



Cooperative Education Report

Suiro teas: Packaging design and digital marketing

Written by

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Project Title: Suiro teas: Packaging design and digital marketing

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Abstract

This Cooperative report entitled “Suiro teas: Packaging design and digital marketing” incorporates details on the research done on various aspects required by the company to increase their social media presence and reach along with the process of improvising and selecting various packages for Suiro teas. “Suiro teas” is a certified organic tea company that attempts to infuse locally grown herbs in its blends. Currently, they have an assortment of teas named accurately after the benefits & purpose of the teas. Shrishya Pradhanaga had started the company to introduce hand blends in the market which is a newer concept. It is currently trying to leave a mark in the tea sector of Nepal.

The major objectives of cooperative internships: (1) To understand the research process required for Suiro teas to increase the company’s social media reach” (2) To understand the process of designing, improving, and selecting various packages for Suiro teas. Through this internship period, I attained a very good insight into how the company operates at all levels, especially the immense amount of research required in every aspect of the company. My main responsibilities were to assist in researching Social media reach, content generation, and designs for the company. Along, with other challenging tasks like making research reports, managing Facebook, using social sprout and Google calendars in order to manage content posting, updating Facebook on a regular basis, dealing with our packing suppliers, finding new hand designers, product/price listing, heading a product photo/video shoot and contributing ideas for bettering the brand’s image.

As the completion of my internship was nearing, I found that there were many obstacles in the way but were able to overcome them by providing valuable suggestions with the knowledge I've acquired during my bachelor’s. However, if the company can push brand-building activities, I believe that the company can get saturated in the market in a few years to come.

Keywords: Suiro teas, packaging design, digital marketing

Nobel Coronavirus (Covid-19): The new normal

The fears from the coronavirus contagion have been growing ever since the WHO declared it a pandemic on March 11th, 2020. In the past few years, the Nepalese market has seen an outpouring of the #MadeInNepal movement where buyers and sellers are supporting Nepali made products and are doing their best to give further momentum to this change as well as shed more light on its importance in preserving the culture and fueling our economy from within. Considering the Covid-19 situation; the virus hugely impacted the Nepali market and its economy, this can result in long-term damage if companies don't come up with newer strategies that will help them sustain the current market situation.

Thanks to the coronavirus outbreak, working from home is no longer a privilege, it's a necessity. While factories, shops, hotels, and restaurants are about foot traffic; But today it is transforming city centers into ghost towns, behind the closed doors of apartments and suburban homes, thousands of businesses are trying to figure out how to stay operational in a virtual world. That means a lot more people trying to organize client meetings and group discussions via video chat apps, or discussing plans on software platforms like zoom, Google meet. In conclusion, the core of any workspace is a community, people coming together. This is difficult to replace through an online interaction or connection. (COVID-19 Pandemic in Nepal, 2020)

Acknowledgment

This Cooperative report has been prepared as an essential prerequisite for the completion of my BBA program given by Siam University. This report has helped me practice and grow my insight on the field of Marketing in the Tea sector (entrepreneurship). I believe I should acknowledge each person's help for their constructive reaction, direction, and support.

Firstly, I am immensely obliged towards Siam University and Kathmandu College of Management for such a wonderful initiation of corporate internship for BBA degree; I would also like to express my sincere gratitude to Dr. Chantip Suksai and Asst. Prof. Dr. Maruj Limpawattana for all their help and direction from the earliest starting point of this report.

Furthermore, I would like to offer my sincere thanks to be able to prepare this report under the guidance of my academic advisor Asst. Prof. Dr. Kanjana Mahattanatawee and want to recognize her direction and mentorship in the whole time of this report arrangement and for my future profession.

Finally, my gratitude goes to Mrs. Shrisha Pradhananga (CEO of Suiro teas) for her constant support and the entire Suiro team for accepting me as a part of their family and providing me with guidance, support and openness throughout my internship programme and, for fundamentally watching my execution and helping me grow with each remark they have included.

Last yet not least, my thanks and appreciation are devoted to my family and well-wishers for supporting me in each progression towards my career with their unlimited trust and persistence.

Thank you

Nirvana Shrestha

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Chapter 1: Introduction

1. Company Profile

Suiro Teas Private Limited is a Nepali-based company based in Kathmandu, Nepal. Suiro hand blends the world's finest certified organic teas and locally-harvested herbs. As they incorporate the ancient wisdom of traditional Tibetan medicine and Ayurveda. The concept of drinking and selling herbs blended with teas was a newer product concept for the Nepali market. So what Suiro teas did was they chose the best orthodox tea of every season and showcased them on their multimedia platforms. Suiro harvests some of the ingredients themselves, herbs, and flowers and uses them to make their own herbal Blends. Currently, they have an assortment of teas named accurately after the benefits & purpose of the teas. Here, are the names of the tea that have proven their existence in the marketplace through its unique array of blends:

1. Beauty blend tea
2. Uplift tea
3. Clarity tea
4. Energy tea
5. Sleepy Tea
6. Bye-bye bloating tea (custom blend)
7. Custom blend (based on the customer's body constitution test)

Suiro Private Limited was established on 24th July 2020. As a Nepali start-up company, Suiro teas has built quite a reputation amongst their customers by informing, educating, and entertaining them with content related to the benefits, multiple usages of drinking their teas showcasing it in various ways. Since it has been established the company has seen a huge growth in its customer base, with loyal customers that repeatedly buy from them. They provide high-quality teas and tea wares at an affordable price. The company's transparency and its exceptional content displayed on its social media platforms have helped the company grow exceptionally.



Figure 1.1 Company's logo



Figure 1.2 Teas and Raku tea wares

1.1 Mission of the Company

“Suiro Teas work towards consumer empowerment by providing them with the knowledge of improving their health by implementing tea time into their routine.” (Pradhananga, 2020)

1.2 Vision of the Company

“Equipped with the ITA Certified Tea Sommelier Certification, Suiro teas plans to make a positive change in their field of work and community through the blend of tea and herbs that reinstates the teachings from Ayurveda;”

1.3 Strategies of the Company

The Company's core strategy is to attain stability in sales growth for its blended teas and tea wares. The company aims to achieve this goal by primarily focusing on the Nepali community, as from sourcing raw material to packaging till the finished goods are made; all of it is locally sourced. They get their teas from Ilam, Dhankuta. Herbs come from all three regions of Nepal: Himalayan, Hilly, and Terai, based on the different seasons.

On the other hand, the company follows a product differentiation strategy (Differentiation Strategy, 2021) as their product is new to the market. It stands out as a unique and attractive concept. They are the first start-up company in Nepal to commercialize blended teas in the market. They target all ages but their primary focus is on the youths of the nation. They aim to reach the younger audience in hopes of educating them about the real health benefits of drinking tea from a younger age. This is what made their product stand out to their target audience and increased brand loyalty, sales, and growth simultaneously by providing the most unique and quality experience through its products.

Even though tea-drinking culture is high in Nepal, drinking blended teas with herbs was a newer concept to grasp. So, the company focused on informing its customers with informative content followed by posting on a regular basis to increase reach. Rather than just pushing sales Suiro teas believes in customer satisfaction. So, the main objective for the

The company was to inform the customers about their teas with proper knowledge through informative yet trendy marketing strategies.

