

Marketing in the digital world: A paradigm shift in the traditional marketing



## **Cooperative Education Report**

# **Marketing in the Digital World: A paradigm shift in the traditional Marketing**

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This Report Submitted in Partial Fulfillment of the Requirements for  
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Siam University

Marketing in the digital world: A paradigm shift in the traditional marketing

**Title:** Marketing in the Digital World: A paradigm shift in the traditional marketing

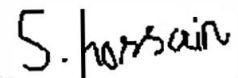
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2021.

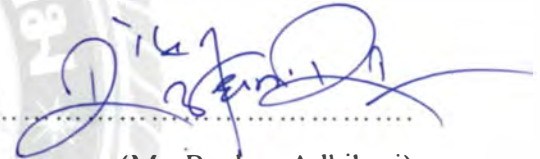
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### **Abstract**

This Cooperative report entitled “Marketing in the Digital World: A paradigm shift in the traditional marketing” is focused in studying and analyzing the digital marketing practice in MedEx Nepal and MedEx, Thailand. The objectives of this study are as follows: 1) To study the Digital Marketing Practice in the MedEx 2) To study the different digital marketing tools in MedEx 3) To study the effectiveness of Digital Marketing in the startup 4) To study the conversion of digital marketing in sales. I joined the MedEx Nepal as Digital Marketing and Business Analyst from September 1 to Dec 30. Initially my main role was to design the websites of the company, manage the websites and update the content. Then I was handed over the responsibility of Social Media Manager where I need to plan and implement various social media strategies, their required budget for the social media promotion and websites management, analyze and evaluate the key performance indicator (KPI) of social media perform customer relationship management. In the process have to design the post and content to keep the audience engaged.

One of the main things I learned in this internship is self-learning and curiosity are the must to advance in any career. And for that, working culture is very important to quench our insatiable hunger of growth.

Keywords: *Digital Marketing, MedEx, Hospitals*

### **Acknowledgement**

First and foremost, I would thank without whom the successful completion of the internship and preparing of this internship would have been impossible. I would like to express my sincere gratitude to the MedEx Nepal for providing internship opportunity from September 1 to December 30 amid global pandemic. This internship was an incredible opportunity to experience real world and apply my knowledge that I gained during the four years of my program. I believe this will really help to shape and determine my coming days.

I will always be grateful to Mr. Roshan Adhikari, CEO and Founder of MedEx Nepal and MedEx Ventures, Thailand who through Zoom Online meeting guided me continuously. My special thanks and appreciation go to entire team and associated member who have willingly helped me with their abilities for making my internship experience to cherish. It wouldn't have been easy for me to cope with the work pressure if they hadn't helped me in every possible way where my internship experience became worth the time and effort

Along this, I would also like to thank Asst. Prof. Maruj Limpawattana and Dr. Chanatip Suksai for providing their assistance for the successful administration, coordination, and supervision of the whole co-op program. The co-op program would not have been successful without their envision and direction. I would also like to extend my appreciation to Mr. Sabbir Hossain for providing the academic supervision to me for the co-op program.

I am also grateful for Mr. Dhabup Prasai for his constant support in my internship report. I am indebted to all who helped me in the successful completion of internship and the co-op program with Siam University. I hope knowledge and experience I gained in the MedEx will immensely help in my future.

Durjan Chhantel

6008040020

**Important note:**

**How Covid-19 has affected the company and your internship?**

Covid-19 is a global pandemic that affected everyone around the world. When whole world is suffering, there is no chance Nepal remains unaffected.

First and foremost, due to imposition of nationwide lockdown to curb the corona virus, many businesses were shutdown. In addition, many companies shut down permanently and many people lost their jobs. Therefore, it was really difficult for me to find internship opportunities. Also, companies I had known were hesitant to provide internship opportunity as everyone was maintaining social distance in the wake of pandemic.

