companies, and have wide options for future ideas on how to collaborate or reach out to companies.

The Organizational Theory refers to “the set of interrelated concepts, definitions that explain the behavior of individuals or groups or subgroups, who interact with each other to perform the activities intended towards the accomplishment of a common goal.” As it studies the effect of social relationships between the individuals within the organization along with their actions on the organization as a whole. There was a systematic order of assigning a role for each member for the smooth operation. We had to focus on the internal and external business environment to know the nature of the competitors and companies who reached out to us for collaborations on social factors.

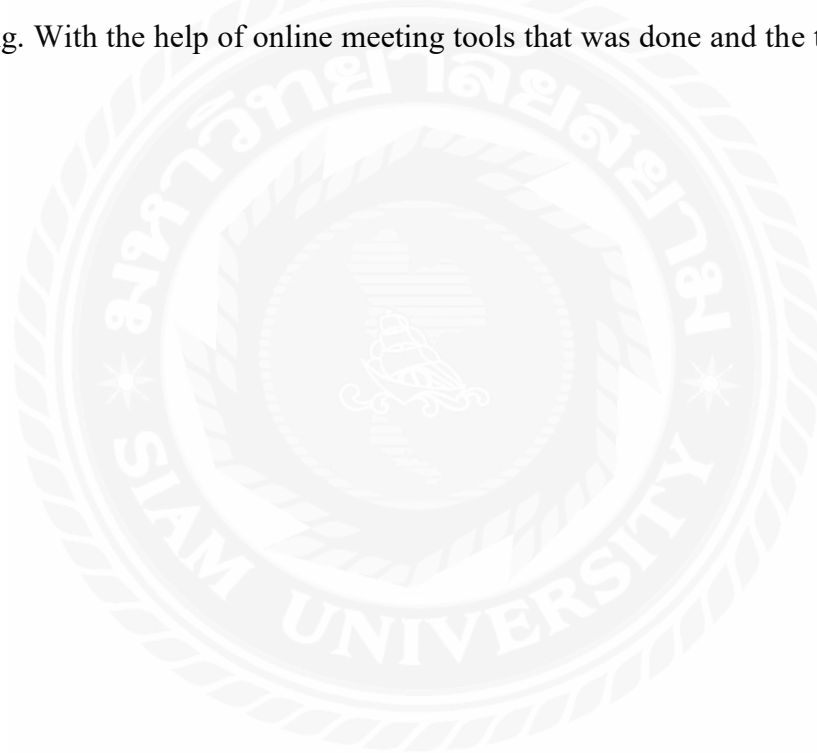
Chapter 3: Identification of problems encountered during the internship

3.1 Indication of how I successfully solved the problems

- Being assigned as the executive intern, doing the daily operational activities consisted of me finding various types of vendors for printing and various other jobs. This required finding at least 3 vendors and taking their quotation for the same. I felt a bit difficult initially to reach out and find them but with the help of interpersonal skills and research skills for the practical field works given during the course I had some contacts and personal relations I was able to find them and get the quotations.
- Herveda Botanicals also had its future plans where they wanted to extend its reach into the international market as well. For this, me being a part of the team member had to keep this factor subconsciously as with it matters the brand image. Similarly, while conducting analysis and reports it was difficult at times to get the access up to the international market. The same industry widens up a lot when taken to the international exposure. However, by implementing the aspects of international marketing and with better research and help of the supervisor I was able to list the nearby competitors along with their information based on website and through social media.
- As we all are very aware of the Covid-19 pandemic, this created an obstacle with the communications internally and externally as well. Many tasks had to be postponed or it took greater time that it should have. This indirectly added up to the costs of the organization. I as an intern was working from home, except for some of the meetings. Lack of Face to face interaction led to some misunderstandings which however overcame by looking into the matter.

3.2 Examples of how such problems were solved

While working in this organization one particular task assigned to me was to find investors, consisting of the task from bottom level i.e. identifying target audience, preparing presentations and the pitching. For this the difficulty I faced was finding the investors and jotting down the exact points they look for. For this I researched rigorously through websites and also through personal relationships. On creating the presentation, I lacked with some of the insights which however were looked upon by my supervisor and as per the feedback I made the changes. Another challenge that came up was to find the investors itself. It gets difficult with the pandemic situation to reach out and fix a meeting. With the help of online meeting tools that was done and the task is still going on.



Chapter 4: Learning process

4.1 Things learned during the internship

As an intern I did my cooperative education at Herveda botanicals. Although 14 weeks are not adequate for me to learn all the ins and outs of an organization, I have tried my level best to do what was given to me. I have always aspired to work in a corporate sector because of the structure of such companies; which is I get to have firsthand experience on meeting people from different backgrounds, culture or even countries and to learn from them and always advance in my career and expand my knowledge. I learnt a great deal from my 14 weeks at Herveda Botanicals. It helped me in preparing well formatted templates, a habit of maintaining and updating databases, communicating with the vendors and individual over phone and online meeting according to the list or database, preparing detailed presentation using Microsoft PowerPoint. It also helped me convince individuals for investing, negotiating price with the vendors. In all it helped me have a better communication skill which helped me in all fields and also taught me how to work in a team and take responsibilities and facing risks. It helped me gain knowledge in this field of skincare and beauty goods.

4.2 Knowledge gained from the coursework and applied in the real world situation

During my internship, I implemented the theoretical knowledge that I had acquired during my study. With the constant guidance from my supervisor, I was able to implement some of my learnings during my internship period.

In overall, it was difficult for me to approach investors and conduct analysis and research. I have always found it difficult to approach an individual and discuss or even share information, however, during my meetings with my supervisor, I learnt how it is done. I observed how my supervisor would start the meetings, how they would make sure that all the important parts information is flowed through a conversation. When I was assigned the job for the first time, I implemented what I learnt and was able to successfully lead the team.