2. Organizational Structure

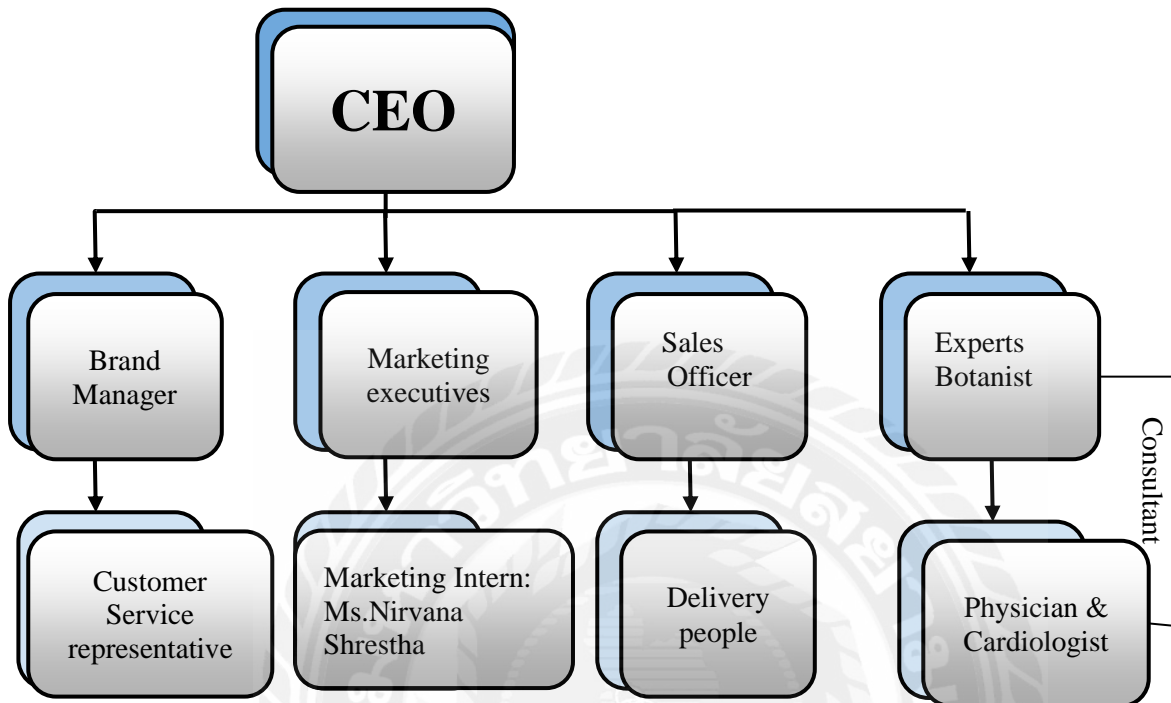


Figure 1.3 Company structure and my job position

We know that an organizational structure is a specified path through which the formal command, authority, and responsibility flow from the upper level of management to the lower level of management in any organization.

Here; Suiro teas follow a democratic management style which agrees with a type of leadership style where all members of the group take a more participative role in the decision-making process, where team members are encouraged to share ideas and opinions openly, whilst the CEO (Mrs. Shrisha Pradhananga) holds the final say. Here the brand manager works closely with the customer service representative as it is the brand manager's key responsibility to look out for the company's brand image among its potential customers. Similarly, the marketing executives work with interns of similar fields; Sales officers have to work with the delivery people. Suiro teas also work closely with expert botanists Dr. Kamal Krishna Joshi, Prof. Dr. Sanu Devi Joshi, Dr. Tirtha Bahadur Shrestha, and Dr. Timila Shrestha along with their consultant physician and cardiologist Dr. Sashi Acharya.

I, Ms. Nirvana Shrestha was appointed as the Marketing Intern who looked after the research and development for packaging, communication, operations, and digital marketing. Even though I was just working as a marketing intern for Suiro teas due to its democratic style of communication, my opinions were always given equal importance in the company's decision-making process.

2.2 Job position and Responsibilities

My position at Suiro teas Private limited as a marketing intern. As the purpose of this report is to explain my work and responsibilities; this position demanded me to work in collaboration with major departments of the company. My main responsibility was to research new packaging ideas and digital marketing concepts that were fit for Suiro teas. I also worked behind the scenes to create content for their digital marketing, along with handling their social media accounts. I would also be in constant communication with the team to brainstorm ideas and future prospects. Below is an outline provided to me by my supervisor for the initial period of my internship, which helped me understand their organizational culture and ease into my work. The initial outline had the following topics.

Table 1.1 Initial outline of work for interns

Tasks	Status	Completed By*
Packaging 50/50	Completed	NS SP
World Wide Competitive Rates	Completed	NS SP
Promotional Strategy Analysis	Completed	NS SP
PESTLE Analysis of the company	Completed	NS SP
Brand Evaluation	Completed	NS

Communication Advice	Completed	NS SP
Competitive price listing	Completed	NS SP
Product Photoshoot ideas	Completed	NS SP
Product Design (Tea Ware & Accessories)	Completed	NS SP
Product Catalogue	Completed	NS SP

*NS = Nirvana Shrestha, SP = Samprati Pradhananga

3. Intention and motivation to choose this company

The company that I previously interned for during my first year's internship term of 2 months was Citizens bank Pvt ltd. It is an A-grade private bank of Nepal. I worked there under the customer service, remittance, and marketing departments. My working hours there were from 10.00 am to 5.00 pm. My second internship was at Maya ko chino as a sales representative/store handler. Maya ko chino is a concept store that sells and promotes all made in Nepal products and promotes their vendor. This internship required me to look after the store, handle customers and make a sale and fill my sales register and vendor register simultaneously.

During the search for an internship during the pandemic, it was without a doubt a challenge. As a prior customer of Suiro teas myself, I appreciated what the company stood for. Where the company was looking for interns. I approached Suiro teas for the position via email. The

company kindly asked for my Resume and next was asked to sit for a round of interviews. This led to a job opportunity at their organization. I then decided to join Suiro Teas for a time period of 4 months. As it has given me an opportunity to hone my skills and practice my learning in the corporate world and make my lockdown productive. Also, some of the added perks were a bonus. The company was generous enough to let me in and help me with my internship program.

Working as a Marketing intern(me) allowed me to gain insights into how a company operates. from the research to product development; products being packaged; then marketing the product before it reaches the end consumer. This workflow I believe is applicable as a blueprint in many organizations while thinking of future projects. As I got this opportunity I learned about all the obstacles faced by any organization on a day-to-day basis. It is a very challenging path to choose but can be as rewarding as it is challenging.

My primary intention to join Suiro Teas was to judge if the entrepreneurial path is suitable for me or not. It has been an insightful journey whilst gaining work experience.