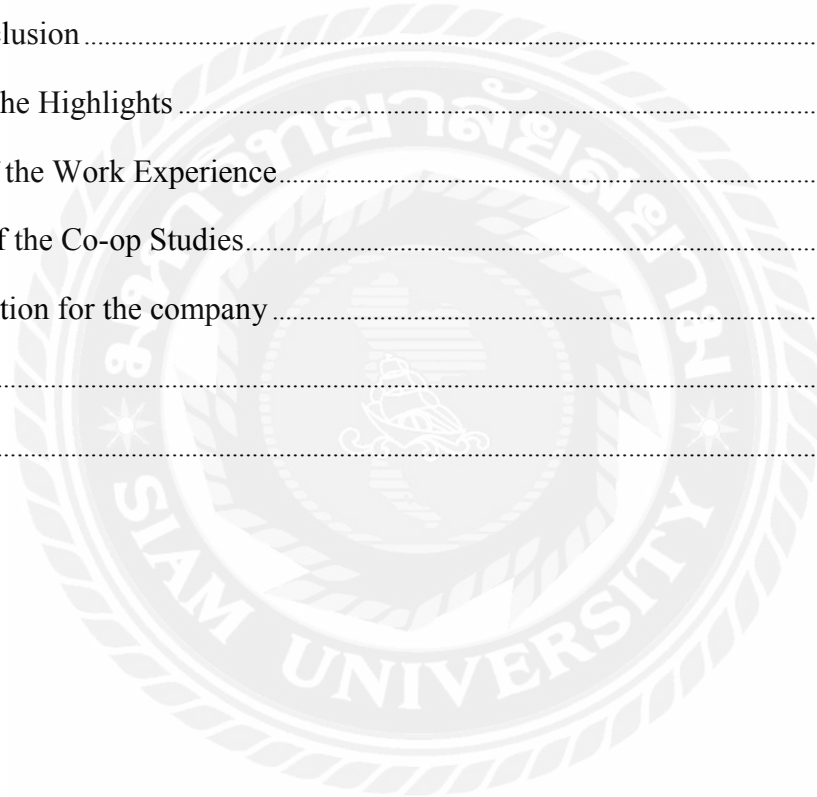
After multiple apply and rejection, finally I got the internship opportunity in MedEx Nepal. However, due to nationwide lockdown I started my internship working from home virtually. During my internship until I didn't start working from office itself, I didn't have to confront people face to face. However, due to uprising case of corona virus infected day after day, record after record around the world and within Nepal, there was constant psychological trauma and fear in my head, I couldn't focus on my work and give my level best. I always had the thought on my mind that what is purpose of all this hard work if we are eventually going to infected. On multiple times, the very concept of being mentally stable and sound in such panic situation preceded my work.

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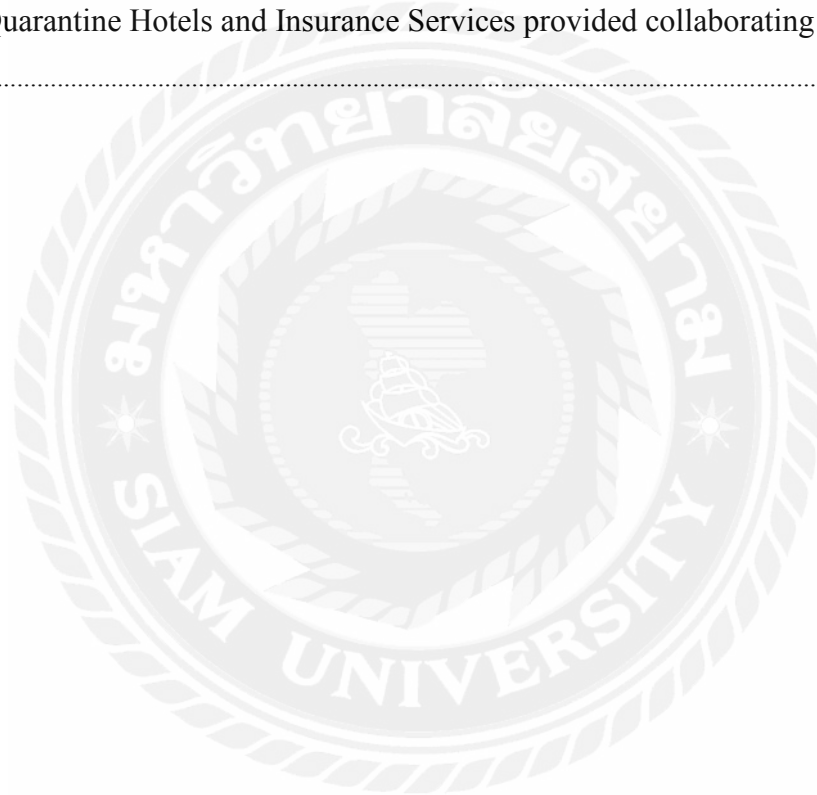
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## **Chapter 1: Introduction**

### **1.1 Company profile**

MedEx Nepal is a medical travel company that overcomes medical travel and health care delivery difficulties with simple, transparent and low-cost digital health services and personalized primary care liaison. It aims to fulfill the gap between the patients who want to receive the health facilities from the national and international Hospital and Doctor regardless of where he/she resides. In other words, people can book an appointment for doctors and hospital across the borders.