Attending online meetings and other meeting with individuals of different nature has made me

understand the professional culture and the method of negotiation that profits both the companies. The negotiation has not only helped me getting the tasks done but also has helped me saving costs for the company. During this time, I researched and compared printing presses all over my city and found the one which was of good quality and of reasonable prices. I made full use of new technologies i.e. google maps, which helped my navigation skills and saved my time, zoom and google meeting for online meetings, google drive where entirely I was able to upload the documents for which the access was given to my team.

4.3 Detailed specific learning process and new knowledge learned from this internship

I have not only learnt to draft good templates but also have made PowerPoint presentations which are effective and make an impact on the viewers. It has taught me manage my time according to priority and be prepared for any outcomes that you may not have been predicted for example be prepared for the electricity to go or be prepared for the market to be closed because of political reasons or pandemic. I have made a habit now to double check all the important documents and confirm with the team for a smooth functioning. In overall doing internship in this field has helped me to gain knowledge and have a better understanding on how this field works but also make connections and build professional networks that will help me in the future endeavors.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

Herveda Botanicals has provided an excellent opportunity to learn and grow in a professional world. I was able to get practical experience in the skincare field. Not only did I learn a lot about what it takes to put together as a team, I challenged myself through my weakness and grew in areas that I really wanted to. With all the given responsibilities and support from my other team members I was able to hone my skills. Working as an executive intern it was really thrilling to observe all the management processes of my internship organization. With the contribution of my supervisor by patiently educating me and giving me the key responsibilities, I was able to plan and design a good work environment for myself and for the organization. The opportunity of this internship has taught me to become a better professional as a whole.

i. To implement my theoretical knowledge learned under marketing:

Working on any task, with my theoretical knowledge I was able to put forward some of the marketing ideas that the organization could use. The pandemic situation, personally I took this as an opportunity to build the brand with more digitalization. Running online advertisements and with various other digital marketing approaches certainly gives a good lead. Preparing presentations with approach to 4P's of marketing and other marketing methods helped us giving a good idea of what is right and wrong.

ii. To build personal relation and contacts base of references and businesses.

Approaching individuals for different kinds of investment plans and also for social services for which Herveda botanicals is lot into has helped me to build new contacts and develop personal relation in the business world. I have been able to improve my communication skills and learn ethics of different organizations by attending meetings. The contacts I had already formed from my college days I was able to reconnect with them and build and long-lasting relationship.

iii. To expand and foster creativity by working alongside other team members and under supervisor.

All the team members working effectively towards the same goal and on their designated works leads. By working with Herveda, I was able to understand the value of teamwork. I was able to expand my creativity by working on the tasks with my other team members and trying something I had not done before. Working alongside my supervisor has led me to try and push myself to think of the best way to do things. I did my very best in researching for things needed for the organization and asking questions in the time of confusion to bring something to the table that could add value in the company.

5.2 Benefits from the internship for your future career:

Herveda Botanicals has given an astounding chance to learn and fill in an expert world. I had the option to get useful involvement with the skincare field. In addition to the fact that I learned a great deal about the stuff to assemble collectively, I tested myself through my shortcoming and filled in regions that I truly needed to. With every one of the given obligations and backing from my other colleagues I had the option to sharpen my abilities. Functioning as a leader assistant it was truly exciting to notice all the administration cycles of my temporary job association. With the commitment of my chief by quietly teaching me and giving me the key obligations, I had the option to plan and plan a decent workplace for myself and for the association. The chance of this entry level position has instructed me to improve as an expert all in all.

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Annex 1



Image: Me working in the office, during visits



Image: Me at the shop's display section along with the products

Annex 2

Joshi Dilasha(Ms.)

Sanepa, Kathmandu

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CAREER

Business development associate at Herveda Botanicals

EDUCATION

Kathmandu University, Nepal

Bachelors in Business Administration

LANGUAGE:

- Native: Nepali, Hindi
- Fluent: English
- HSK-II: Chinese

COMPUTER:

- Microsoft Office Package: Word, Powerpoint, Excel
- SPSS- Basic

Annex 3

Mittal Rishav(Mr.)

Gyaneshwor, Kathmandu

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CAREER OBJECTIVE

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

CORE COMPETENCIES

- Solid experience of 7 months in corporate communication at Bencardo Travel ware Centre
- Providing ideas in designing advertisements and marketing offers at Bencardo Travel ware Centre
- Creating website content and working on branding and marketing strategies at Herveda Botanicals.
- Focused on marketing with 42 hours credit course

EDUCATION

2017-2021: Kathmandu College of Management (KCM), Nepal

Pursuing Bachelors in Business Administration in Marketing; 4th year

2015-2016: Delhi Public School, RK Puram, New Delhi

Central Board of Secondary Education (12th grade)

- Actively organized and participated in events like Tedx Durbar marg, NADA auto show
- Strong case studies focused and presentation led learning class room method
- Volunteered at various school and college events

- 2nd position in club contest (Table Topic Session) KCM and Everest Toastmasters
- Participated in other sports events in school and college level

EXPERIENCE

- Experience doing internship in marketing department at G.O Ford Pvt. Ltd. And corporate communication at Bencardo Travelware Centre.
- Experience doing internship as executive intern at Herveda Botanicals.
- Handled approximately 120 restaurants, retail stores, Ngo's and embassies in 2 months period and dealt with 4-5 corporate houses on a regular basis

LANGUAGE

- Native: Nepali, Hindi
- Fluent: English
- HSK-II: Chinese

COMPUTER

- Microsoft Office Package: Word, Powerpoint, Excel
- SPSS- Basic

