



Cooperative Education Report

Marketing and Managing Promotional Campaigns at Foodmood Pvt. Ltd

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

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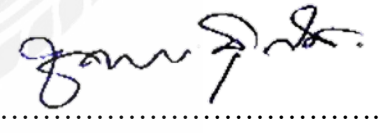
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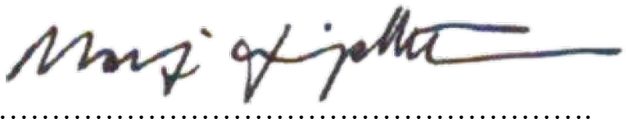
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Abstract

This report entitled “Marketing and Managing Promotional Campaigns at Foodmood Pvt. Ltd has the goal to teach the involvement of branding personnel in an organization. I was assigned as a Brand Development Officer under the direct supervision of the Chief Operating Officer. The responsibilities included creation of promotional plans for the organization to stir customer inquiries. I worked in a team where we had to create promotional plans for the social media handles of the organization. The objectives of the internship were to learn about the branding function of the organization and the promotional activities done to achieve the organizational goals. I learnt about the promotional plans and how to interact with the customers online. I learned about the organization and their approach to obtaining organizational goals. The sole goal was to increase customer queries for the organization. For that I had to go through the website of the organization, study about the vendors/restaurants and suggest the best possible options with the situation in mind. Upon the completion of the internship, it was found that the existing scenario had put many hurdles for the organization. The organization had to deal with various customer queries and suggest them in an elongated process about the availability of the restaurants and their offerings.

Keywords: Brand development, Promotion, Promotional plans.

Acknowledgement

Firstly, I offer my thanks towards Siam University and Kathmandu College of Management for making the environment seek and expose our abilities in an outer environment through co-operative education.

Furthermore, I want to show my regard towards the whole Foodmood Pvt. Ltd family for inviting me into their workspace and giving me an opportunity to work, hone my skills and my qualities. I would always be appreciative towards my supervisor Mr. Kanchan Bahadur Bhattarai and the colleagues for managing me through my co-op tenure.

Through this stage I want to express gratitude toward Mr. Kanchan Bahadur Bhattarai and Mr.Chanatip Suksai from SIAM University who have been on our side to help us through day 1. I also want to recognize the efforts and time put by my academic advisor Dr. Somruedee Thaiphanit. Without them, this report could never have been finished. It is through their important advice that this report has taken its shape.

This project has been completed with numerous significant and learning encounters. This project not only provided me with proficient yet has additionally helped me create social, specialized and relational aptitudes.

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Contents

Abstract	3
Acknowledgement	4
CHAPTER 1	8
INTRODUCTION	8
1. Company Profile	8
1.1. Mission and Vision of the Company	9
1.2. Strategies of the Company	9
2. Organizational Structure	9
2.1. Diagram of the Organizational Structure	10
2.2. Job Position and Responsibility	10
3. Reason of Company Selection	10
4. Strategic analysis of the Company	11
5. Objectives of the Study	13
CHAPTER 2	14
CO-OP STUDY ACTIVITIES	14
1. Job Description and Responsibilities	14
2. Contributions as a Co-op Student in the Company	18
CHAPTER 3	19
LEARNING PROCESS	19
1. Description of Problems Faced and Solutions Applied	19
2. Examples and Evidence	21
CHAPTER 4	22
CONCLUSION	22
1. Summary	22

2. Details of the Related Learning Process	22
4. Limitations and Recommendation	23
REFERENCES	25
APPENDICES	26



List of Figures

Figure 1 Foodmood Pvt. Ltd Organizational Structure	10
Figure 2 Brand Development Officer Responsibilities Flowchart	17
Figure 3 Tihar Planning	26
Figure 4 Zoom Meeting Pictures	27
Figure 5 Viber Chat about Tihar Planning.....	27



CHAPTER 1

INTRODUCTION

1. Company Profile

Foodmood is an online food delivery company based in Pokhara, Nepal. You can get your food delivered from more than 140 different restaurants around Pokhara. Foodmood was initially launched in Pokhara and Chitwan but the Pokhara office is only functioning right now. Besides food, Foodmood also provides delivery services in and around Pokhara.

Foodmood was established in August, 2017 and is among the pioneer companies of food delivery service in Pokhara. Today, there are more than 25 established and almost 15 functioning companies providing food delivery service in Pokhara. Currently, Foodmood takes customers' orders through phone, social media pages and directly from the website. Customers can use any medium they find convenient to order. The competition has become tough as the market is also growing and expanding.

Foodmood started as a food delivery company but today it delivers more than foods from restaurants. It also delivers fruits, vegetables, cakes, bakeries, soft drinks, alcohol/liquors/hard-drinks and ice-creams as well. Foodmood is always looking to diversify its services.