MedEx Nepal is founded by three brothers. Two of them is in line to be a MBBS Doctor and other one who is MBBS drop out in his final year but has half a decade of experience working as an International Marketing Executive on various Hospital of Thailand. Today MedEx has a partnership with more than 30 hospitals mostly based in Thailand, India and Nepal. It is providing complete medical Travel Services, Virtual Clinic with Teleconsultation, Medical Travel Insurance, Nursing and Palliative Care and on demand medicine delivery services.

### **1.2 Mission of the Company**

Exceptional health care delivery by being and bringing must trusted providers one click away.

### **1.3 The vision of the Company**

Simplify healthcare delivery with cutting edge digital health services coupled with premium ones stop and one-on-one primary care - locally via own network of modern clinics and across borders in partnership with international providers.

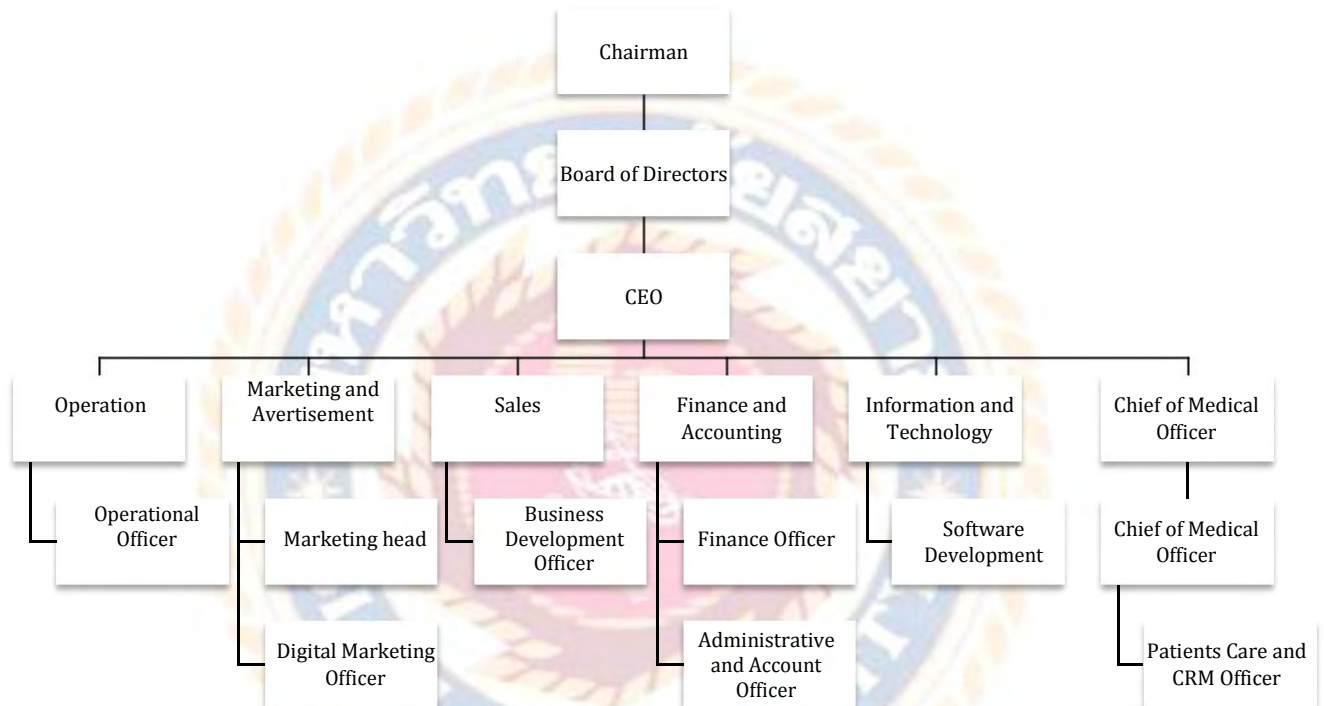
### **1.4 Strategies of the Company**

MedEx has adopted the strategy of partnering with Joint Commission International (JCI) and National Accreditation Board for Hospitals & Healthcare Providers (NABH) accredited hospitals to provide premiums one stop and one-on-one primary exceptional health care services to the patients. Therefore, MedEx Nepal has currently focusing in building partnership with JCI and NABH accredited hospital in Thailand, India. It has already started to expand its partnership in Singapore and Bangladesh as well. MedEx has already on boarded the partnered hospital in its platform and will on board new hospital in its platform. Patient will be able to choose the treatment of their diagnosis and receive all the healthcare related service from a wide range of

