



Cooperative Education Report

Building Brand equity of Nepal Knotcraft Centre

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This report submitted in partial fulfillment of the Requirements for Cooperative Education, Faculty of Business Administration

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Siam University

Title: Building brand equity of Nepal Knotcraft Centre

Credits: 6

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Department: Bachelor of Business Administration

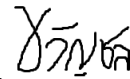
Major: Marketing

Batch: 2017-2021

Academic Advisor: Aj. Khwanchol Kampan

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

Oral Presentation Committees



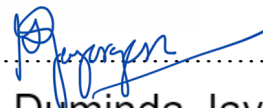
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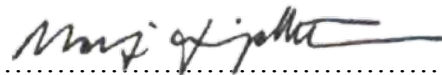
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Acknowledgement:

First and the foremost I would like to express my sincere gratitude towards Siam University and Kathmandu College of Management for providing us with opportunities every year to work in the corporate world to explore our field of interest and excel in it. I would also like to thank the Chairperson of NKC Mrs. Shyam Badan Shrestha for endorsing my application for internship, my supervisor Ms. Maya Rai for her advice to improve my learning and her help and guidance to overcome the challenges I faced during the internship period.

Last but not the least I would like to thank my supervisors from KCM as well as Siam University for their guidance and support throughout the successful completion of the program.

The time spent at NKC as an intern was a memorable one for me. It was rich in experience, knowledge sharing which helped me discover my potential. I was given the exposure and opportunity that will forever shape and influence my professional life while fostering personal growth and development.

In this report, I would like to highlight the enormous opportunities offered by Nepal Knotcraft Centre and how it helped me shape my practical knowledge with the academic throughout the internship period.

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Project Title : Building brand equity of Nepal Knotcraft Centre
Credits : 6
By : Ms. Anisha Shrestha
Advisor : Aj. Khwanchol Kampan
Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester / Academic year: 2/2020

Abstract:

This Cooperative report titled “Building Brand equity of Nepal Knotcraft Centre” has the goal to understand the local market of Nepal more deeply. Considering the current market scenario of Nepal, companies have started to utilize the available resources and trying to promote Nepalese products and urging potential customers to support local. The objective of the report includes: 1) To analyze the local market in context of Nepal; from the production to the hands of the end users. 2) To understand the importance of branding when it comes to handicrafts. 3) To understand the need of technology in today’s growing business. 4) To understand the importance of marketing tools in an organization.

Initially while starting off as an intern which later turned as my job, I was assigned to work under the Marketing department with the Marketing manager under the direct supervision of the Managing Director. The major responsibilities included brainstorming ideas for marketing campaigns to be conducted, creating content for social media and blogs and ensure it to be posted on time and handling the official website of the company with the aim of making it as a noticeable brand creating an image and relationship with the customers which was quite a new and knowledgeable experience for me.

Under the completion of the tenure, we were able to understand as the company has been operating since 1984 with its handmade products they have been able to create that bond with its customers majorly with the international clients and comparatively less focus has been to the local customer. As per the changes in the market scenario companies need to adapt and change mainly today when the entire world is facing issues from the corona virus outbreak and how its important to make our customers understand and convey the message to them.

Keywords: Branding, Marketing tools, Local market, Technology in business, handmade products

Covid-19 and its impact on internship:

(Worldometer, 2020)The outbreak of corona virus has had a gigantic impact in the entire world. The pandemic which started in 2019 is still not over and in Nepal it has been in the increasing trend (250,180 cases, 1730 deaths) resulting into continuous lockdown and social distancing as a safety measure which has impacted the economy adversely. This has increased the people to practice work from home techniques and I working at NKC also practiced the same majorly. I had to be physically present in the office twice to thrice a week depending upon the work load or else with continuous communication and supervision of my supervisor I managed to work from home. Being a marketing intern I had to go to the market to collect data and information for knowing where the company lies and also visit the concept stores carrying local products of many such brands with ours to know about the status, requirements and how our products are being placed there but due to the global pandemic currently this was near to impossible for the company and me well.

From this, one thing that came into realization is the importance of technology in business. With the help of internet based calls we managed to work from home and conduct social media campaigns and use of other marketing tools to get engaged with the customers and increase the number of customer inquiries and finally also increase the amount of sales through the virtual medium to cope up with the impact that occurred due to covid 19 before and keep the business going by following the government imposed restrictions.

List of Acronyms:

KCM: Kathmandu College of Management

NKC: Nepal Knotcraft Centre

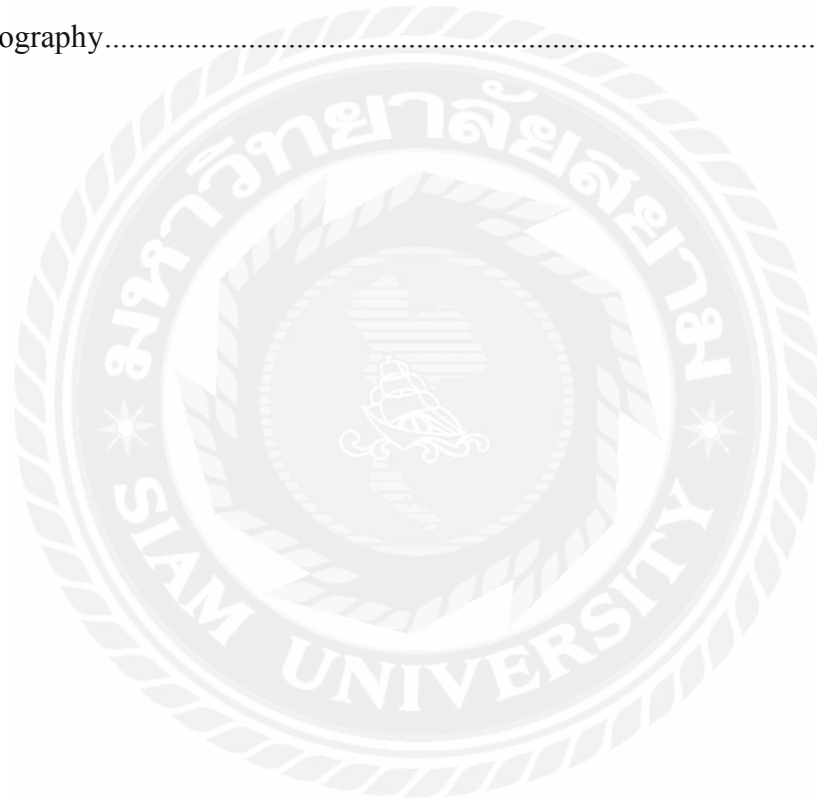
IBBA: International Bachelors of Business Administration



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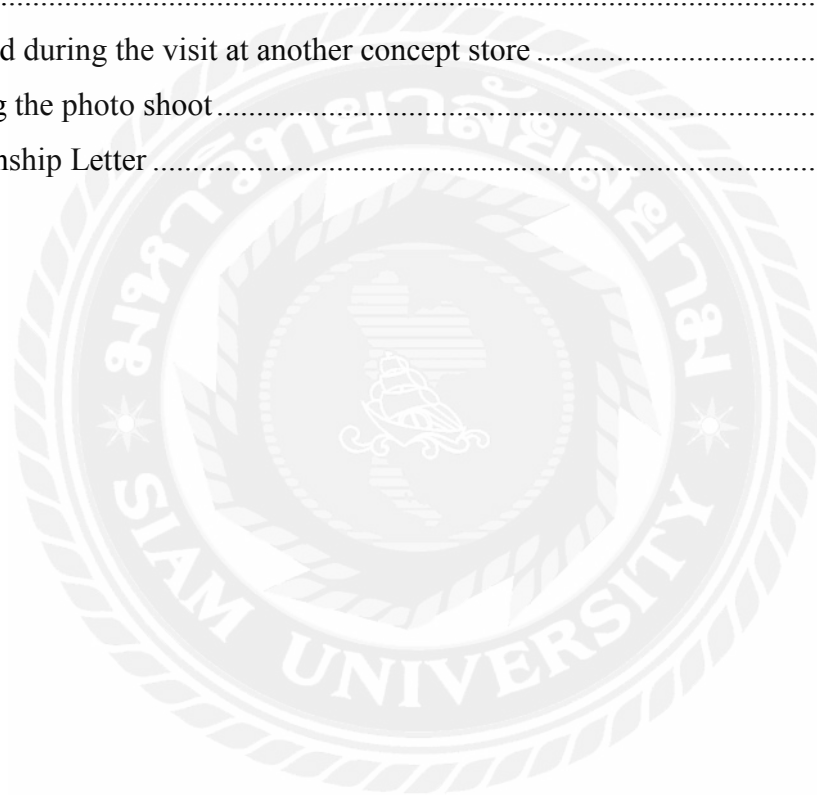
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Chapter 1 : Introduction

1.1 Company Profile:

Nepal Knotcraft Centre is a pioneer company to manufacture handicraft products and work for sustainability (People, Planet and Profit). In 1984 when people did not have any idea about Google and Pinterest, NKC was established with Macrame work. The social enterprise which started from a small room with 3 women today employs more than 100 women all across Nepal from different communities deprived socially and economically with one factory outlet and one showroom here in Nepal also exporting products to countries like USA, Japan, Germany, Denmark etc.

1.1.1 Mission:

(About us, 2018) With the company's tagline; "Weaving Nature into Women's Livelihood", the company is committed to partnering with women across Nepal in order to create employment in an effort to sustain their livelihood and enhance their sense of empowerment and opportunity. Inspired from the rich natural and cultural beauty of Nepal, the company strives to build products on traditional skills and knowledge.

1.1.2 Vision:

Working with nature, NKC believes in having a sustainable environment with sustainable product offerings being eco- friendly so that the company can fulfill its objective of working for Planet, People and Profit.

1.1.3 Strategies:

With the constant hard work and determination the organization has been able to establish and sustain even after so many years with a wide and diversified product portfolio by serving the customers nationally and internationally and also fulfilling the social responsibility. The major strategy that the company focuses on is the Business level strategy through product differentiation through R&D. With unique sustainable multifunctional products, the company has been able to create value in the market and through their respectful work culture it has been able to create value into the employees which makes the company strong both from internal and external marketing strategies.

Whereas, for Corporate level strategy, they have been using Expansion strategy where in they look into newer ways to introduce product variants under their existing product portfolio playing with different colors, sizes and designs to attract more number of customers possible. They also have started adopting Cooperative Strategy where in they have been involved into collaborations with concept stores and other third parties through product placements and benefitting both the parties involved.