Foodmood currently employs 25 people. There are 10 delivery people, 4 customer service representatives, 2 marketing officers, 2 front desk representatives and other senior staff who look after the operational activities.

Since the inception of the company, it has been leading the way in being the number one choice of food delivery option in Pokhara. The company has been putting up offers in different foods by partnering with the restaurants to stir the market for food delivery and also to give the restaurant exposure to the customers.

1.1. Mission and Vision of the Company

- To be peoples' preferred choice for delivery service in Pokhara.
- To be the most reliable food delivery company.
- To be the most trusted delivery company in Pokhara.
- To empower employees and their growth.

1.2. Strategies of the Company

Over time businesses choose to restructure and use varying strategies to gain the market share and increase their profits. If businesses want to increase profits with minimal risk or by not lowering the prices, consider creating a differentiation strategy.

A differentiation strategy is an approach business develops to provide customers with something unique, different and distinct from items their competitors offer. The main objective of implementing a differentiation strategy is to increase competitive advantage. A business will usually accomplish this by analyzing its strengths and weaknesses, the needs of its customers and the overall value it can provide.

2. Organizational Structure

The company has a formal structure as shown in figure 1 and they are trying to improve it. All the employees report to the CEO of the company. His job is to make major corporate decisions, managing the overall operations and resources of a company, acting as the main point of communication between the board of directors (the board) and corporate operations and being the public face of the company. There are two marketing officers who work closely with restaurants and they get offers from restaurants.

There are four people who are in constant communication with the customers and take their queries. These people take the orders and pass it on to the respective restaurant and to the delivery person when the order is ready. They are responsible for taking the orders from the customers and assigning the customer information to the rider for delivery.

2.1. Diagram of the Organizational Structure

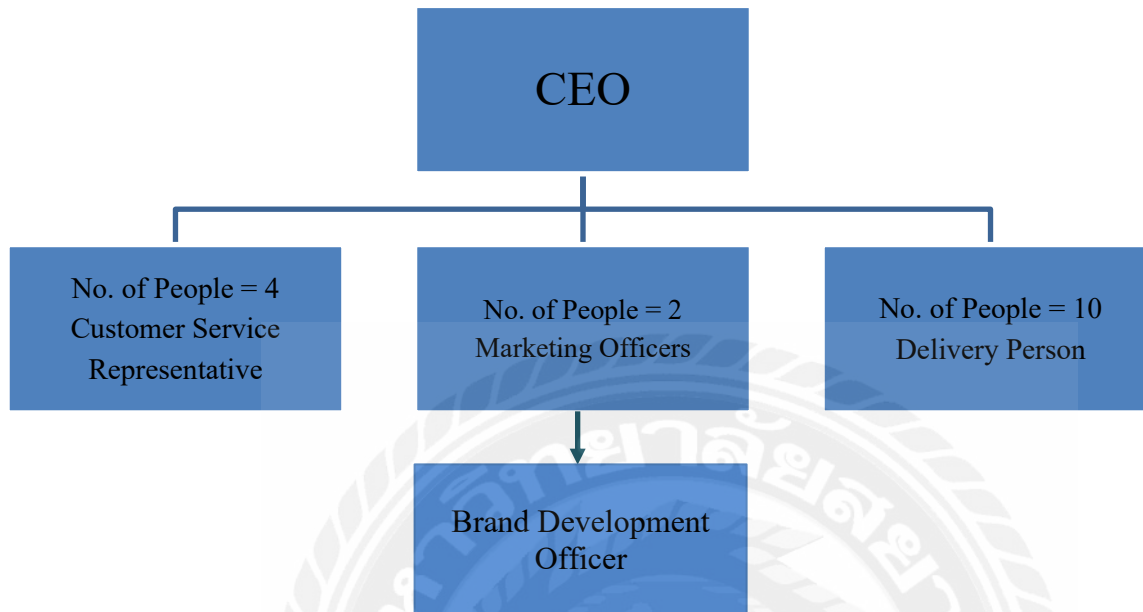


Figure 1 Foodmood Pvt. Ltd Organizational Structure

The key part of the organization is the website which has all the restaurants and their menus. The restaurants are listed in the website and customers can use the website to search for foods and restaurants. The website is handled by a sister organization of Foodmood. The IT company which made the website of Foodmood is also the founding partner.

2.2. Job Position and Responsibility

I was positioned as a Brand Development Officer. The responsibilities included creation of promotional plans for the organization to stir customer inquiries. For that I had to go through the website of the organization, study about the vendors/restaurants and suggest the best possible options with the situation in mind. My tasks were to conduct market research on rival products, design and implement marketing plans for company products, and work with the sales team to develop targeted sales strategies, answering client queries about product specifications and uses.

