



**Cooperative Education Report**

**‘Marketing and Customer Relationship at MIC for Youths’**

**Written by:**

Ms. Tarisha Jain

Student ID: 6008040031

This Report Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration  
Academic Semester 1/2020 Siam University

**Title:** Marketing and Customer Relationship at Mic for youths

**Written by:** Ms. Tarisha Jain (ID: 6008040031)

**Department:** Bachelor of Business Administration (Marketing)

**Academic Advisor:** Aj.Tenzin Rabgyal

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2020.

Oral Presentat



(Dr.Tenzin Rabgyal)

Academic Advisor



(Mr. Shivam Agarwal)

Job Supervisor



(Dr. Duminda Jayaranjan)

Cooperative Committee



(Asst. Prof. Dr.

MarujLimpawattana)

Assistant President and Director of Cooperative Education

Project Title : Marketing and Customer Relationship at Mic for youths  
 Credits : 6  
 By : Ms. Tarisha Jain  
 Advisor : Dr. Tenzin Rabgyal  
 Degree : Bachelor of Business Administration  
 Major : Marketing  
 Faculty : Business Administration  
 Semester / Academic year: 2/2020

## **Abstract**

This Cooperative report entitled "Marketing and Customer Relationships at Mic For youths." incorporates details on the marketing management department and customer relationships department of MIC for Youths (MIC). MIC for Youths is a transformative hub that encourages the youth to step out of the orthodox learning practices and keep up with the time by grasping the skills required in the dynamic corporate world.

The parent company of MIC for Youths is 'Shivam Trading and Events Pvt. Ltd.'

The primary objectives of this report are: (1) to understand the marketing procedure of a new event. (2) To understand the role of the relationship management department in the company (3) To come up with new ideas for collaboration with other brands (4) To get in touch with various companies through collaborative efforts (5) To write content for the company's website and social media pages. Through the internship period, I attained an excellent insight into how the company operates at all levels, especially the marketing department. My primary responsibility was to manage all the marketing strategies/tactics during the announcement of any event in the company and look for potential customers for the same and contribute to the Relationship Management department in continuing the company's brand image and maintaining brand relationships with the other companies.

Upon completing the internship, it was evident that the company had been affected by the pandemic but still had managed to come out as a good marketing player by still being in the business and coming out with new events now and then. However, suppose the company can push further for the brand building activities for the mass customers who are the potential Events customers and will participate in the events that the company organizes at the end of the day. In that case, the brand could achieve greater heights.

**Keywords:** Relationship, Marketing, Collaboration,

## **Acknowledgment**

I would like to extend my sincere gratitude to Siam University and Kathmandu College of Management for providing me with excellent education and subsequent mandatory internships, which have allowed me to enhance my knowledge and gain experience in such a short period.

I would also thank Mr. Shivam Agrawal, who has guided me as my immediate supervisor throughout my time at Mic For youths. He allowed me to be a part of this company and helped me get well acquainted with the company culture. I cannot forget to show my gratitude to Mic For Youths for understanding the severity of the pandemic and for letting me adopt the "Work from Home" work style.

I would also like to thank my supervisors from both SIAM and KCM, Aj. Tenzin Rabgyal and Ms. Laling Lama. They have guided me throughout this journey of completion of this project.

Lastly, I am also very thankful to my family, who have supported and encouraged me continuously to give my best even if I am working from the comfort of my home.

Tarisha Jain

**6008040031**

## **Impact of the Global Pandemic: COVID-19**

CoronaVirus Disease (COVID-19) is a contagious disease caused by a novel CoronaVirus, first found in Wuhan, China. The virus is mainly transmitted through droplets from the coughs, sneezes, or infected person's breathing.

Considering the severity of the pandemic and the lack of immunization against the virus, the Government of Nepal enforced a nationwide lockdown from March 24, 2020, to July 24, 2020. Even after lifting the lockdown, the Government encouraged everyone to stay at home as much as possible and to maintain a proper social distance at all times.

Since our internship period was right in the center of the chaotic period induced by the virus, we were compelled to adopt a Work from Homework style during the lockdown. I secured an internship in the Marketing department at MIC For Youths, which allowed me to work efficiently from home by keeping proper correspondence with my supervisor.

As the work was entirely from home and through calls, there were times when communication problems had occurred and mistakes. However, to ensure that it never repeated, we took some precautions and made some changes in our working style.

We communicated to other brands for collaboration through digital meetings and messages and were in the loop with the work that had been going on in the company.