- **Operational Strategy:** As the organization being a handicraft company is highly dependent on the raw materials which comes from the Terai region of Nepal, the overall process from extracting the raw materials to finalize it to the end product, requires constant supervision so that the expected value can be delivered to the customers. In addition to it they provide special trainings to the women in rural areas so that quality products are made on time and labor costs and time can be reduced. They also focus on ordering and making products in bulk to ensure effectiveness and efficiency.
- **Pricing Strategy:** The company uses value based pricing as their pricing strategy because of the fact that they are trying to provide value to its customers through its handmade products made by the women in the rural areas promoting women empowerment as well as sustainable products which is very much in demand these days in domestic as well as international market.
- **Retail Strategy:** As Nepal Knotcraft Centre has a retail outlet here in Kathmandu, Nepal they also focus on promoting their products through the outlet. The store manager has been given full liberty regarding it where-in she can experiment with product placements, revamping the outlet on her own with regard to the customer preference, customer inquiries of products she gets and also considering the ongoing trends. The company also plans on sales promotion on putting the products on sale on special events like Christmas, New Year etc.
- **Marketing Strategy:** The company currently focuses on marketing their products through the digital mediums that they have which are Facebook and Instagram. The company also has its official website sharing knowledge and info about the products to the world. They are getting huge customer inquiries and products orders through the social media. Audiences are showcasing positive response towards to the unique

handmade products they have and people are talking about the brand as whole which has helped the company strengthen its image more properly.



Figure 1: Working areas of Nepal Knotcraft Centre

1.2 Organization Structure:

Being a comparatively smaller organization focused on manufacturing as well as exporting, the hierarchy in the organization isn't that diversified. Led by the chairperson who looks after the overall functioning of the company, is followed by the Managing director who is the backbone of the company majorly engaged in decision making and managing both internal and external people. Then, the department wise managers are there as of 4 different departments existing in the company. With this, the company also has advisors who have a major role in guiding and final decision making.

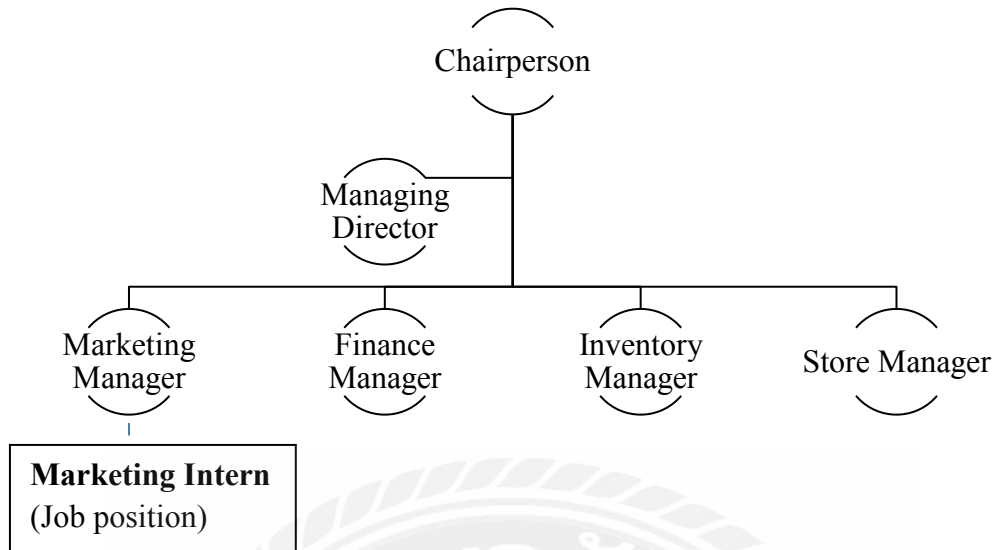


Figure 2: Organization structure of Nepal Knotcraft Centre

1.2.1 Job position:

I became the part of NKC team as an intern in the marketing department working under the direct supervision of the marketing manager and the managing director. With time, I started working for making plans, creating strategies showcasing my work to the supervisor and after I get the green signal I worked for it being responsible though it was work from home majorly during the 16 week period that this report focuses on.

1.2.2 Intention to choose the company:

As the current market scenario of Nepal is flourishing through the local brands producing locally made products, my point of interest was observing and learning the overall process starting from production till it reaches into the hands of the customers. Five years down the lane as I see myself working in the same industry I wanted to utilize my time and my energy working in such an organization that will help me grow to the fullest and help build connections and have proper detailed knowledge about the industry.

1.3 SWOT Analysis:

<p>Strengths:</p> <p>Been there in the market since more than a decade</p> <p>Unique Research and Development</p> <p>Priority to environment and empowerment</p> <p>Transparent sustainable fiber making</p> <p>First mover advantage</p> <p>Eco-friendly and sustainable product</p> <p>High experience in handicrafts</p>	<p>Weakness:</p> <p>Time and labor consuming production process</p> <p>High cost of production</p> <p>Not being able to promote the ideas to people</p> <p>Low online presence</p> <p>Limited capital</p> <p>High maintenance cost</p>
<p>Opportunities:</p> <p>Innovation: Green products with performance technology</p> <p>Utilization of social media platforms for brand awareness</p> <p>Work for (People, Planet and Profit) Sustainability</p> <p>Increasing trend of sustainable products</p> <p>Focus on branding</p> <p>Strategic Alliances with companies into similar industry</p> <p>Diversified product portfolio</p> <p>Increasing international presence</p>	<p>Threats:</p> <p>Price conscious customers</p> <p>Less knowledge about green products</p> <p>Ongoing competition in the industry</p> <p>Counterfeit products</p> <p>Cheaper alternative products</p>