3. Reason of Company Selection

With the current situation, I was left with limited options to choose from. From the few and the ones in operation, I decided to join Foodmood for my internship. The company was

generous enough to let me in and help me with my internship program. As an intern, my intentions were to learn from the company. Foodmood being a reputed company in terms of food delivery in Pokhara, I was happy to join them, learn and contribute to and from the organization. In Foodmood, the top-level management work cohesively with everybody so, it was another part which made me join the company as I could learn from the top and the others as well. Everybody was in constant communication throughout which was also helpful and also helped me gain valuable insights of communication and branding.

For the collection of essential data, I used primary and secondary sources. Like other studies, the constraints of my study were on the availability of data and the credible sources. Firstly, my internship was to create promotional plans and offers for the company to stir the customer inquiries which would impact in sales. Also, for the study of the organization I had no document and it was up to my understanding of the organization and my interaction with the employees. My knowledge of the company is based on the knowledge and perception of the employees towards the organization. Many procedures were ordered by the CEO and the hindrances in the execution were mostly due to the ongoing situation. There was a lack of customer data and history to work upon as well as they were just starting data mining in the customer database they had. We mostly followed food delivering companies like Foodmandu, Bhoj Deals based in Kathmandu for ideas and references.

4. Strategic analysis of the Company

An organization should always look to improve. Strategic analysis of an organization is an essential factor when it comes to formulating a plan for the smoother working of the company. Strategic analysis refers to the process of researching an organization and its working environment to formulate a strategy.

Businesses should always look to improve. In the process of developing a strategic plan, a strategic analysis is done which is also called SWOT analysis, which stands for strengths, weaknesses, opportunities and threats. The analysis looks at the present condition of the company, its strengths and weaknesses, and looks to the future by examining the opportunities available to the company for revenue growth, and the threats it faces from competitors and the general business environment.

Company Strengths

A company's strengths include what it does particularly well and the competitive advantages it has. Having a well-known, highly regarded brand name, for example, is a strength. A track record of being the innovator in your industry -- the company that consistently brings new and improved products to market -- is another example of a strength. Listing and evaluating the company's strengths provides strategic direction for a business owner toward getting the most value available from these strengths and using them to stay ahead of competitors. The company with the highly regarded brand name, for example, could introduce new products under that established brand. The new products will benefit from customers already being aware of and trusting the brand.

Company Weaknesses

Every company has weaknesses -- aspects of the business's operations that are not as efficient and needs improvement, or areas where the company has difficulty matching competitors' products or service levels. The business needs to develop strategies to minimize the effect of weaknesses or ideally turn them into strengths. A restaurant with an outdated theme or décor, for example, could implement strategies of introducing an exotic new menu or renovating the restaurant's interior to make it more modern.

Current Opportunities

Defining the opportunities available to the company for revenue growth is an exciting part of the strategic planning process. Every company begins with one or more ideas that can be turned into profitable products and services. Companies that grow rapidly tend to be those that are adept at identifying new opportunities in advance of their competitors. They have a chance to build customer loyalty before competitors even enter the market. Opportunities are identified by studying trends in consumer behavior or taste, keeping up with new technologies that have been developed, and studying societal trends. Companies also study their own customers in order to identify additional needs they might have that the company could address.

Possible Threats

All businesses must deal with threats from competitors that are implementing new strategies of their own to improve their relative position in the marketplace. A business owner might see, for example, that a competitor is launching a formidable marketing campaign in a market that the owner's company may have had all to itself for a number of years. Once threats are identified, the business should come up with strategic moves to minimize the effects of the competitor's strategy. Threats also arise from changes in the direction of the economy. A business should keep track of economic indicators that particularly affect the business.

5. Objectives of the Study

The primary objective of a Co-op is to apply theoretical business learning and ideas into practice, meet proficient people, professionals and potential mentors who can provide direction, knowledge, criticism and support. Likewise, through internship we are able to expand our learning, knowledge, expertise, contacts and connection. It is also a platform to know individuals and the actual working mechanism in an organization.

With this report, I want to contribute to the betterment of the organization and help them move forward. I hope my study will be fruitful for them as they have been to my learning. The organization was a learning platform for me. With this report, I want to be clearer on my learnings and what I could have done more. I tried to put all my learnings into practice and help the organization from an extra human resource point. This study will help me gain the valuable insights of the business and the practices.