# Contents

## Table of Contents

Abstract	3
Acknowledgment	4
Impact of the Global Pandemic: COVID-19	5
List Of Acronyms	8
CHAPTER 1: INTRODUCTION	9
1.1 Company Profile	9
1.1.1. Mission	10
1.1.2. Vision	10
1.1.3. Courses Provided	10
1.2 Organizational Structure	10
1.2.1 My Job Position	11
1.3. Statement of the Report	12
1.4 Intentions to join the company	12
1.5 Scope of the study	12
1.6 Objective of the Study	13
2.1. Job description and responsibility	14
2.1.1 The Responsibilities:	15
2.2 Job Process Diagram	16
2.3. Contribution as an Intern	17
Chapter 3: Learning Process	22
3.1. Problems/Issues	22
3.2. Solving of Problems	23
3.2.1 Example about solving the problems encountered	24
3.3. Gained New Knowledge	24
3.4. How have you applied your theoretical knowledge to the real working environment	25
Chapter 4: Conclusion	27
4.1. Findings	27
4.2 Self-assessment as a professional	29

<b>4.3. Limitations of the report</b>	29
<b>4.4. Recommendations</b>	30
<b>Annex</b>	31



## List Of Acronyms

KCM: Kathmandu College of Management

MFY: Mic For Youth

BBA: Bachelors in Business Administration

COVID-19: CoronaVirus Disease

DM: Digital Marketing





## CHAPTER 1: INTRODUCTION

Chapter 1 provides the company's basic information, MFY, where this 16- week internship was carried out. This chapter includes company profile, mission, vision, strategies, organizational structure, the job positions of the intern, etc.

### 1.1 Company Profile

MIC for Youths is a transformative hub that encourages the youth to step out of the orthodox learning practices and keep up with the time by grasping the skills required in the dynamic corporate world. Utilizing the latest technology and resources, we help bridge the gap between academics and industry by enhancing young minds and guiding them towards dignified opportunities.

Being a youth-initiative organization, MIC for Youths aims to develop foundational learning, practices, and skills among the youth to make them confident enough to explore and revolutionize the corporate sector and, ultimately, the nation.

Established in the year 2017, the main motive of MIC for Youths back then was to provide an open training platform for the youths in Nepal, to enhance their leadership qualities and career development abilities. Since its inception, the Founder/CEO has excelled on and above the company Motto "*To provide potential and professional leaders,*" building a well-loved platform for the youth.

The company has bifurcated into "MIC For Youths" and "Grow Corp Global." Collaboratively, it has successfully trained more than 200,000 youths, among whom 500+ have secured employment in established companies. In the long run, the company wants to be deduced as a hub for youths to interact, collaborate and build confidence to realize and manifest their unique potentials in Nepal instead of harvesting them on foreign soil.

### **1.1.1. Mission:**

MIC for Youths tries to bridge the gap between academia and industry by enhancing young minds and guiding them.

### **1.1.2. Vision:**

Through their services, they want to culminate as a skills-promoting organization that develops foundational knowledge and learning practices and is the best platform for youths.

### **1.1.3. Courses Provided**

- Public Speaking
- Presentation Skills
- Youth Networking
- Leadership skills
- Corporate Training
- Communication Skills

They have different sessions for these courses which qualified and trained speakers take.

## **1.2 Organizational Structure**

MIC for Youths is under the parent company Shivam Trading and Events Pvt. Ltd. and is led by the CEO Shivam Agrawal. Since the pandemic has been brutal for the economy, the company had to cut its losses and work with only a closely-knit group of workers, all of whom have their separate roles in the organization. Even though the circle is small, we outsource most of the work by partnering with different companies.



*Figure 1: Company Hierarchy*

### **1.2.1 My Job Position**

I was working as a Sales and Marketing intern in the organization. During the first few days of my internship, I was introduced to the entire team virtually, and my supervisor gave me all the information regarding the company and the events it organizes. Once I was familiar with the organization and its functions, My first task was to make a poster for our upcoming event and make engaging content posted on our Facebook page.

I would constantly make engaging content for the companies page and come up with different marketing strategies that would bring in more audience for the sessions, look for companies that we could collaborate with, and respond to the customers' queries.

With the constant guidance of my supervisor, I completed all of my assignments on/before the given deadline. Working in a practical environment which provided a platform for youths that

not only encourages them but also helps them overcome their fears and develops self confidence in them helped me recall all of my theoretical knowledge and helped me gain new ones. I got an insight into how a company works and the day-to-day activities that have to be done.