1.4 Objectives of the study:

The major objectives for the internship can be described as:

- To analyze the local market in context of Nepal; from the production to the hands of the end users
- To understand the importance of branding when it comes to handicrafts
- To understand the need of technology in today's growing business
- To understand the importance of marketing tools in an organization



Chapter 2 : Internship Activities

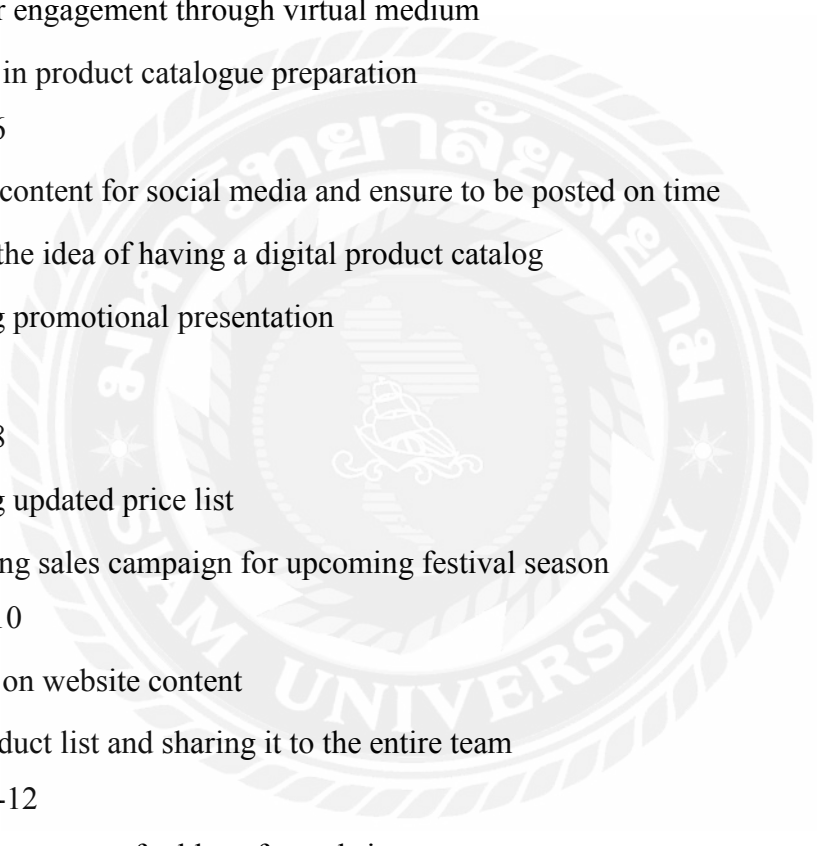
2.1 Job description and responsibility:

While I joined the company as an intern, another intern from Canada was already working there because of which the work got divided among us. During the start I tried to understand the functioning of the company then I was assigned to research about the ongoing competition, competitors in the market and also about the probable customers for both B2B and B2C. Then after I got started by brainstorming ideas for playing with the marketing tools that would best fit the organization objectives. Soon after I initiated the talk with my supervisor to make proper use of the virtual medium and then I started to manage the official social media pages of the company.

From the academic knowledge that I have I started off by performing a marketing mix analysis and competitive analysis for the brand then from the branding perspective, being an enterprise since 1984 it already had that brand identity and brand positioning being done so I had to work for ensuring proper value delivery to the customers and increasing brand equity as a whole. For that I did a little homework by working on the customer based brand equity model. By working on our brand identity/awareness of being a pioneer and working with natural fibers, brand meaning (rational/emotional) of being a handicraft manufacturer working with women and for sustainability, then comes brand response and brand relationship which was to be defined and worked upon as per the customer needs and the market changes.

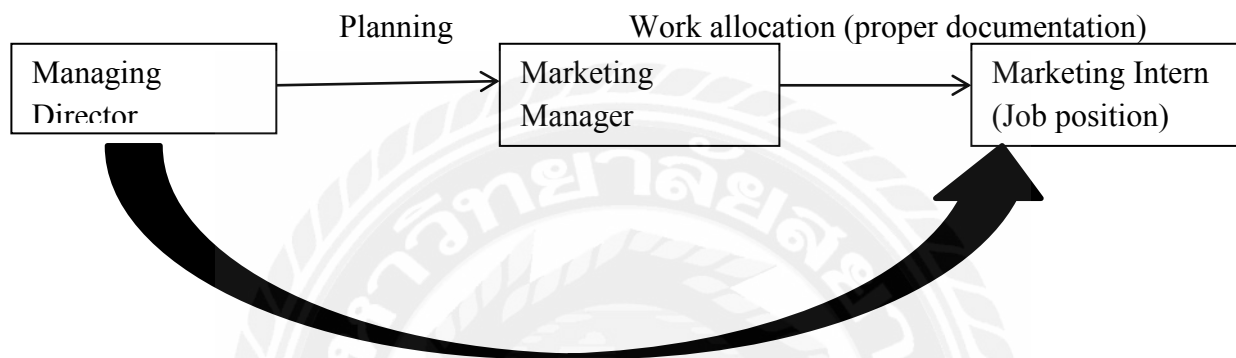
Our main concern here was to connect with the customers on the basis of the customer judgments which would be influenced by the information provided, the marketing tools we use and upon good customer experience and on the basis of customer emotions by providing emotional touch to every move we make. For that I talked with my supervisor about being more active on our website so I got trained for managing the official website of the company and also writing blogs for the website to keep the customers updated and providing information to them. In addition to it, I also prepared presentations for events and sessions.