The co-op program in Foodmood had several objectives. The work experience circled around these major objectives:

- a. To explore the impact of promotional plans to gain new customers
- b. To explore the impact of promotional offers to attract inquiries from customers
- c. To learn about the choices of customers and how offers impacted the sales
- d. To create collaboration, teamwork and synergy among team members

CHAPTER 2

CO-OP STUDY ACTIVITIES

1. Job Description and Responsibilities

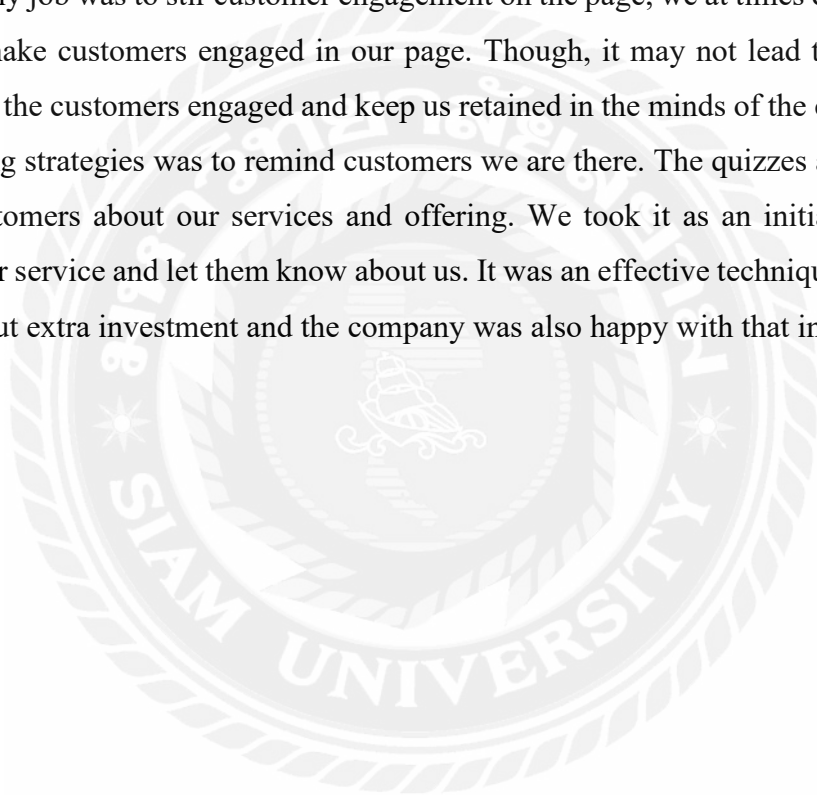
My job title was Brand Development Officer as illustrated in figure 2. The responsibilities included creation of promotional plans for the organization to stir customer inquiries. For that I had to go through the website of the organization, study about the vendors/restaurants and suggest the best possible options with the situation in mind. My tasks were to conduct market research on rival products, design and implement marketing plans for company products, and work with the sales team to develop targeted sales strategies.

The responsibilities included creation of promotional plans for the organization to stir customer inquiries. I worked in a team where we had to create promotional plans for the social media handles of the organization. The objectives of the internship were to learn about the branding function of the organization and the promotional activities done to achieve the organizational goals. My main responsibility was to collect all the information from the marketing executives and segregate them accordingly and as advised. I had to formulate promotions, look after the online posts and promotions in social media. The marketing officers would bring in offers from restaurants and then the designer would create a digital content/design to post in our website and social media pages. My assignments were to make sure the promotion messages were clear and correct. I had to check if the previous offers were valid till date or not. Also, the new offers were correct and the message was clear.

Since, Foodmood is an online company which sells foods for its vendors online and makes profit, I had to make sure that we put out the contents properly and with full details. The details which we could not put in design we had to put it on the description of the social media post properly and clearly. I learnt about proper communication and to segregate information according to the need of the organization and the work. I had to put in the contact details properly so that we could get queries and also if our customers wanted to contact us, it would be easy for them as well.

As a part of learning, I was told that the concept of an online food delivery company was still new and many people did not know what the company did. I noticed that people were thinking of Foodmood as a restaurant. Therefore, it was necessary to have proper information on the social

media posts and to answer the customers queries properly or else there would be confusions and the company would lose the probable sales. Some of the queries we received were vague. I learnt how to deal with such vague queries and to direct them. For example: Some of the customers asked us to send us our menu which we did not have. We are a platform for the restaurants, so it was hard for us to give a particular menu to the customer. We also did not want to bluntly correct the customer also. I learnt that, at Foodmood we send the offer of the particular day to the customer in such cases, the menu of the particular restaurant stating the offer. It was kind of a company policy or strategy, but they said that they were trying to find a particular solution for this problem or query. Also, as my job was to stir customer engagement on the page, we at times did simple and funny quizzes to make customers engaged in our page. Though, it may not lead to sales, but it would help us keep the customers engaged and keep us retained in the minds of the customers and one of the marketing strategies was to remind customers we are there. The quizzes also helped us to educate our customers about our services and offering. We took it as an initiation to make customers about our service and let them know about us. It was an effective technique to reach out to customers without extra investment and the company was also happy with that initiation.