### **1.3. Statement of the Report**

This 16 weeks Internship is completed as per the requirements of the Business Administration undergraduate program at Siam University. It is a part of the curriculum program for a better understanding of the concepts and overall functionality of the corporate industry. This internship provides an opportunity to gain experience and develop professionalism among the students before completing the undergraduate degree. The experience gained by an intern during their internship period will help them develop as an elegant professional for their future career.

This report shall give an overall insight into 16 weeks of learning as a marketing intern in the organization. This report has helped me relate my theoretical knowledge from academic courses to the practical environment of the organization. The title of my report is “Marketing and Customer Relationship at Mic For youths,” which highlights how the marketing department deals with its clients and the types of strategies they generate in-order to ensure their clients are satisfied.

### **1.4 Intentions to join the company**

My main intention to join this organization was to get a deeper insight into the marketing field and to know how a company analyzes the current market and makes strategies specially for its digital platforms in order to keep its audience engaged at all times.

Nevertheless, I got a chance to gain knowledge on the above. I also had an opportunity to get practical experience in managing brand relationships, enhancing my communication skills, and understanding the criteria for organizing certain events.

### **1.5 Scope of the study**

This report is based on my internship tenure at Mic For Youths. This report covers two of the central departments of any corporate company: Marketing Management and

Relationship Management, how they operate, and the critical aspects to keep in mind in these departments.

The Marketing Department deals with many marketing activities and decisions for the upcoming event that the company will organize. The activities range from looking out for potential customers/participants. Through the social media platform, how to make potential customers aware of the events, pull them towards those events by offering them good value for attending the event, and certificates and make them a participant of the same and ask for feedback by the end of the event.

Simultaneously, I also got an insight into the Relationship Management Department as well. In this department, I dealt with maintaining the brand image by collaborating with different other companies. Also, what are the things to keep in mind while carrying out any activity from the company's perspective? For example, since we were collaborating with companies which included non-financial dealings we had to make sure that the deals we offered were attractive and would benefit not only us but them too, hence we had to come up with different creative strategies and ideas as we were not having any financial dealings with them at the moment, because of the current scenario.

## **1.6 Objective of the Study**

The primary objectives of this internship are as follows:

1. To understand the procedure of a New Event Launch by understanding the market potential and viability.
2. To understand the role of the Relationship management department and how it affects the marketing management department in maintaining the brand image and building brand awareness.
3. To understand how an organization manages its brand relationships
4. To understand the process of event planning in a professional organization
5. To see how stakeholders are needed for an organization to host events effectively

## **Chapter 2: Internship Activities**

Chapter 2 presents the activities and assignments that were assigned to the intern during this 16-week internship program.

### **2.1. Job description and responsibility**

I had chosen to intern at MIC for Youths because having people skills is essential as a professional in the marketing sector. It is something that I wanted to polish up on before actually finding a job in the corporate field after graduation. As a student at Kathmandu College of Management, I got to have firsthand experience in planning events, meeting companies, negotiating with them, and marketing the events. Maintaining relationships is something that I never had a chance to do. Since event management is a field that I have shown interest in, I wanted to improve my communication skills. I wanted to be able to maintain a long-term relationship with organizations in Nepal. Upon hearing my aspirations, my supervisor gave me responsibilities that would help me grow in this industry in the future.

My job required me to handle the Marketing Department and assist in the company's Relationship Management department. In the marketing department, my role was to handle social media and create engaging contents everyday in order to keep the audience engaged at all times with the brand. I would also look at the current market situations and give event ideas accordingly which would work out and bring in a good number of participants and host events digitally.