Segregating the knowledge and experience I received during the tenure in the time limit of two weeks each where preparing content for social media, its handling and responding customer queries remains constant throughout the 14 weeks, other than that are as:

- 
- I. Week 1-2
 - Performing Competitive analysis
 - Conducting market research
 - Handling social media accounts
 - Generating ideas for campaigns
 - II. Week 3-4
 - Generating ideas for campaigns
 - Customer engagement through virtual medium
 - Working in product catalogue preparation
 - III. Week 5-6
 - Creating content for social media and ensure to be posted on time
 - Initiated the idea of having a digital product catalog
 - Preparing promotional presentation
 - IV. Week 7-8
 - Preparing updated price list
 - Developing sales campaign for upcoming festival season
 - V. Week 9-10
 - Working on website content
 - Final product list and sharing it to the entire team
 - VI. Week 11-12
 - Generating content for blogs for website
 - Preparing presentation with proper SWOT and competitive analysis for a session to talk as a guest speaker
 - VII. Week 13-14
 - Generating content for blogs
 - Proper Documentation of the international clients as well as the domestic orders

2.3 Mini-process diagram:

Being a small local organization of Nepal, there aren't numerous departments as found in big corporate houses. So, the work allocation for every task I had received comes from the Managing Director followed by the Marketing manager and to me. As I started taking initiatives for the betterment of the company, my colleagues were more than happy to get me work independently with some aid provided if necessary. We sit for a meeting together and plan about the steps that we will be taking and work as per the to-do list.



Tasks regarding social media posts, content creation, blogs

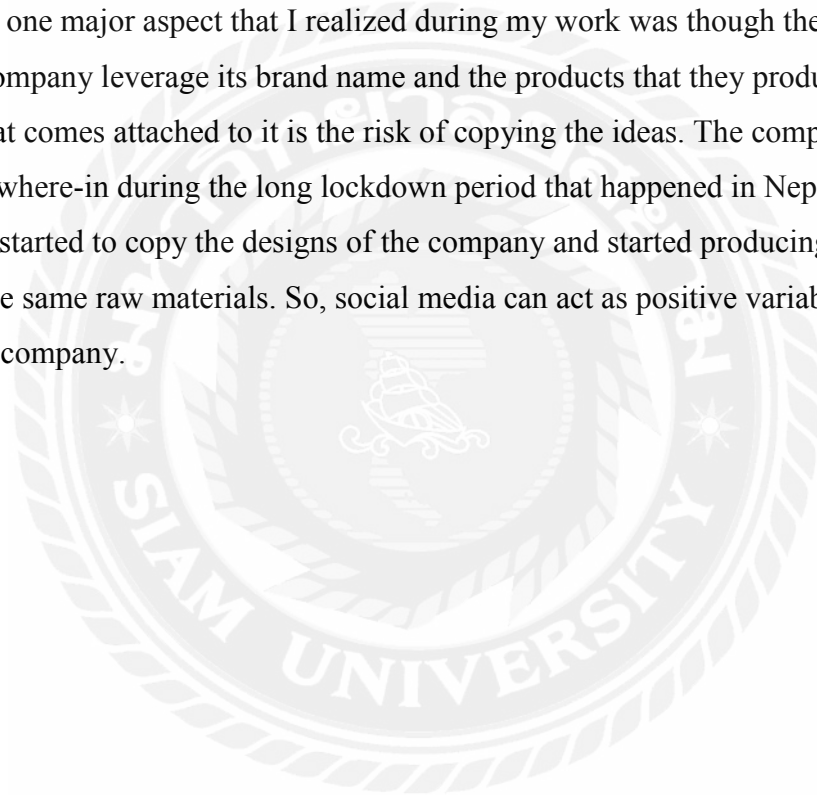
2.4 Contribution as an intern:

I was fortunate enough to land up with an internship in a local brand of Nepal. During the initial weeks I spent my time to know about the overall functioning of the organization. After the introductory phase, I was given works under the Marketing Manager starting off by managing the third party online portal and then by performing competitive analysis and developing strategies directly with the Managing Director. After realizing the importance of social media in today's market I asked with my supervisor for the social media access and started to manage the page and started to generate content for the page. With that the followers also increased and customer inquiries and sales also started to increase. Then I got the opportunity to work with the webpage designer and learnt about the ways to handle a webpage which was a very fruitful insight for me. In addition to it, I was able to connect with the theoretical knowledge and the practical implication of it. In such a time of pandemic as well by staying at home and through online we as a team could complete our works and plan for the future to sustain in the market.

2.5 Examples of some special skill learnt:

First and the foremost has to be the practical observation and learning in a local company followed by the strategic ways to handle social media pages with catchy content to make the customers feel more involved with the product. Then the most important one is the skills I learnt to handle a web page. As I had never handled such before it was a new experience for me which is very much needed in today's generation of being so technologically advanced. And finally, I also realized how things learnt at college can be used for the practical implications to sustain and be the one of the best in the market.