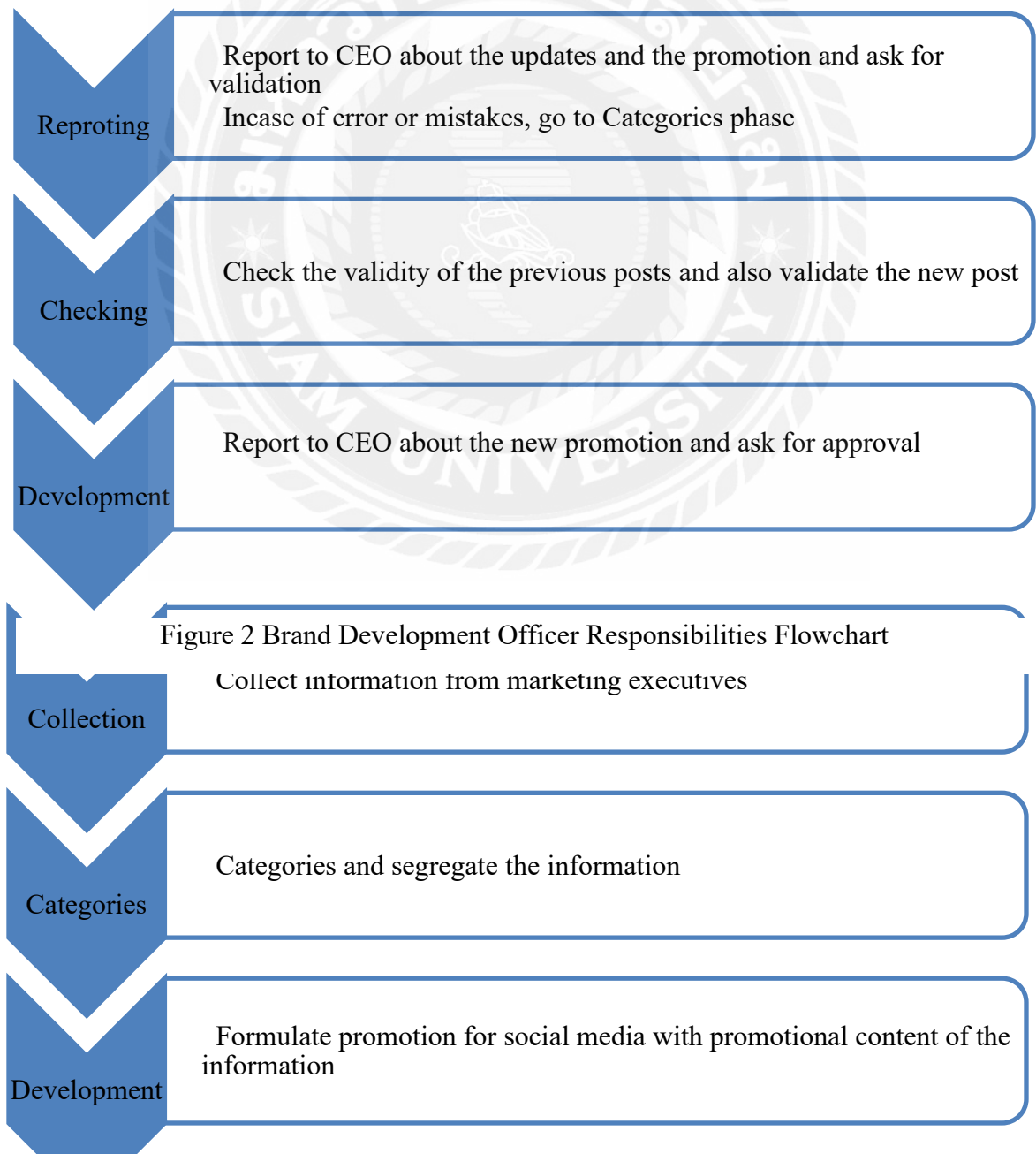


Figure 2 Brand Development Officer Responsibilities Flowchart



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

A part of my responsibility was also to check our daily offers and make sure they were not sort of repetitive. Foodmood wanted to give the customers a variety of offers on a daily basis from restaurants. My roles were also to assist the marketing offers and suggest them on the deals we can make or ask to the restaurant. We worked on the types of deals and offers we could give the customers so that Foodmood can have better customer queries than the competitors. In these daily offers, we encountered that some customers asked for offers of the previous day or some other offers. This was another problem the company wanted to address.

Another part of my job was to seek for restaurants who had low order numbers and create plans to revive them. This was a challenging job as I had to learn about them and their offerings. Further challenge was to find out if the restaurant was open or not. Due to the situation, restaurants were either closed or not operating in full capacity. They were under resourced and also hesitated to take part in the campaigns we put forth due to the situation. As restaurants being an integral part of the promotion process, it was difficult to formulate offers and also for the marketing officers to approach them. This situation was also not helped by the fact that they did not have any data to

support some of the facts and discussion we had while developing a concrete plan. Lack of data was another problem which needed to be addressed.

While working in Foodmood, I asked about their views regarding mobile application development which I believe is necessary for an organization like Foodmood for which they were very positive. They told me they were working on it. I also believe mobile applications will help organizations like Foodmood to simplify their business process and it will also be useful for customers to use. I believe a mobile application will help them reach out to their customers properly. We can properly reach out to our customers regarding the offers and direct them.