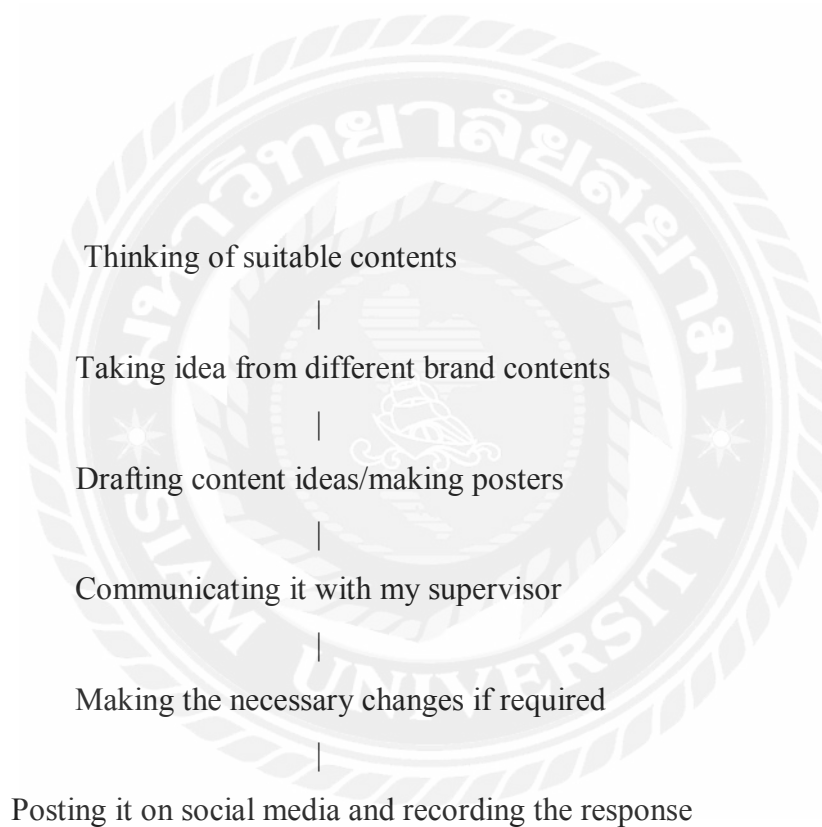
I was granted access to all necessary information and social media platforms, making it easier for me to perform my role efficiently. However, there were times when the marketing department did not have much work to do because there would be no events taking place at one point. However, in those scenarios, I would get occupied by the work from the Relationship Management Department. I helped them in all the ways I could.

### 2.1.1 The Responsibilities:

Detailed Responsibilities are explained below:

- 1) **Marketing Department:** To assist the Marketing Department, I managed to contribute to the following tasks:
  - Handling Social Media Platforms: My Job was to make various quizzes, posters, stories, and exciting posts in the social media account to engage the participants, create brand awareness, and make the people aware of our upcoming events.

Job process



- Assisting in Organizing events: Tasks like calling up participants for the payments, making sure that they got the zoom link in which we had hosted the event, and things like that had to be figured out.
- Hosted events digitally: I was also assigned to host the event called "Art Of Resume Writing" online, in which I was the one taking the lead and making the event a success.

- Coming up with unique and new Social Media Campaigns: There were also social media campaigns made to interact with each other and the company, making customer relationships even more substantial.

## 2) **Relationship Management Department:**

To assist the Relationship Management Department, I managed to contribute to the following tasks:

MIC for Youths Brand Collaboration Initiative: We had to find local companies to collaborate with for our events for mutual growth. The steps to be followed were:

- Research various youth-centric organizations in Nepal
- Discuss a potential collaboration with the organizations researched with my supervisor and relationship manager.

Create a skeleton draft of the article highlighting critical points to address while contacting each organization

- Present the draft to the CEO for approval
- Prepare a thorough proposal for brand collaboration highlighting mutual benefits for both parties
- Reach out to different organizations and discuss this potential collaboration initiative

## **2.2 Job Process Diagram**

During my Internship period, every sales and marketing work that I received came directly from my Supervisor/the founder and the head of the marketing department directly. The tasks I received were primarily based on the strategies regarding the upcoming events that the company was going to organize and communicate and coordinate with my colleagues to reach the same goal.

The work that I was assigned was mainly on how to increase our reach in the digital platform and how to increase ticket sales of the particular event that we had organized.



## Team Meeting

Head of Marketing /Directly from the supervisor

Coordination and communication with colleagues

### **2.3. Contribution as an Intern**

During my internship at MFY, I was assigned various task, which is presented below:

#### **a) Art Of Resume Writing**

This is a session that we would do every month and have the highest number of participants in.

In this workshop, we have participants from any age who are interested in learning how to write/have an impressive resume and also they would gain knowledge on what should/shouldn't be added to the resume.They would get all the information that is required to have a good resume.

I had to make good attractive and engaging posters for this particular session that would be held virtually.Also several posts had to be posted in our social media platform for the same.

Our Events would take place according to the below steps:(Job Process)



- Looking at the current market demand
- having meetings and deciding on best event as per the situation
- start promoting the event through social media and call participants who have registered themselves or give details about the events

- give payment details-follow up on participants-send the event link
- make sure everyone is present- ask feedback and give certificate of participation.

Are you good at Resume Writing?

What is the most important thing amongst the Four mentioned below for a resume?