4. Strategic analysis of the Company: SWOT Analysis

Organizations should always look to improve. So, having worked in a start-up company, I got the opportunity to analyze the overall aspect of the company which is done under the strategic analysis of the company: SWOT Analysis

Table 1.1 SWOT analysis of the company: Suiro teas

Strength	Weakness
<ul style="list-style-type: none"> ● Focus on quality ● Nepal’s finest organic teas and herbs ● Premium teas and tea products at affordable price ● Proven health benefits 	<ul style="list-style-type: none"> ● New product concept for Nepal ● Awareness among consumers is relatively low ● High coffee culture ● Availability of rare herbs
Opportunity	Threats

<ul style="list-style-type: none"> ● Suiro teas are building a strong brand image ● Can introduce more unique blends ● Expand reach to other retail stores ● Increase brand awareness via promotional strategies 	<ul style="list-style-type: none"> ● frequent climate change ● Substitute: coffee ● Competition: High ● Distribution difficulties faced due to pandemic
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1. Strengths:

- Focus on quality: One of the greatest strengths of Suiro teas is that it focuses highly on the quality of its product. As the only source of premium tea and high-quality herbs. Their products also have to pass through various quality checks from our botanists before they meet their end customers. This shows how the quality of the product is the highest priority for the company. The CEO (Mrs. Shrisha Pradhananga) of the company herself ensures the quality as she has been equipped with an ITA Certified Tea Sommelier Certification
- Nepal's finest organic teas and botanicals: Strength of the company is the fact that Suiro teas are a health-focused brand, especially after the Covid-19 situation. The high-quality teas come from Ilam and Dhankuta, where the finest teas are produced. We get Hand blend and custom-crafted teas with the world's finest organic teas and botanicals if we choose Suiro teas.
- Premium teas and tea products at an affordable price: The pricing strategy of the company is also one of its strengths as the company believes in providing premium teas and tea wares at an affordable rate to the masses, and especially to the youths of the nations.
- Proven health benefits: The products of Suiro teas are known to have medicinal properties. The teas and herbs used have been researched by many botanists and doctors all around the world. Uses of herbs like chamomile, jasmine, green tea, white tea, wild mint, etc. have proven health benefits and are appreciated worldwide.

2. Weakness

- New product concept for Nepal: Though drinking tea has been embedded in the Nepali culture, drinking teas blended with herbs is a unique concept for their target audience especially their younger audience as teas are projected to be an older person's drinking choice.
- The rate of awareness among the consumers is still pretty low: One of the weaknesses is awarding their customers about their product and its benefits.
- High coffee culture: This is another weakness for the company as the coffee culture in Nepal has been trending and growing. As the culture of socializing whilst drinking coffee has increased. It has become a high substitute for tea drinks in Nepal. Himalayan Java is a very good example of a specialty coffee house in Nepal that promote
- Availability of rare herbs: As Suiro teas have a wide range of herbs and botanicals used in their product. It requires rare herbs that come from all three regions of the country. Some of the herbs like chamomile, jasmine, wild mint, rhododendron, rose, globe amaranth; used by the company are rare which makes it difficult for the company to source them.

3. Opportunity

- Suiro teas are building a strong brand image: One of the major strengths for Suiro teas is their focus on high quality and informative content. Its first products were its three base teas: i.e the beauty blend, clarity tea, and uplift tea. Later it launched its custom blends and tea wares. The customers of suiro teas trust the brand as it is transparent on all aspects of the company. This gave the company an opportunity to increase its brand value and recognition hence building a strong brand image.
- Can introduce more unique blends: The company has already started taking into account this opportunity and has come up with a new product variation as an addition to their product line.
- Expand reach to retail stores: Currently, Suiro teas have been in collaboration with “The local project” as their exclusive retail partner. The local project is a very renowned store in Kathmandu, and choosing them as their strategic retail partner has

helped the company reach new customers. Similarly, if suiro teas decide to increase such partnerships in the future it could open more doors for new customers.

- Increase brand awareness with promotional strategies: As the globe moves toward digitization, this is an opportunity for the company. Increasing the company's advertising techniques would undoubtedly assist it in reaching new clients and educating them positively.

4. Threat

- Due to frequent climate change: As I've mentioned above, sourcing rare herbs can be a challenge, similarly, this could get affected by the frequent climate changes and unfavorable conditions.
- Substitute: coffee: Coffee culture has been highly influenced by tea drinkers as Coffee and tea are substitute goods.
- Competition: High: Competition in the tea industry of Nepal is very high. As all types of teas are grown in Nepal. But, the company must be able to differentiate from its competitors as the final product varies (USP). Despite the threat, the brand stands strong with the motive of the country is improving the health of their customers.
- Distribution difficulties faced due to pandemic: As we all are aware of the ongoing pandemic situation. This has brought many difficulties for business houses. It was especially difficult for them to distribute their product physically, as travelling from one location to another was nearly impossible.

5. Objectives of this co-operative study

The general objective of the co-op study is to be able to put theoretical business learning's into practice by meeting and learning from professionals, experts, and potential mentors who will provide us with knowledge, criticism, and support. Through this process of learning, we are able to expand our knowledge, contacts, expertise which benefits our public relations. It is a great platform for a beginner to know the inner workings of any industry.

With the support of my co-op team, I want to work for the betterment of the organization. I hope my work was as beneficial to them as much as they were for my growth. I tried my best to put all my theory base learning's and past experiences into practice to help the organization attain its goals.

The co-op program at Suiro teas had several Objectives. My tasks revolved around achieving these major objectives:

- To get familiarized with the workings of the corporate world and its challenges
- To understand the process of design, improvise, and select various packages after conducting extensive research
- To research and understand the digital marketing tools
- To increase brand awareness through engagement posts among customers
- To actively create content for social media platforms/digital marketing

Chapter 2 Co-op Study Activities

1. Job Descriptions

- ★ Internship Role: Marketing Intern
- ★ Intern Worksite Location: Suiro Teas, Kamalpokhari
- ★ Length of Internship: 4 months
- ★ Internship Start Date: 2nd August 2020
- ★ Internship End Date: 2nd December 2020

The designation that I was appointed to was of a Marketing Intern. My primary responsibility was to design packages, brainstorm and implement marketing strategies that ensured growth for the business. As a startup, the company had limited manpower but the work across departments was higher. Thus, I was responsible for helping the company attain its marketing objectives as well as work alongside product development, managing workflow, customer service, and digital marketing. My responsibility was to research new packaging ideas and digital marketing concepts that would help the company grow. I also worked behind the scenes to create content for their digital marketing platforms, along with handling their social media accounts for a brief period of time. I would also be in constant communication with the team via Google meet to brainstorm for ideas and future prospects.

2. My Job Responsibilities

My core duties were to help the company with its package design and attain its marketing objective while working under different departments. This job required me to work under the marketing department especially in researching, managing social media, and the packaging department.

During the first month of my internship, I hand-designed tea packages for suiro teas. The company initially made the packaging design by hand. I had completed a total of 40 packages. Here is a sample picture:



Figure 2.1 Packaging design for Suiro teas

In figure 4.1 the left-hand picture shows the old package design whereas the right-hand picture shows the new and improved package design, done by our design head Imran Khan, his Instagram handle is at Studio_ma0. This helped me understand the designing and improvising process for packaging.