CHAPTER 3 LEARNING PROCESS

1. Description of Problems Faced and Solutions Applied

Problem: Lack of proper information of the restaurants

Solution: Proper communication with every restaurant or individual restaurant profiles for them to operate on the website or mobile application

Due to the ongoing situation, there was a constant challenge while doing the work assigned to me. Since many restaurants were either closed or working in partial capacity, it brought consistent challenges and obstacles. Firstly, many restaurants were working with partial capacity. They had limited menu items available or they changed their menu for the time being. It was a constant exploration during the work. The website was incomplete with the information of restaurants. This hampered our orders and sales. Since my task was to formulate offers and bring in customer queries, we did simple quizzes at times to keep the customers engaged on our social media pages. Though the orders were not generated we had plans to engage customers accordingly.

Problem: Lack of proper communication channel

Solution: Establishment of communication channels and liaison officers

While we were working on a concept or an idea, we had to first check with the restaurant and cope with their situation. We had to double check if they would be able to work properly and

keep their promises during execution of the idea. The organization was also not able to solve the problem while taking orders as well. Sometimes, the CSR had to double check or double call the restaurants to confirm and they relayed the message to the customer which was time consuming and also brought a lot of grievances at times.

We were successful in pointing to the many changes in the menu and the timings of the restaurants. We updated many restaurants which had not informed us while working on offers and promotional contents which helped the organization to update their website and their communication with the restaurants.

Problem: Keeping the customer lively

Solution: Formulation of customer engagement posts like quiz, giveaways, paid promotion for reach

For promotion of the offers, we used push marketing in the form of Paid Social Media Marketing (SMM). It is a form of paid advertisement in social media. We approached them for the idea of paid form of advertisements in social media. This form of advertisement helps in reaching out to more customers than we have in our pages.

While doing social media marketing, we segmented our audiences as well which is very important. We did not want our advertisement to reach out to all the people but the kinds of people who were interested in ordering food home online. We segmented our customers into groups by looking at our customer user base and finding out the age segment. We segmented our customers on the basis of the foods ordered and age. In terms of age segment, we found out that young people were more likely to order. Therefore, while selecting we targeted the age group of 18-35, both males and females. We also segmented the food into categories like fried chicken, traditional and cultural dishes like “momo”, pizza, etc. Using these keywords and age groups we conducted social media marketing.

Also, we worked on the design concept for our digital banners. I learnt how foods are placed in the design and how the aesthetics of the design should look. For example: Red and yellow color signified hunger and fast foods. The traditional and cultural foods should have a traditional feel to it.

2. Examples and Evidence

During our festival Tihar, we tried to make custom “Masala Packages” for our customers. During this time, sisters gift packages with different kinds of food items to their brothers. We call that package “Bhai Masala”. For that we tried to work with one of our vendors to make such packages with customization but due to lack of staff they told us that they could not help us in customization. After that, we reached out to another vendor and they also had the same reply for us. We approached a total of four possible vendors but could not find any one of them agreeing with our customization part.

The current situation has hampered businesses and their operations in different ways. Due to the pandemic many restaurants were either temporarily closed down or permanently shut down or operated with very few customers. Hence, they had to lay off staff. Many restaurants were operating with minimum staff. Setbacks are also a part of learning and it was an understanding to me that not all plans work and can be executed. Sometimes, we need to let go of the plans with the situation in mind.

Although my post was junior sales and marketing, my task was to conduct market research on rival products, Designing and implementing marketing plans for company products. Working with the sales team to develop targeted sales strategies, answering client queries about product specifications and uses. Due to the bad situation, I happily delivered a few things to few respected clients which was a great challenge for me.

CHAPTER 4

CONCLUSION

1. Summary

A helping hand is always welcome in any organization. For me, I worked for the promotion of Foodmood and tried to increase their reach in social media. Working online was a challenge in itself. I also helped them communicate with many of their vendors which they had not done in a while. Communication is important as it helps us to know the situation and, in my case, I generated ideas like (offering to organize games and collaboration) to work with multiple restaurants with which they would not have in that case. Also, sometimes due to lack of resources, it was a trouble implementing the new ideas and promotions. There would be an existing workflow which was not to be disturbed.

Also, learning is not always about doing the job assigned. Sometimes, learning is about facing the difficulties and challenges. Learning is about facing the unwanted situation and making what can be made of the situation. Learning is also about taking the setbacks and moving on ahead. Whatever we do, we have to make sure that we achieve the organizational goals or work towards obtaining the organizational goals.