- 1) Past Experiences
- 2) Core competencies
- 3) Education background
- 4) Achievements





MIC for Youths

---

# ART OF RESUME WRITING

WITH  
**TANAYA ACHAREKAR**  
GOVT. OF INDIA, CERTIFIED FACILITATOR  
STATE UNIVERSITY, NEWYORK  
(RESUME WRITING)

---

DATE: 19TH & 26TH SEP, 2020  
LANGUAGE: ENGLISH  
INVESTMENT: NPR. 800, INR. 500  
BOOKINGS: +9779801191094



TANAYA ACHAREKAR

[www.micforyouths.com](http://www.micforyouths.com)

## b) Art of Speaking

- Art of Speaking workshop would help the participants and give them tips and tricks on public speaking and how one can overcome their fear of it and be a good speaker.
- It teaches how to be confident and have leadership quality and make a good impression anywhere and everywhere, especially during the interviews.
- I was asked to host this session virtually. It was something that I had never done before and had a minimal idea of how the entire thing works. However at the end of the session, I did learn many things and got a new experience



### **c) Collaborations**

MIC collaborates with different brands and organizations. This is to increase brand awareness and secondly to reach out to as many potential customers as possible and make them familiar with the organization and its services.

I was also assisting at handling brand collaboration of the company.

We had brand collaboration with many restaurants, schools and companies where we would benefit from each other and create a win-win situation. We would have online meetings where we would discuss new strategies and ideas.



## **Chapter 3: Learning Process**

Chapter 3 presents the learning process, which means problems and issues faced during an internship, new knowledge received, and how the intern applied his theoretical knowledge in his internship.

### **3.1. Problems/Issues**

Some of the problems that I encountered during my 16 weeks internship program are as follows:

#### **a) COVID-19 Pandemic**

The biggest and the most uncertain problem encountered during my internship was the pandemic caused by the CoronaVirus. For Marketing Management, it is crucial to meet and interact with stakeholders. The pandemic primarily affected this as the Government of Nepal enforced a lockdown as soon as my internship began. Even with the lockdown loosened, it was still not safe for all parties to meet for interviews.

#### **b) Dealing with Other Companies**

Nepal is a country where we value human interaction in the corporate field. So, not meeting personally to discuss business ideals was difficult because the trust factor was not visible through Zoom Meetings. Non-verbal cues such as body language, personal presentation, gestures and more, tell a lot in our culture. It creates a trust factor between two parties, which is difficult to attain through online interactions.

#### **c) Financial dealings**

MIC for Youths, before the pandemic, used to collaborate with companies involving financial dealings. But due to the economy reaching rock bottom this year, MIC had to find other alternatives for collaborative efforts with organizations to provide mutual benefits to both parties involved.

#### d) Events

Since MIC for Youths holds many events for the Youth of Nepal for professional development, it was challenging to get people to participate in our events as everything was held virtually through Zoom Meetings due to Covid-19.

### 3.2. Solving of Problems

Some problems were comparatively more difficult to solve, but I tried my best not to let these barriers stop me in the following ways:

- 1) **COVID-19:** The problems that arose from the COVID-19 pandemic were relatively easy to overcome because of the department I interned in. My chosen field of work allowed me to do my work from home without taking any breaks during the lockdown. I could stay in correspondence with my supervisor through email regularly.
- 2) **Communicating with Customers:** Even though it was difficult to attain many participants by just online marketing, we had to find new ways to do so. We would tend to their needs throughout the day without having time limitations or weekend limits. Along with that, studying at KCM has exposed me to various people from various fields during talk programs, workshops, seminars, etc. The alumni network of KCM is also widespread. I was able to approach people easily by identifying myself as a student of KCM. Furthermore, online media like LinkedIn, Messenger, Zoom, and phone calls helped me easily interview without meeting the experts face-to-face.
- 3) **Marketing Strategies:** Due to the pandemic, offline marketing was not an option, so I had to find ways to get the maximum number of participants possible for the events. Financial dealings with companies were not an option any longer.

So, we had to come up with alternative efforts to form collaborations with local organizations.

- 4) **Events Organization:** Due to the regulations set by the Government of Nepal, having a large public gathering was not a possibility any longer. For this reason, all the events held by MIC for Youths were carried out through Zoom Meetings. To persuade people to participate in our events, MIC tried to come up with elaborative efforts such as combining three events into one for the price of one event

### 3.2.1 Example about solving the problems encountered

An event had to be hosted digitally called "Art Of Speaking," I was responsible for hosting the event digitally and helping the participants accordingly. I was assigned to record the event online. Because I was using that platform for the first time and am not that good with technology, I did not know how to register it. While I was messaging my supervisors and work friends to help me out, they were unfortunately not available. This did create a problem for me. However, I looked it up online and solved the problem myself. It was also one thing that helped me learn something new and thus made it a successful event.