As my internship progressed, my tasks revolved around making Excel sheets for the company. I made listings on excel for different types of teas and their pricing. The price was listed on the basis of per container or box. The sheets were further divided into retail and wholesale rates provided by the International Tea company “Art of Tea”. Other activities on excel were to make listings of courier rates from dSewa, a courier company based in Kathmandu. The company provides domestic shipping charges for business houses. After listing the domestic rates, I listed International rates to export all around the world provided by DHL service. Its price was differentiated on the basis of 7 different zones. This helped me understand pricing and improved my proficiency on excel.

At the beginning of the second month, extensive research was done by me on the topic “Facebook marketing and its tools for Suiro teas” which helped the company understand its digital marketing tools to increase their social media presence on Facebook and learn about their competitors. I wrote a 20-page report on the subject. This report included the following topics:

- Research for Suiro Teas
- Teas house marketing ideas
- Other related companies
- Pure leaf branding: Competitor
- Website
- Positioning: No is beautiful
- Campaign: Pure leaf brews up tasting campaign
- Facebook pages of Competitor companies
- Findings of the research
- Facebook marketing and its tools
- Recommendation

My job supervisor found the research informative and wished upon applying some of the recommendations. In between major duties, I was also engaged in minor activities for the company that helped boost the customer engagement rate. Some of the activities were to shortlist PR people to send PR packages, regularly posting fun quizzes, informative content on their pages, and hosting regular giveaways. The “Counter Covid challenge” was a giveaway hosted during the lockdown where my undertaking was to increase participation. Thus, I constantly shared the post with friends, family, and all the companies’ customer base. This gave us 450+ engagements that day and other following days.

As time progressed, Suiro teas had been gaining quite some reputation in the market; It aimed to expand into a new product horizon. The company then decided to expand its product portfolio with the addition of their “Raku-style tea ware”. Growth opportunities for the company were also regularly discussed among teammates. I was lucky enough to be a part of the company’s product expansion strategy. As the product launch was about to commence my responsibilities elevated. My major responsibility at that point in time was; To research and find suppliers for eco-friendly paper bags and boxes which were required to pack the teapots in. At last, I had to submit and finalize the company with a quotation for each box design. My research began and I started looking for suppliers. This research was mostly secondary due to the ongoing pandemic. My search began on the internet; I stumbled upon Entrepreneur’s Nepal, which is a great platform for new business houses to find suppliers and manufacturers as per their product and service. In this process, I came across more than 30 suppliers/manufacturers, then I began going through their pages and short-listed 7 suppliers. Following are the companies I finalized: i. Santushtee paper and packages ii. Creative kraft paper bags iii. Get paper industries iv. Mahaguthi crafts and conscience v. Diving packaging

and print vi. Nepalaya boxes vii. Paper bags and boxes. After shortlisting them, I personally contacted the suppliers and explained to them our requirements. As a result, I got a clear quotation from each supplier with MOQ. This process made me realize that finalizing a deal isn't an easy task as many disagreements and obstacles came up. Such as suppliers charging a higher price or not agreeing with the MOQ. But eventually, the team came to finalize packaging boxes with "Creative kraft paper bags pvt.ltd." and got a very good deal. This was indeed a challenging job to complete.

This was the quotation that I presented to the team of Suiro teas for the company:



Figure 2.2 Snapshot of the designs for packaging with quotation

The later phase of my internship program required me to work in the creative department of the company. The task involved conceptualization and execution of product photo and video shoots done in different locations around Kathmandu valley. This was only possible as the lockdown was under control for some time. In order to keep their Social media active, I was assigned to manage and conduct product photo shoots in collaboration with Evocreatives and Sick glimpse. They are our main photographers and videographers. Here I got to experience all the behind-the-scenes of conducting a shoot. I firstly brainstormed ideas for the shoots and their concepts and gathered props for the shoot. Then, I managed a meeting with the Suiro team and the creative team which gave us a more clear vision of what the outcome of the shoot would look like. This process was repeated for multiple contents. The main objective of creating content for the company was to generate leads with the help of social media. Generating content for social media platforms and their website was a crucial step in achieving the company's digital marketing objectives.

The last phase of my internship program required me and the team members of Suiro teas to operate stalls for events like mike's by Evoke bazaar and Labim Bazaar every Saturday and on special occasions like Christmas and new year. This helped me get familiarized with the

workings of the corporate world and improve my communication skills whilst directly interacting with the customers.

All of my tasks were instructed and managed by my supervisor who conducted various team meetings via Zoom and Google meet.

3. Job Process Diagram

A. Research for digital marketing tool: Facebook

- To research and implement the digital marketing tools

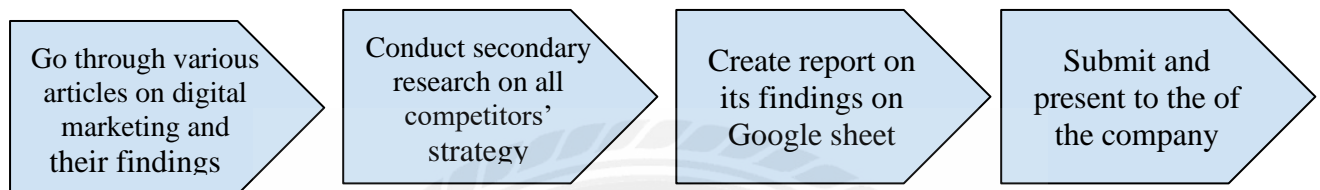


Figure 2.3 Research for digital marketing tools

B. Research for suppliers

- To understand the process of design, improvise, and select various packages after conducting extensive research
- To get new packages for



Figure 2.4 Supplier for packages

C. Product photo/video shoot

- To actively create content for social media platforms/digital marketing
- To Increase brand awareness through engagement posts among customers

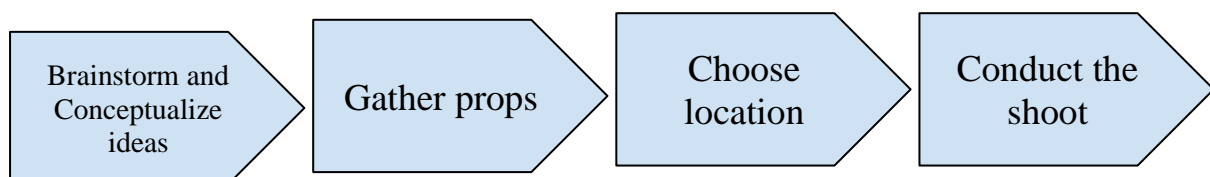


Figure 2.5 Content creations

D. Create Excel sheets of tea orders, worldwide prices lists, and shipping charges

- To get familiarized with the workings of the corporate world and its challenges

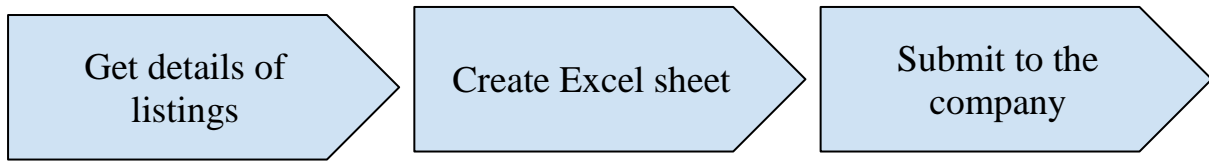


Figure 2.6 Excel working process.