2. Details of the Related Learning Process

In an organization, things happen with group discussion and meetings. Ideas are formulated and discussed upon. Targets are marked to meet and if they are not possible to execute, another plan is processed and implemented accordingly. All organizations want to maximize their sales and benefits. They want to reach more customers and make the maximum possible sales. My learning was no different. I was assigned tasks. I was assigned to formulate promotional plans. To formulate promotional plans, I took the help of the marketing executives and learnt about the restaurants from them.

While learning from the company, it was difficult because I was not instructed properly. They did not have any documents for me to follow or which could work to me as a guideline. An integral part of my learning was knowing the customers, knowing the company culture and the working mechanism. In Foodmood, you must know the customers and their behavior. We must know the food which has the highest number of sales, which was KFC on Wednesdays. On

Wednesdays, KFC has an offer of a bucket of 8 pcs of chicken for Rs. 999 which on other days is Rs. 1600. So the sales were good. Also, Roadhouse Pizza had better sales in terms of pizza. So, I had to take into consideration other pizza offers before making a pizza promotion.

3. Self-assessment as a Professional

The co-op experience at Foodmood has helped me to learn about email tools, digital marketing and social media marketing. The experience of working in the online food delivery company was different from the theory part I studied.

The internship program created an incredible stage to upgrade my capacity and further development of my skill and knowledge. The diverse and open culture in the organization made it easy to persuade my seniors and experts. I was able to maintain professional relationships not only with seniors from my department but from other departments as well. Along with the development of interpersonal skills I was able to learn the operations activities of different departments.

I feel extremely lucky to be provided with this platform and being guided throughout the end of my internship period. The knowledge and skills I acquired here would surely prove fruitful for my further career.

4. Limitations and Recommendation

Covid-19 is a pandemic that has created a global alarming situation on the health of the people. It has affected everyone in ways we cannot imagine. The effects of this situation can be faced in our daily lives. We have had to change the way we live and interact with the people in our daily lives. We have had to adjust to new methods living and interacting with people.

In terms of the company, Covid-19 has been both an opportunity and a challenge. Firstly, due to the lockdown/shutdown, the business had to close for several months which brought the business to thinking about operating or closure. People's health was at risk and to operate they had to change the way they worked. It was difficult for the delivery riders to take the food to people's homes. There was always a question of sanitation and cleanliness. The riders were also reluctant to work at first as they were in the front line of being contaminated. It was difficult for the drivers to deliver and the company was also running low on their availability. Due to this condition, during peak times and during festivals, it was difficult to manage the orders and the delivery. This

situation could have been avoided by providing proper incentives for their extra work and effort. If we could have made and managed protecting gears like PPE's: we could have also motivated riders to continue to work and work in a protected environment.

Since the restaurants were out of business, they had to communicate with them and list them properly on their website and inform the customers from time to time about the changes and operations. Even if the restaurants were open, they operated with limited servings which needed notices to put out from time to time. Therefore, the operations were not smoother as expected. Also, the closure of restaurants forced people to stay home and eat which was an opportunity. Though people were skeptical to order, there was a slight increase in orders with time.

In terms of internship opportunity, it was difficult to get one as many organizations were reluctant to have interns. They were coping with the changes within them and had to rethink many things. After getting the internship also, it was difficult to learn about the organization and the business process. Many times, we worked from home and had online meetings. Communicating was a challenge and reporting as well. Sometimes, the scenarios were a chaos in terms of executing a plan and getting feedback as well. All in all, the organization was still coping with the new norms of working.