In addition to it, one major aspect that I realized during my work was though the fact that social media has the company leverage its brand name and the products that they produce one of the major threats that comes attached to it is the risk of copying the ideas. The company actually faced this issue where-in during the long lockdown period that happened in Nepal, new comers and other rivals started to copy the designs of the company and started producing similar products with the same raw materials. So, social media can act as positive variable as well negative for the company.



Chapter 3 : Learning Process

3.1 Problems encountered:

During the internship program, there were some of the issues that I encountered and they are as follows:

- **The Global Pandemic:**

The entire world had and is suffering due to the outbreak of the corona virus which made human interactions possible only through the virtual medium. Because of this reason we were not able to be physically present in the office every day. I used to be there once or twice a week and get my work done from home through proper communication and coordination with my colleagues. This not only limited the scope of gaining practical insight in my workplace but also limited from visiting the market, understanding the competition, getting sales report feedbacks from other stores where our products are being placed. As a marketing student and working in the marketing department these insights could have a positive impact on my experiences.

- **Terms and condition of the company:**

As mentioned above, NKC exports its products to its international clients as well. By showing off this information about our customer diaries to our other potential customers through social media, company website could help brand gain brand value and gain brand trust and build long lasting relationship with its customers. But from the past days itself, the company doesn't disclose it publically.

- **Uncertainty:**

With me, there was another intern from Canada who came for a 6 month internship but due to the corona virus she had to return without a further do. Adding on to it due to the continuous lockdown, the economy was completely down and once we were back we had huge number of stocks pending and we had to give it at a very less price for one of the products and soon after days we started receiving online orders for the same very product. Being a handmade product it would require labor, time etc because of which we had to cancel it as there wasn't any option.

- **Lesser use of digital media:**

As the company has been operated since a very long time now, they have not been able to use the digital media to the fullest and are relying more on traditional media for the domestic clients they have and for international clients who are very high in number are being connected through mail only. By this the company became a little backward in terms of being a little tech friendly and being able to use such applications to attract customers. And when I worked there I tried to overcome this issue and handled all by myself.

3.2 Mini-research:

There are certain factors that need to be taken care of while serving the market. It becomes essential to know where the company lacks and what needs to be done to overcome such issues and work in to the path of success. For NKC as well there are certain areas which they have been working but require a little more attention and needs to be taken care of and realize the need of it and they are described as:

- **Proper use of digital media platforms:**

Today, the entire world is so technologically advanced and every business is taking very good advantage of it to attract more customers being more cost effective. Hence, NKC should also try to focus on such Medias that might be owned or paid to be in line with the competition today with keeping the customers and one updated with the changes that go around in the market. During my tenure realizing this gap, I tried to focus on it and overcome it and to an extent it happened as well.

- **Coping up with the uncertainties:**

Uncertain situations are very common, though it cannot be fully be controlled, taking measures before -hand is a must so that the company doesn't have to face a lot of difficulties. Being prepared with regard to manpower, proper functioning, competition that directly hampers the company is a must. Proper planning and forecasting needs to be done so that such circumstances can easily be prevented and company doesn't face a loss like in the case that happened at NKC.

- **Increasing capital:**

As the company has limited capital on hand, they have not been able to invest into areas such as marketing and promotions. As a marketing student I can understand and relate the importance of IMC tools while ensuring brand recognition and brand recall. In country like Nepal, we can see many instances of successful companies who have invested in one or the other tools to engage with customers. So, if Nepal Knotcraft Centre also focuses on increasing their budget for promotional activities and advertising then they will definitely be able to solve the problems in terms of branding that they have currently been facing.

3.2.1 Problem Statement:

The reason behind me, joining the Knotcraft team and their need of an intern in the marketing department to come together to work for the welfare of the company are as:

- To understand the local market scenario of Nepal more deeply
- To understand the overall process from production till it reaches to end users
- To understand the importance of branding aspects in the handicraft sector
- To understand the customer needs and try to match their expected value and actual value

3.2.2 Scope of the study:

This report comprises of knowledge sharing and experience sharing throughout the internship program at Nepal Knotcraft Centre. I was appointed to work in the marketing department mainly to come with creative ways of tackling the market for creating the brand essence and increasing the brand value and eventually the brand equity for more than a decade old company which has been able to position itself as the ethical brand working with natural fibers for handmade products.

Working there, I firstly needed to understand the organization as a whole for which I did a background study as my homework and headed in the organization to know about the products and services and the organization as a whole in much more detail. Being an established company with its name and name in international level as well for the handicraft products, it had an identity and image there in the market so I had to make sure that the steps I take while working with any of the marketing tools and conducting and sharing with our customers does good to the company as a whole.

3.2.3 Methodology:

(Scribbr) Methodology in simple words can be said as the method used in a particular study that can be qualitative method, quantitative method or both depending upon the source of data to be extracted.

For my study the methods I have used through qualitative method can be described as:

I. Primary Source:

- First introductory meeting with my supervisor
- Personal observation and knowledge
- Discussion with my colleagues
- Attending workshops, training programs

II. Secondary Source:

- Website
- Social media pages
- Catalogues and brochures
- Studying and analyzing the reports written during trainings and workshops
- Other reports and presentations that were made before

3.2.4: Comparison of theoretical versus practical learning:

As mentioned above, I practiced a lot of homework on the basis of the academic knowledge that I have regarding branding. When you start from the base it becomes much easier to make a decision or to choose upon a path that would benefit the company as well as the customers. Just having theoretical knowledge isn't enough to work in the real world, practical insights aligned to the knowledge and learning we had plays a very important role. All the basic to complex things that we have come across during our lectures has helped a lot during the internship period. It has given me a deeper insight regarding the importance small factors that we tend to neglect, actually has a great role to play to ensure efficiency and effectiveness in the work place.