4. Contributions as a Co-op Student in the Company

As a Co-op student at Suiro teas, we first started by taking small steps and completing smaller tasks like, filling the excel sheet, making price listings, and completing handmade packages for the company. So, there were no problems faced while completing the initial tasks. But we knew that the work assigned is only going to get harder. So we as a team decided to sit for regular meetings in order to communicate well. This scenario reminded me a lot of my teamwork assignments at the university which as well required constant communication and managing the workforce in order to achieve the goal. As this report is based on my internship tenure at Suiro teas it covers two major departments of the company: Research for marketing and packaging design in the production department, and how these aspects correlate with the company's strategy.

The Research done for the company relates to the areas that require more information in order to attain growth in the long term. This process required me to take an in-depth approach to certain areas of the company that required a little push. For example, I did a research report for Suiro teas on the topic Facebook in consideration of similar competitors and addressed some new strategies and recommendations that they can apply in the future.

Similarly, I was fortunate enough to get an insight into the packaging design department. In this department, I was able to design around 40 packages myself, which was a great experience! Further, I got a chance to research new packaging suppliers as we required paper bags and boxes for our new product launch that was the Raku teapots! Different steps and multiple approaches were done in order to finalize our paper bags and boxes quota with one supplier. This also gave me an insight into how communicating properly is an art on its own.

Similarly, for some time the coronavirus cases had significantly gone down and we had a chance to experience not just working from home but also working outside and participating in social events. I had many useful experiences while interacting with our customers

firsthand. But what I felt was that I still needed to develop my confidence level while communicating with our customers face to face. I particularly found that direct interactions with them were very useful in building my confidence and in the end; it helped me improve my communication skills and gestures.

For a BBA student, this internship program helps in ways a student couldn't imagine. As a student contributes their theoretical knowledge this platform gives the opportunity to bring it into practice. They get to analyze not just the corporate world but also get to assess themselves as individuals.



Chapter 3 Learning process

1. Description of problems statement of and solutions applied

Problem: New normal: Covid-19

Solution: Established a proper work environment through various platforms

Homeworking might once have been restricted to entrepreneurs, novelists, or other roles that don't require an office space, but since the COVID-19 pandemic started employees from all kinds of sectors have been forced to work from home.

Thankfully, technology has developed to the point where the 'portable office' has become realistic for a wide range of jobs, even as such for our pre-coop classes but what are the long-term implications of this is beyond anyone's imagination. Similarly, for my work, it created some obstacles where physical presence was required. For example, when we had to finalize a box for the packaging process it made it difficult to decide just by seeing its picture and not actually getting a feel of the material, so my supervisor sent our product manager to visit the supplier physically which solved the problem faced.

Problem: Uncertainty of tasks to be completed

Solution: Rescheduling and managing through proper teamwork

Like most of the obstacles, one faces are quite sudden and completely out of our hands. One of such situations arrived when an immediate product photo shoot was required to create content. And during such time our team felt risky going out but as it was a major task to be completed it had to be done. And the shoot was a successful one. During this pandemic, we did not have the privilege to meet people on a one-to-one basis. It sometimes created problems in the flow of communication. We had to rely on zoom and Google meet for meetings, which sometimes did not leave a clear message to the one on the receiving end. Which would have been clearer if it would have been in person? An instance of this was a scheduling app we used to schedule our posts to be posted on social media. My supervisor had taken upon the task to explain it to me and teach me the fundamentals on schedule. It wasn't a hard task but as we were on a video call it was difficult for her to give me

instructions in a way that would help me understand better. If this was a normal scenario I would've been able to grab the app's fundamentals swiftly but as it was a video call it took me a while to properly understand it. But finally, I was able to grasp the idea.

Problem: Potential lack of awareness towards the product from potential customers

Solution: Generation of informative and awareness content

Suiro hand blends the world's finest certified organic teas and locally-harvested herbs. As they incorporate the ancient wisdom of traditional Tibetan medicine and Ayurveda. Even though Nepal is a land of beautiful grown teas, the concept of drinking blended teas is a newer concept and product for potential consumers. So in order to solve this issue, our team at Suiro teas worked hard on generating informative content explaining the actual benefits of drinking blended teas. Social media platforms like Facebook, Instagram, YouTube, Linked In, Twitter, We chat, Whatsapp: Here as companies are aware of the increasing usage of such platforms globally. It has helped companies create awareness like never before. By creating content that is specifically targeted to their potential customers.

- Commercials: TV and radio ads are a very common way to generate awareness as well.
- Word of mouth: Likewise, as a customer of suiro teas my life, I have been recommending my friends and family to drink their teas as it provides real health benefits
- Similarly, some of the other places suiro teas have marketed their products are Magazines, newspapers, website banner ads.

In summary, suiro teas have captured the major tools via which they can inform and aware their potential customers.

2 What are the things you have learned during the internship?

My major learning from working at Suiro teas was to know how an organization works in a real-life scenario. Working there as a marketing intern has taught me how much work goes into making companies run successfully. It requires patience and a lot of hard work. Working under an entrepreneur herself allowed me to gain experience firsthand. Following are the things I did during my internship period:

- Make a list of prices domestically and internationally
- Making a list of influencers to reach out to
- filled shipping rates according to a different region on excel
- Reached influencers on social media to increase the presence of suiro teas
- Handling suiro teas Facebook and Instagram: to track orders
- Made quizzes for Instagram stories
- Making sales through various social media platforms and website
- Research on eco-friendly paper bags and boxes for packaging research and provided a quotations
- Hosting a “counter covid” challenge/giveaways during the pandemic
- Performed product photoshoots and videos(content creation) with Evo creatives and sick_glimpes
- Managing stalls with the team at evoke, mike's breakfast and labim malls every Saturday and on special festivals like Christmas and new year

Chapter 4 Conclusion

1. Summary of highlights of your co-op studies at this company

The 4 monthly long internships are done as partial fulfillment of BBA in SIAM University. However, this internship period was more than just a course fulfillment procedure. It has made me learn so much in such a short period of time. I feel like a completely new person at the end of this duration, professionally. This internship has not only given me an abundance of knowledge on the practical implications of theoretical knowledge but has given a great glimpse of how the corporate world works.

Overall, it was a once-in-a-lifetime opportunity I was able to be a part of, which wouldn't have been possible if our universities did not have such criteria. So, I'd like to thank Kathmandu College of management and Siam University for providing us with this opportunity! This duration has taught me the importance of teamwork, resilience, communication, and gratitude. This was indeed a much-needed reality check before entering the real corporate world.

2. Evaluation of the work experience

Communication and negotiating skills: Working in any origination means working with people and negotiating with other external people. I've learned the importance of communicating and negotiating as it is an important channel to maintain a balance.

Teamwork: Teamwork has been a key process in any field; this is a requirement of any field as an individual isn't able to accomplish everything, so a well-managed team working system is very crucial to accomplish the set goals. Even working in a team requires lots of communication.