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APPENDICES



Figure 3 Tihar Planning

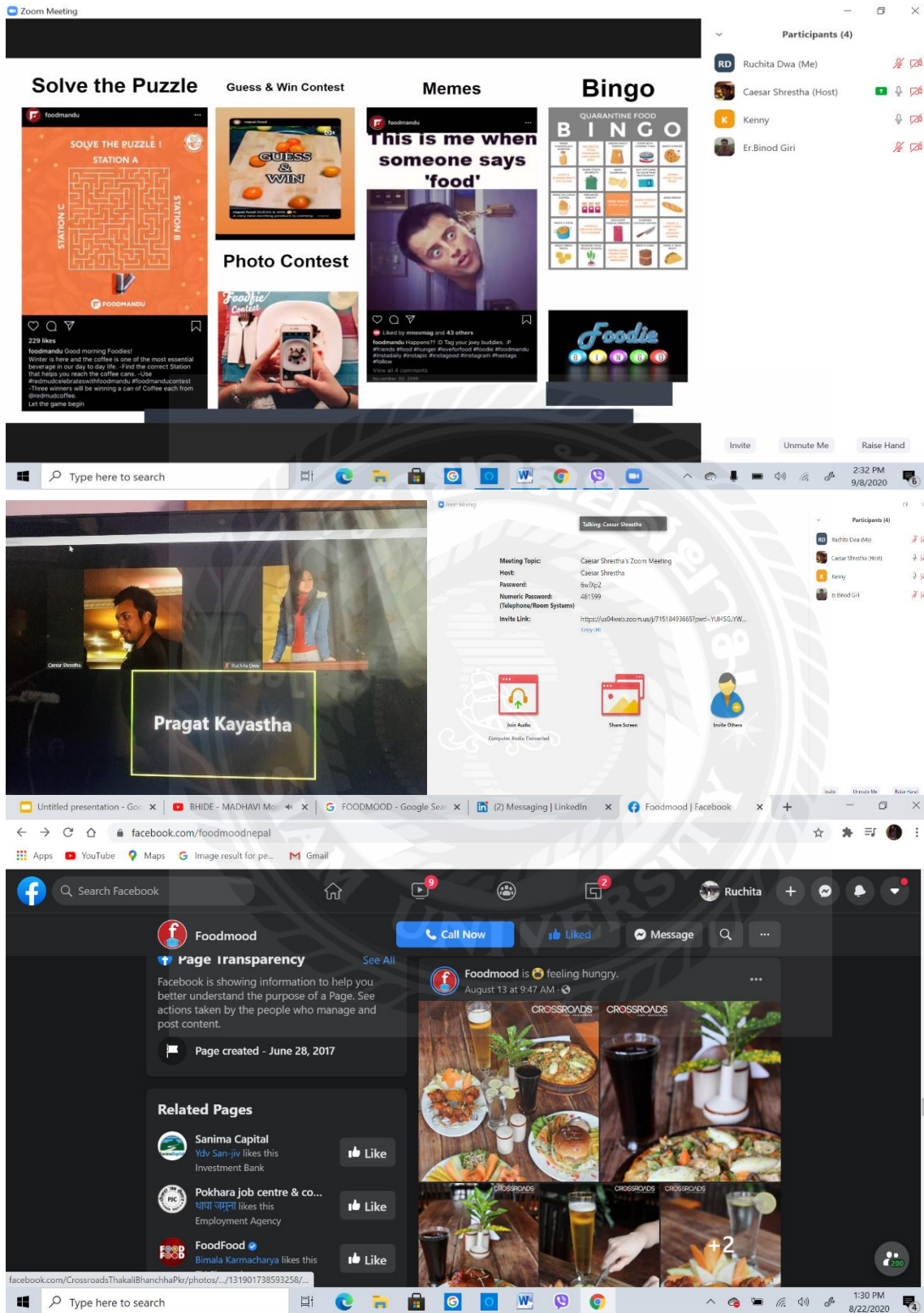


Figure 4 Zoom Meeting Pictures

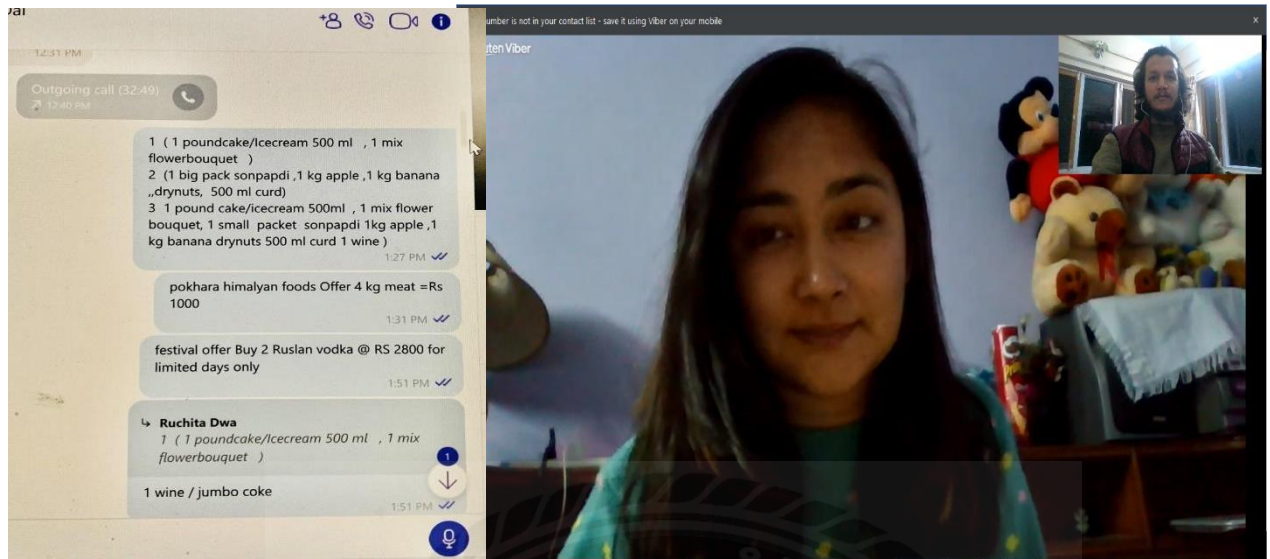


Figure 5 Viber Chat about Tihar Planning