### 3.3. Gained New Knowledge

Throughout these 16 weeks of my internship with MIC for Youth, I have learned various things. Some of them are highlighted below:

#### **Communication:**

One of the most critical skills to possess in a work environment is communication skills.

Especially with the COVID-19 pandemic limiting people from meeting each other, communicating correctly and regularly was crucial. Our emails and documents are vital, not just interpersonal communication, credible and coherent communication with the customers and



collaborating brands. With my internship, I was able to hone my spoken and written English and Nepali language.

### **Relationship Management**

It was the first time I was assigned to collaborate with various organizations (restaurants, schools, brands).

It was an excellent opportunity to learn how to contact the other brands and communicate with them. Due to the current situation, we did not include any financial dealings we had to think of strategies and make contracts with them, which also benefits us. It was a challenging task but a very fruitful experience.

### **Research Skills**

Research was an important skill I learned during my internship. From finding events that could be helpful to potential customers to making various advertisements and campaigns, I developed my research skills. Writing content for the company's website also required intensive research on the subject to provide easy-to-read content for the readers.

### **Content writing skills**

As I was given the task to handle social media accounts, my Job was to keep making exciting content and posts that would increase customer engagement. In doing so, my content-making skills have been enhanced. Better ideas have been put to work that has benefited the company.  

## **3.4. How have you applied your theoretical knowledge to the real working environment**

During my internship, I had used much of my theoretical knowledge from the courses in my tasks. One such instance was when we had to have non financial dealings with other brands for collaboration. In this, I used my knowledge of various marketing strategies that I had studied in my course and thought of ideas like placing standees, mentioning our company name in

other brands pages, having our brochures and flyers, promoting our brand through their social media platforms, and many more to increase customer engagement and interactions.



## Chapter 4: Conclusion

### 4.1. Findings

From the 16-week internship program, I happened to come up with an internal analysis (SWOT Analysis) for MFY which is shown below:

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Strong Presence in the digital platform</li> <li>• Friendly working environment.</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• Lack of coordination and communication at times</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Focus on Client engagement and brand relationships</li> <li>● Growing engagement of social media</li> <li>● Online workshops</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Increase in competition</li> <li>● Economic Downturn</li> </ul>

#### Strengths

##### 1. Strong Presence in the Digital Platform

Mic For Youth has a very good digital presence as it can be accessed through facebook,instagram where everyday new content is created in order to keep the audiences engaged with the brand at all times,,Linkedin and also has a website of its own where the participants can be updated about the upcoming events and can decide according to their interest the event that they want to take part in.

##### 2. Friendly working environment

Since day one I have been made very comfortable to work in a new organisation as I was given a warm welcome and every colleague of mine was very helpful and friendly at all times.

#### Weakness

##### 1. Lack of coordination and communication

Since all the work was done digitally or through calls, it was difficult to maintain communication and coordination frequently as we had to communicate to the audiences or brands through different applications that they are comfortable with and this would lead to us missing out on some important messages.

## **Opportunities**

### **1. Focus on Client engagement and brand relationships**

If MIC makes strategies that would increase its participants and build brand relationships in such a way that the other brand promotes MIC it would be a very good opportunity for them to create a niche in the market and become recognised by every potential participant of theirs.

### **2. Growing engagement of social media**

Since social media has been a platform that has maximum potential customers, creating regular content and being active on social media might bring in more participants and help the company increase its profits eventually and create strong brand awareness in the market too.

### **3. Online Workshops**

Looking at the current situation, there is still lockdown going on in Kathmandu and people are forced to stay at home at all times, thus this might be a great opportunity for MIC to become strong in the market by organising engaging events digitally, which would help the participants and also would keep them busy doing something productive rather than scrolling through instagram every minute.

## **Threats**

### **1. Increase in competition**

Since this concept that MIC has, can be easily copied by anyone in the market, it can be a threat to them as there might be chances that the competitor might pull MIC's participants towards them and this would impact MIC's events and sales eventually.

### **2. Economic Downturn**

Due to the current situation, many people are out of work and many are using their hard earned money only where it is essential, thus this might impact MIC as there might be a decrease in the number of participants coming to the event which otherwise would not have been.

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

Growing up, I was a bit of a shy kid. I have had to overcome many of the weaknesses that came with being shy. Joining the BBA program at KCM gave me a massive push to channel my extroverted personality trait that had been missing for so long. As a professional in the corporate field, these past three months have been highly fruitful in bringing out my best.