Importance of consistency: Consistency is another key in accomplishing any goals in personal or professional life, without being consistent nothing is possible. Hence, consistency is key.

About how the packaging process of a product is done: I've had the opportunity to work with a company that gives you an insight into all that is happening around the company. Similarly, I got to first

Excel work skills: My excel skills were polished.

Time management: is also something I've improved on as work from home sometimes can be misunderstood as being busy, but I've come to realize that it is as demanding and equally difficult to do if the time isn't managed properly.

3. Limitation of your Co-op studies

While interning in Suiro teas I did face certain limitations, as we all do in many aspects of our professional life. Even though I gave my cent percent some obstacles were beyond my control. Following are a few limitations I experienced while interning during this pandemic:

- Due to companies' privacy policies, some information wasn't available.
- The major issue that I faced during the packaging task was being able to negotiate a good deal. But through that, I was able to learn a lot.
- The Global pandemic: Covid-19 was one of the major limitations I faced, as it bounded me to work from home which made some tasks that required personal presence difficult to attain
- The pandemic further limited my chance to visit the office where all the production processes took place.

4. Recommendations for the company

This time interning was very insightful and great for a person in order to build a career in the corporate world. I got to know all the processes from start to finish, of how a real company makes and sells its product to their target audience, this insight not only helped me gain experience but it made me respect the people at work even more. The hard work that goes into making a company successful is not something everyone is able to do but people who can actually work this hard and make a company successful from scratch are admirable!

Similarly, Suiro teas is a start-up company that sells custom tea blends to their target audience. This is highly accepted and loved by their customer base. However, In order to become market leaders in the tea sector, there is a long way ahead. Despite the appreciation their products receive, the company aims to reach people who are in their target but have been missed out due to a variety of real-life situations. Some of the recommendations I believe will help the company reach its unreached market in no time:

- Focus on building a strong brand image
- Using the 80/20 rule to create content where 80% is used to inform, educate and entertain and 20% is used for promotional purposes.
- Encourage a “sip by sip” culture rather than “gulp by gulp” culture by informing people. (Due to high coffee culture)
- Create a review and feedback culture by delegating work to an individual
- Track, Measure, and Refine: Facebook insights, Likes, Reach, and Engagement: Is a way to get better results through trial and error.
- Cross-promotion not cross-posting to promote
- Bring high tea home (Hosting an online event): Take some time each week or every other week to have a special live session with your followers to build interaction with your followers.
- Search engine optimization can be used in the future
- Capitalizing from various online markets in Nepal (Daraz, Jeeve, Sasto deal)

These are a few recommendations I have. All in all, it’s an ever-changing world that needs people on the creating end to have a mindset of changing with the changing wants of their consumer that is on the receiving end.

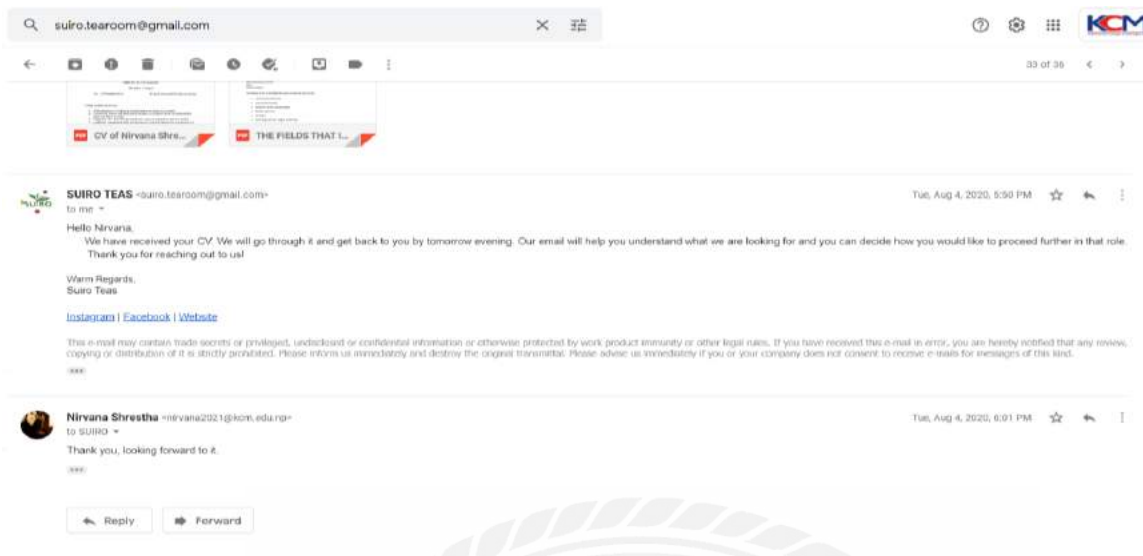
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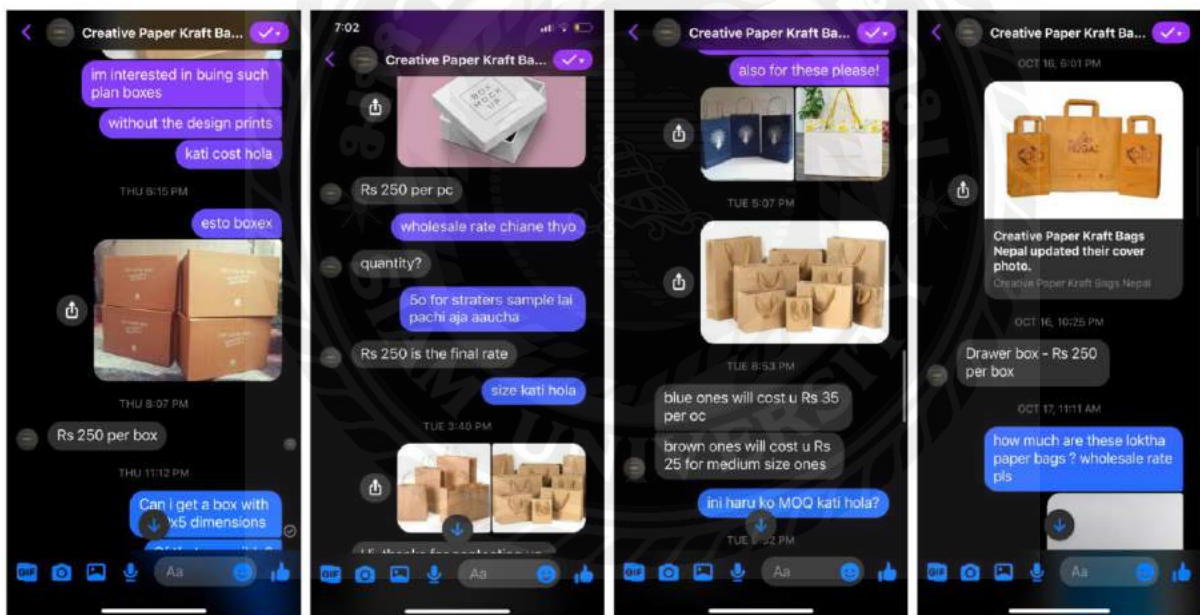
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Picture 1: Email exchange while applying for the position.