The following are the insights and learning I was able to have:

- **Importance of digital media in business:**

When the entire economy of not only Nepal but the entire world was moving downwards, the only way brands were surviving and connecting to the customers were through technological advancements. Through virtual medium only we kept the customers updated, connected with them and the entire work plan of the company was also operating through these mediums. Even today when the offices are back into business people still fear to be a part of the crowd and majority have had adapted to online shopping and all thanks to the technological advancements that have helped the businesses to keep going and also helping the customers

- **Importance of branding:**

A brand's success is majorly dependent upon its customers. So understanding the needs and wants of the customers and analyzing what the company is providing is a crucial topic to look upon. In NKC, to some extent people who have been loyal customers since the start know about the brand but today when the local market of Nepal has developed into greater heights with more competition it is important to consider upon the brand value we provide to build long lasting relationships. NKC has been catering the handmade sustainable products with the focus on uplifting the standard of the women for financial independence. So, my major focus while content writing for social media pages, blogs have always been touching upon these factors with the quality products that NKC provides with consistent brand image because today people are moving towards sustainability and prefer handmade goods, natural goods. Through this we have trying to build relationships through branding and increase the brand equity as a whole.

- **Importance of detailing:**

Realizing the importance of the first look of the brand towards the customer and the increasing use of digital media, I suggested the idea of having an introductory presentation and a digital catalog and I was allowed to work on it thoroughly. From this I realized the importance of detailing in the work regarding the information to be provided having consistency in the photographs and the write ups for the product and also how a company should portray itself in the market and bring required changes on time as required by the market to get ready for any circumstances that might occur in the future.

- **Proper communication and coordination:**

While following the government imposed instructions during this trying time, work from home techniques had been the choice of many companies so was with ours. Now, while being apart from each other as well we as team were able to complete our tasks and mark checked on out to do list. This was possible only and only because of the constant communication, cooperation and coordination among the entire team. This made me realize if a team is strong and understands each other's strengths and difference any task can be completed though being physically apart.

- **Importance of Strategic Alliances:**

During my tenure while working there at Nepal Knotcraft Centre, they started to place their products in concept stores by collaborating with them so that it benefits both the parties. In a time frame of one month, the company was engaging in product placements in three of such stores. The response that was coming from such stores was unimaginable. Because of this very reason, other stores also started to approach the company resulting into more product orders, more visibility in the market, more reach towards the customers directly impacting the brand value and the brand image.

Chapter 4 : Conclusion

As per the requirement of our university under IBBA program, undergoing a 14 weeks internship is not just for the fulfillment of the course but also for the personal and professional growth as an individual to work in the corporate sector mainly today when the competition is enormous.

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

I have now understood the real meaning of the phrase, “Team work makes the dream work” and how important it is to consider factors like trust, respect, optimism when it comes to a group of people working together to achieve the main organizational goal through many other sub goals. The overall journey working at NKC in the marketing department was an enriching experience for me that will definitely help me throughout and I am really grateful for having this opportunity with constant support and understanding from my team.

4.1 Limitations of the study:

During the internship program at Nepal Knotcraft Centre, there were a few limitations faced which was not under my control and those are as:

- First and the foremost has to be the global pandemic caused by the Covid 19 because of which we as a team were unable to perform as per the planning
- Then, again by the same above reason; being in the marketing department I with my colleague had to go on visits to know the customer response, brand’s performance, value delivery process but unfortunately we weren’t able to do so.
- Lastly, due to the company policy some of the aspects that could help in creating a brand image and increasing brand equity had to be kept confidential

4.2 Recommendations:

Starting off as an intern at NKC and landing with a job of having worked there for more than a year now, I have pretty much understood the overall functioning of the company. Though the fact that NKC was established about more than decades ago, it has still been striving to build that strong brand image than before and provide stronger brand value so that more and more number of customers trust the company and keep coming back. With it, we all are familiar about the extremely competitive market today; while going around the market we found out the competition has increased much more than before when we are still in the phase of getting more renowned through the products that never compromises on quality as a functional aspect and supporting the women from the indigenous group as an emotional aspect. If more priority is given on to conducting marketing campaigns and promotions in an extensive away and moving forward as per the market changes, there are just a few steps left for the company to be the market leader in the natural fiber handicraft industry.