MIC for Youths is a youth-centric organization that collaborates with a lot of other youth-centric brands in Nepal. Through this, I was able to visualize the industry experience with my own eyes. The organization also gave me a voice of my own through which I could communicate with industry professionals freely. This allowed me to gain firsthand experience communicating with different brands and helped me work on my people skills.

As someone interested in event management in Nepal, I look forward to seeing what else this industry has to unfold. With the time spent working with limited resources, we had to brainstorm many of our ideas to boost the company's performance, and through this, I believe that I was able to do a lot of critical thinking. I still think that there is a lot that I have to learn, but these 14 weeks of internship have changed me for the better.

## **4.3. Limitations of the report**

Some unavoidable limitations that I experienced during my internship are as follows:

- Inability to experience the office culture of Mic For Youths, due to my 'Work from Home' work-style
- Unable to get hands-on experience of working in organizing various events and handling marketing activities.

- Unable to meet with experts in the field to get their thoughts on various strategies and marketing decisions that organize a specific event.
- Unable to have face-to-face meetings with companies due to which I had to resort to Zoom meetings for interactions

#### **4.4. Recommendations**

During my internship at MIC for Youths, I learned the ins and outs of the company thoroughly. The company has an extensive segment of consumers that they can target since the business model creates opportunities and paths for anyone who chooses to get services. However, I do not think that the company and its services are being promoted to the best potential. Since the Nepalese market is still developing technologically, the promotions through Facebook Ads only go so far. Not everyone is active on social media. This drastically affects the business' activities and cannot get the response that it has been seeking. So, opting for traditional marketing activities could prove beneficial to further the brand name and its reach to the masses. So, I would recommend promoting to the larger population via traditional forms of marketing.

As for maintaining relationships with stakeholders, MIC for Youths must move swiftly to fulfill the needs of their collaborative brands rather than taking days to come up with offerings and decisions to keep them captivated by what the company is offering. Time management, swiftness, and activeness while responding to clients must be opted by the company to maintain strong relationships.