Picture 2: Conversations I had with our packaging suppliers

Tea Orders

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100% View only

	A	B	C	D	E	F	G	H	I	J	K
	Date	Customer Name	Address	Contact No.	Product	Price	Status	Payment			
2		Vedika Shrestha	Liverpool School, Sagnal	9840575166	Chamomile (60 gms)	450		Cash			
3		Archana Pradhananga	Kamalpokhari	9851012944	Beauty Blend (1m) + Pearl Green Tea (80 gms)	851		Cash			
4		Rebika Gurung	Dhumberahi Pipalboat, Opposite Saipal College	9863243785	Beauty Blend (1m)	750		Cash			
5		Neezina Dangol	Shartrnagar	9051144533	Beauty Blend (1m)	750		Cash			
6		Shreeta Shrestha	NiVE Bank, Babamahai	9840337715	Clarity Tea (1m)	950		Bank Transfer			
7		Anjana Shrestha	Dandhara	4426073	Beauty Blend (1m)	500		Shrisha's A/C			
8		Roshni Kharel	Om Hospital, Chabahi	9802700893	Beauty Blend (1m) + Clarity Tea (1m)	1300					
9		Priyanka Sherpa	Boudha, Pipalbot	9860444900	Beauty Blend (1m) + Clarity Tea (1m)	1600					
10		Aisha	Pick up		Clarity Tea (2)	2000		Esewa			
11		Rebika Gurung	Dhumberahi Pipalboat, Opposite Saipal College		Clarity Tea	950					
12		Nani Baba	Pick Up		Pearl Green Tea	320					
13		Abdullah	Dubai		Clarity Tea (2) + Uplift Tea (2) + HB (2) + HEG (2)	Export					
14		Priyanka Basnet			Postpartum Recovery Tea + Know Your Doshha Quiz	1750					
15		Saurya Pant	Pick up		Uplift Tea	1056		Esewa			
16		Yamala Sherpa	Pick up		Uplift Tea	1056		Cash			
17		Archana Pradhananga	Pick up		Uplift Tea + Clarity Tea	2080		Cash			
18		Smiti Rajbhandari	Pick up		Uplift Tea (2)	2160		Esewa			
19		Sarvesha			Beauty Blend (2)	1190					
20		Priyanka Sharma	Tinkune	9813181806	Beauty Blend	640					
21		Archana Pradhananga	Pick up		Sencha + Beauty Blend	1032					
22		Aishwarya Tamrakar	Rising Mall	986089578	Beauty Blend + Clarity Tea	1600					

Shipping Rates

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100% Zone

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	Zone	Country/Territory	Weight in kg (0.5)	Weight in kg (1)	Weight in kg (1.5)	Weight in kg (2)										
1	1	India	1.390	1.737	2.084	2.431										
2	2	Bahrain	3.232	4.263	5.294	6.325										
3	2	Bangladesh	3.232	4.263	5.294	6.325										
4	2	Bhutan	3.232	4.263	5.294	6.325										
5	2	Jordan	3.232	4.263	5.294	6.325										
6	2	Kuwait	3.232	4.263	5.294	6.325										
7	2	Maldives	3.232	4.263	5.294	6.325										
8	2	Oman	3.232	4.263	5.294	6.325										
9	2	Pakistan	3.232	4.263	5.294	6.325										
10	2	Qatar	3.232	4.263	5.294	6.325										
11	2	Saudi Arabia	3.232	4.263	5.294	6.325										
12	2	Sri Lanka	3.232	4.263	5.294	6.325										
13	2	United Arab Emirates	3.232	4.263	5.294	6.325										
14	3	Brunei	3.765	4.691	5.617	6.543										
15	3	Cambodia	3.765	4.691	5.617	6.543										
16	3	China, People's Republic	3.765	4.691	5.617	6.543										
17	3	Hong Kong	3.765	4.691	5.617	6.543										
18	3	Indonesia	3.765	4.691	5.617	6.543										
19	3	Korea, Rep. of (South)	3.765	4.691	5.617	6.543										
20	3	Lao P.D.R.	3.765	4.691	5.617	6.543										
21	3	Macau	3.765	4.691	5.617	6.543										
22	3	Malaysia	3.765	4.691	5.617	6.543										
23	3	Mongolia	3.765	4.691	5.617	6.543										
24	3	Nyanmar	3.765	4.691	5.617	6.543										
25	3	Philippines, The	3.765	4.691	5.617	6.543										
26	3	Singapore	3.765	4.691	5.617	6.543										
27	3	Taiwan	3.765	4.691	5.617	6.543										

Picture 3: Excel: Tea orders and Shipping rates



Facebook marketing and its tools

Research for Suiro Teas

What is Suiro Teas?

Suiro Teas is a tearoom where they pick the best orthodox tea of every season and showcase them in their tea room. They harvest their own herbs and flowers and use them to make their own Herbal Blends or Tisane. Each hand-picked and hand-blended teas are made in small batches to bring their consumers the most unique experience they can imagine. Currently, they have an assortment of teas named accurately after the benefits & purpose of the teas. Here, are the names of the tea that have proven its existence in the market place through its unique array of blends:

1. Beauty blend
2. Uplift tea
3. Clarity Tea

As, a Nepali start-up company, Suiro teas has built quite a reputation for itself by proving customers by informing, educating, and entertaining them with contents related to the benefits of drinking teas and also using it in creative methods. But as these engagements have taken place in

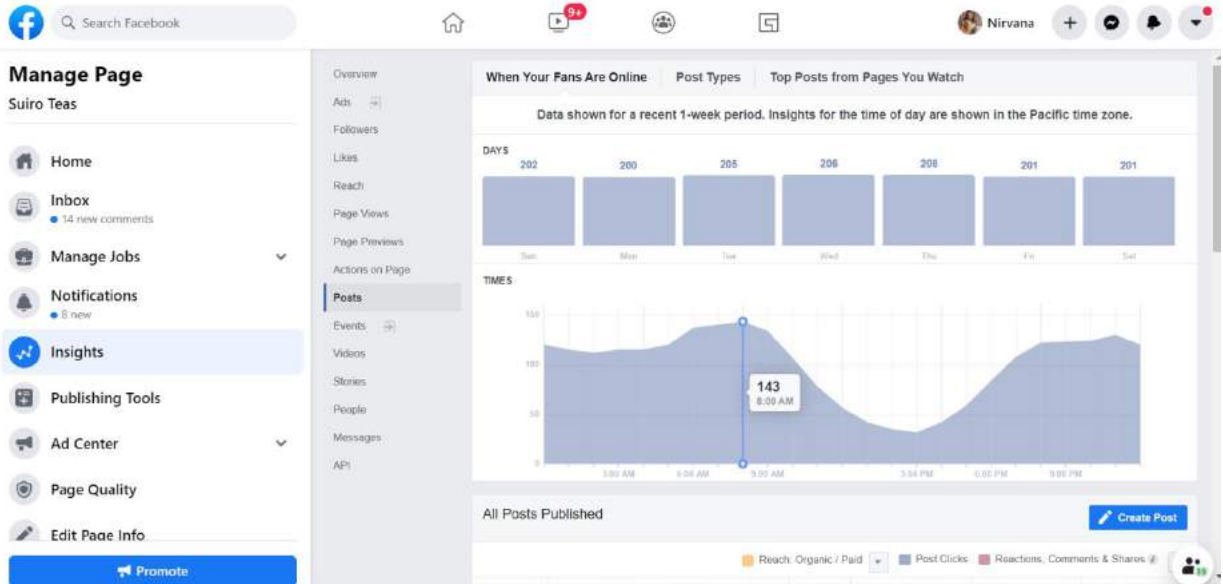
Picture 4: Research done on digital marketing Facebook tools for Suiro teas