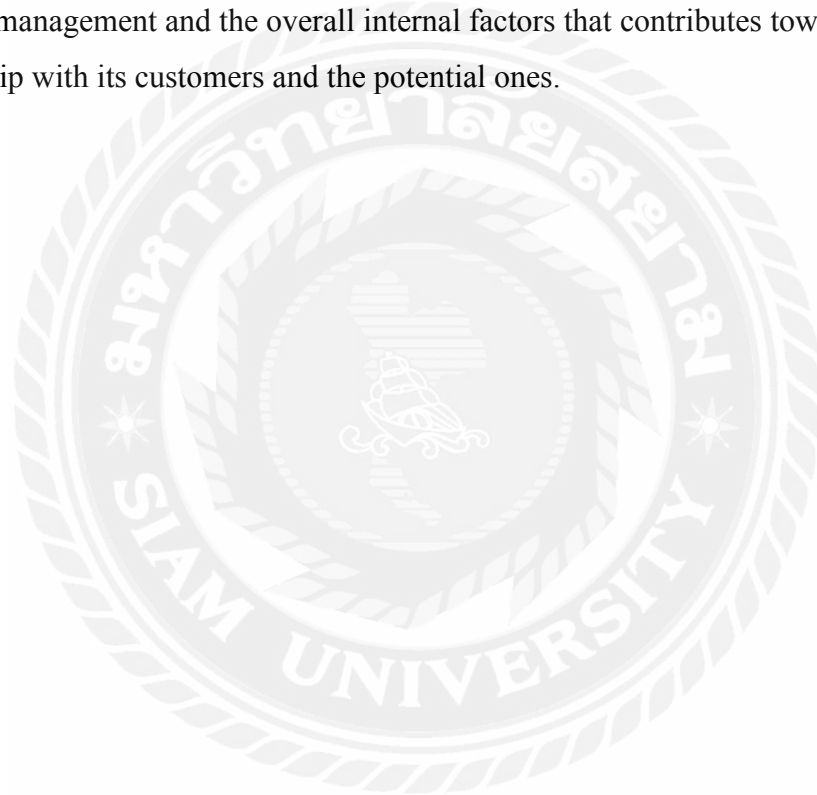
Also, in today's market scenario where-in having an online presence has been a necessity for companies, Nepal Knotcraft Centre can also try to increase through social media, having buying option in their current website, collaborating with third parties to have their products places in such websites or mobile apps. This will help in increasing the overall reach and visibility for the company.

The company also has a wide product portfolio and has been continuing to produce goods that have been produced since years. As the market space keeps on changing and the tastes and preference of the customers varies with the newer trends, the company can focus on to coming up with newer ideas and cutting down the production of not so wanted products which will help them save their production cost, inventory cost and the company can move towards profitability.

In addition to it, the company should make the use of intellectual property rights provided where-in they can copyright their product designs so that other large or small players in the market cannot do so and they will have that competitive advantage of producing eco-friendly unique handmade products. This recommendation is being given by considering the real life incident that occurred when other new comers had the similar products as to the Nepal Knotcraft's designs.

Lastly, the company might as well increase its budget to invest it on advertising and promotions. As these communication tools can directly impact into the profitability of the company and also in branding though the initial cost might look huge for a company like Nepal Knotcraft Centre, it can definitely help in the long term. The company can start with the efficient use of digital media, sales promotion activities like discounts, coupons, sweepstakes, contests etc and also engage in the public relations by sending PR packages to well -known faces of the country. Then slowly it can move towards other tools requiring higher budget in the near future.

Therefore, the fact that the company has been sustaining in the market since years depicts about its functioning, management and the overall internal factors that contributes towards building brand relationship with its customers and the potential ones.



Chapter 5 : Annex



Figure 3: Clicked this picture at NKC showroom



Figure 4: Clicked during the visit to a concept store which has NKC's products



Figure 5: Group photo while bidding farewell to an intern from Canada



Figure 6: Group photo with the facilitator while attending a workshop



Figure 7: During the festive program at office with my colleague and another intern from Canada



Figure 8: Clicked during the visit at another concept store

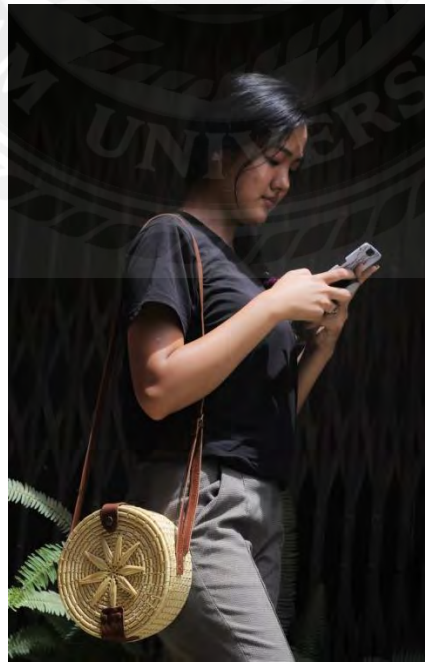


Figure 9: During the photo shoot



Nepal Knotcraft Centre Pvt. Ltd.

To whom it may concern

Ms. Anisha Shrestha has worked as Marketing intern at Nepal Knotcraft Centre Pvt. Ltd for 18 months (June 5, 2019- December 30, 2020). Nepal Knotcraft Centre (NKC) is a social enterprise which provides a platform for communities to enhance their craft skills, thereby strengthening the livelihood and entire value chain system. It has been working with hundreds of women from various regions and women's target groups suffering from extreme poverty over three decades – preserving tangible and intangible cultural heritage and the environment. NKC focuses on exploring, researching, training, and promoting Nepal's natural plant fibers using local knowledge and skills.

During the period of her internship, she has closely worked with the marketing team and was responsible for handling digital marketing, database management and market research. She actively participated and performed well in her tasks. Ms. Anisha is a young confident lady, who has a leadership quality. Her eagerness to learn and adapt them to her working system has made her an indispensable member of the organization.

Maya Rai
Managing Director
#Weaving Nature into Women's Livelihood



Nepal Knotcraft Centre Pvt Ltd

Figure 10: Internship Letter

Chapter 6 :Bibliography

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