## Annex

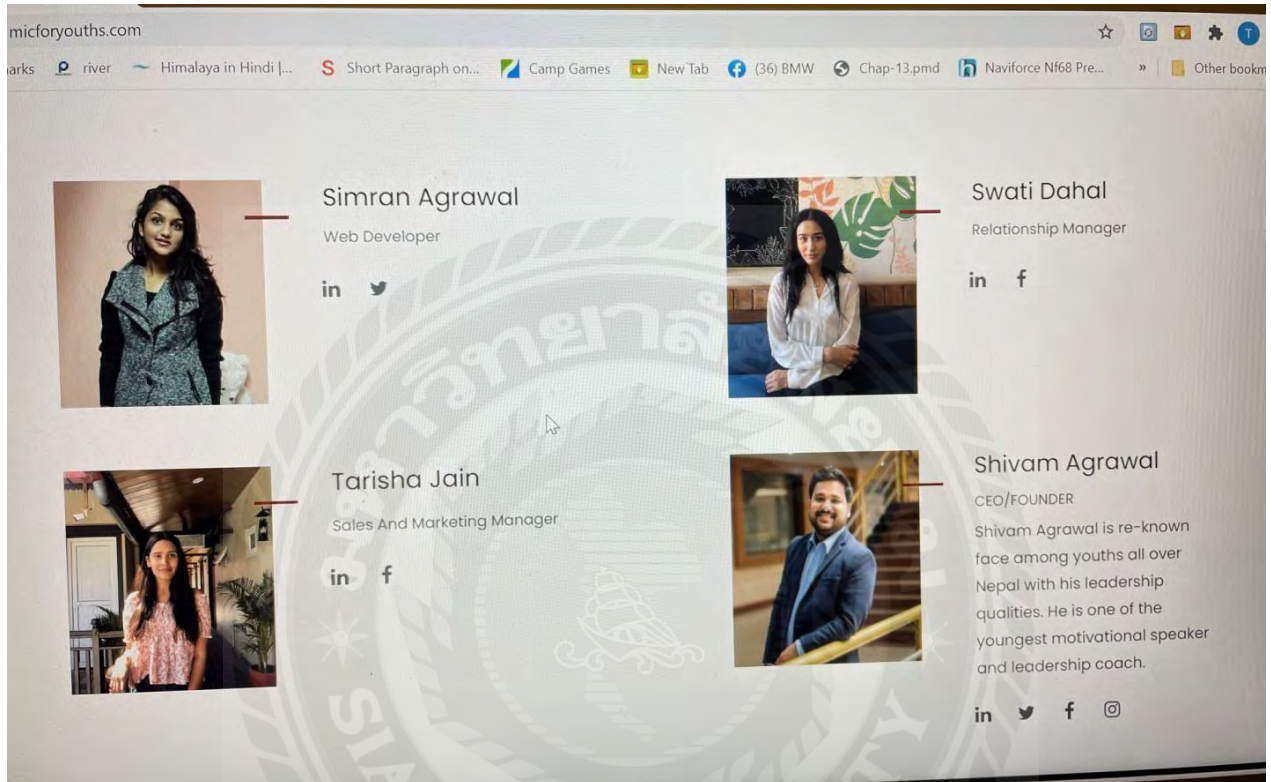
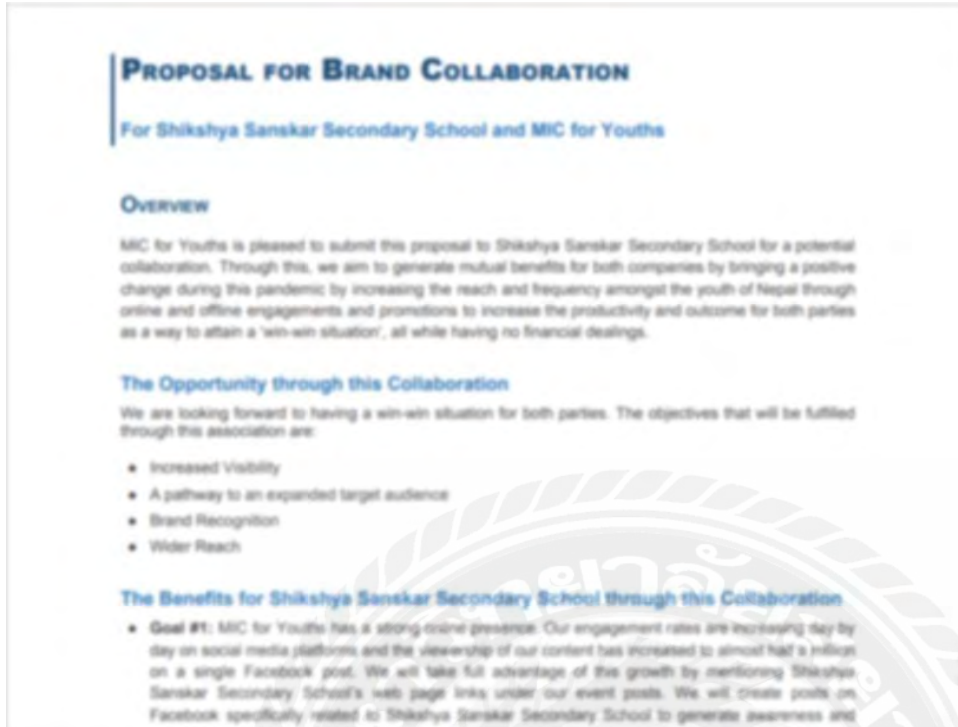


Figure 2: MIC for Youths Website



*Figure 3: Proposal for Brand Collaboration Documentation*





Figure 4: Posters for Social Media of MIC

micforyouths

YOUTHS presents

## Art of Resume Writing

**1 DAY WEBINAR**

17 October, Saturday NPT 10:00 AM - 01:00 PM




**Tanaya Acharekar**  
Govt. of India Certified Facilitator  
Resume Writing - State University, New York

**17 OCT, 2020**

For Instant Registration: **9801191094**

Free access to  Udemy for the same course lifetime.

**Duration: 3 Hours**  
**NPR. 1000/ADMIT**

 POWERED BY  
 EDUCATION PARTNER  
 IT PARTNER  
 TICKETING PARTNER  
 SUPPORTED BY  
 INITIATIVE OF

visit [www.micforyouths.com](http://www.micforyouths.com) for more! email: [info@micforyouths.com](mailto:info@micforyouths.com) | Contact: +9779801191094/95/96/97

Figure 5: Event Flyer for Social Media Sites



Figure 6: Customer Feedback from an Event

REFERENCES:

<https://www.sciencedirect.com/science/article/pii/S2052297520300895>

<https://www.wordstream.com/blog/ws/2020/10/27/post-pandemic-marketing-strategies>

<https://www.impactmybiz.com/blog/marketing-during-a-pandemic-stats/>