Picture 5 & 6: Representing Suiro teas stalls at Evoke Jhamsikhel and Mike's by Evoke with my fellow intern



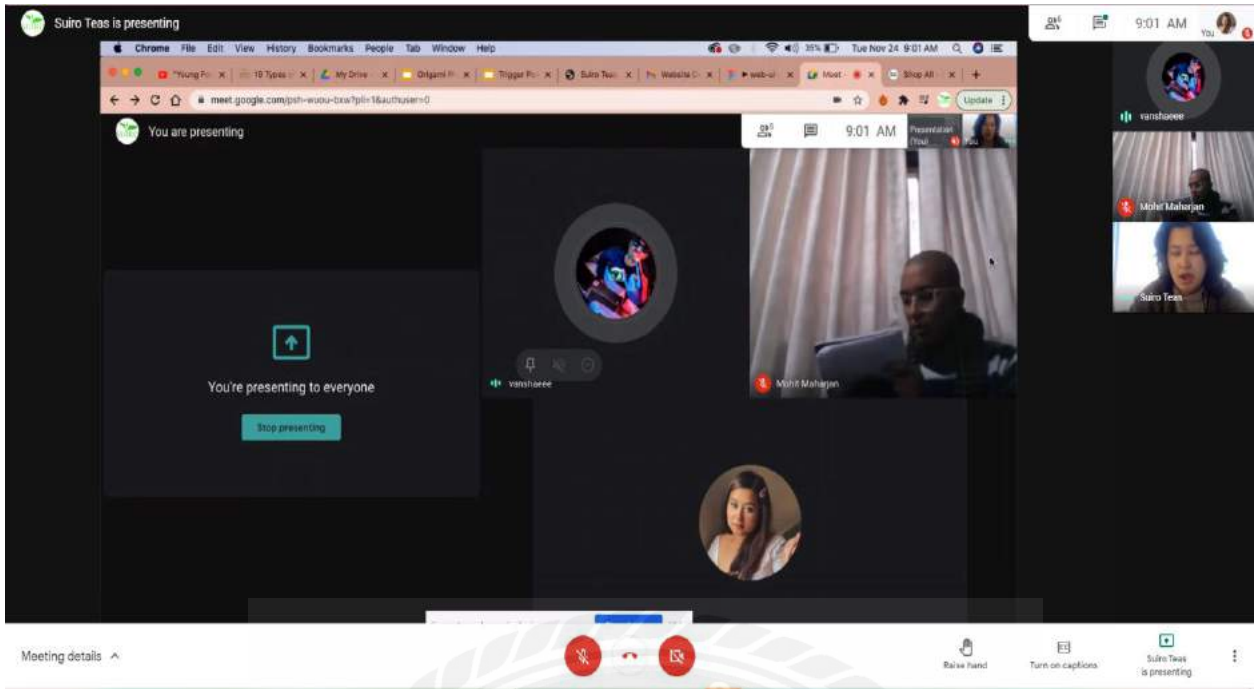
Picture 7: Posted on the Evoke Jhamsikhel restaurants Instagram story



Picture 8: Handling Suiro teas Facebook page and their analytics



Picture 9: Prepared and presented quotation for Suiro teas packaging deals



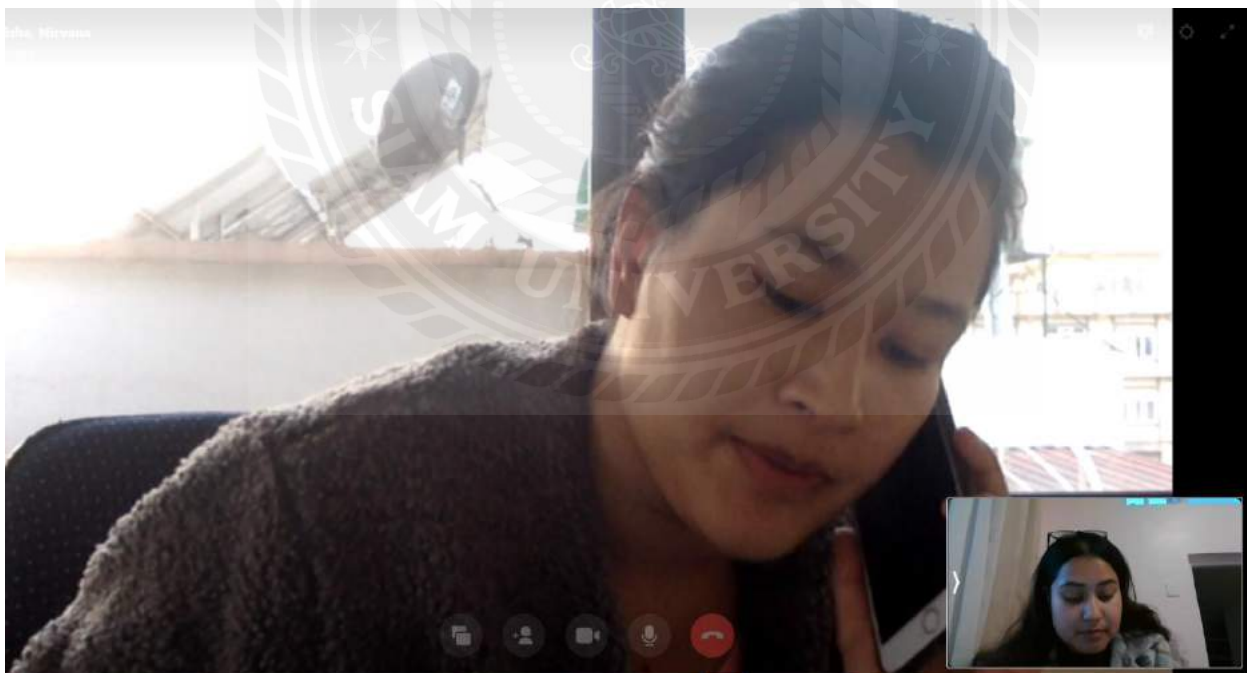
Picture 10: Meetings via Google meet for a product photo shoot for suiro teas with Evowork Studios now named Evo Creatives



Picture 11: Product Shoots conceptualized by me on various locations around the valley



Picture 12: Informative video created on how to use the new Raku teapots: my conceptualization along with Evo studios execution



Picture 13: Weekly meetings on Zoom with my job supervisor (Shrisha Pradhananga)