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enlisted hospital with their price and costing according to their preference within a platform. In fact, MedEx plans to make a membership system for its regular customers and patients. MedEx will bundle different health checkup package and offer the service to its member in an affordable price than market rate and to non-members.

### 2. 1 Organizational Structure



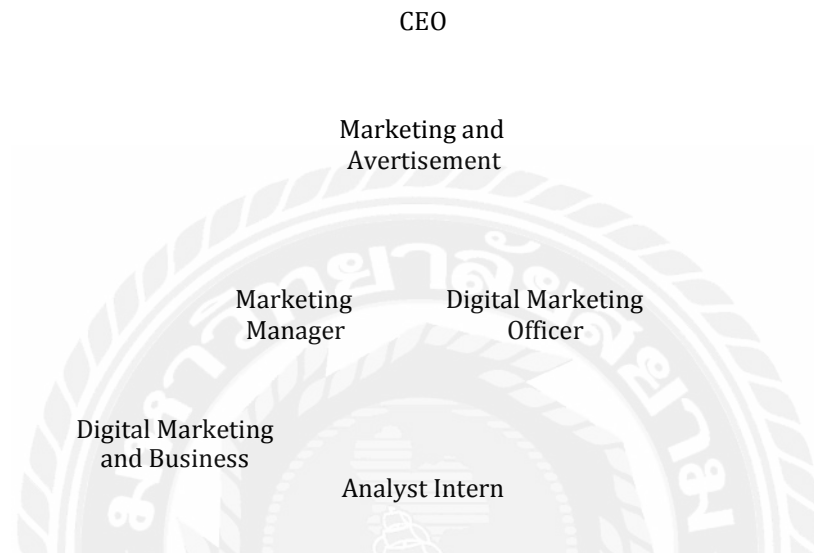
*Figure 1 Organization Structure of the MedEx Nepal*

This is the organizational structure of MedEx. Chairman is the head of the organization. Mr. Raju Adhikari is the chairman of MedEx Nepal. The Board of Directors of MedEx Nepal consist of 3 members. MedEx Nepal has Marketing, Sales, Finance, Operation, IT department all of which come together to implement the strategy and achieve the objectives formulated by BOD

## 2.2 Jobs Positions

I joined MedEx as Digital Marketing and Business Analyst intern for 16 weeks.

## 2.3 Job Position in the company's organizational structure



*Figure 2 Job Position in the company's organizational structure*

This is the organizational structure of marketing department. Marketing Executive is the head of this department. He supervises the employees and makes major marketing decision. Marketing head deals with the planning and implementing marketing strategy which he assigns to the member of marketing department.

I worked as digital marketing and business intern in the marketing department under the supervision of digital marketing officer. My roles mostly included coordinating with marketing executive and assist the digital marketing supervisor in planning different market strategies, creating content for paid promotion and advertisement across various platform and portal. I had to coordinate with finance department to get the approval of required budget, communicate with head of marketing to implement the objectives of marketing and do their online marketing. I had to coordinate with almost all the member of company but I had to report my supervisor, digital marketing officer mostly where my supervisor used to work under the head of marketing executive to remain in the same page. Similarly, head of marketing executive coordinates with

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different department and worked under the Chief Executive Officer. My job position perfectly fit under the supervision of digital marketing officer as I wanted to observe different marketing practice of MedEx, strategies used in digital healthcare company and learn different marketing tools and skills. This provided me the best opportunity of meeting my objective of learning marketing in the digital world unlike traditional marketing.

### **3. Motivation to choose the company**

I had experience of non-profit organization, financial sector, and hydro power project in my previous internship. So, this time, I wanted to do internship in startup where I would be getting to work in every department, learning the different skills and experiencing all the ups and down of the company. Therefore, for this reason, I applied MedEx for internship. I applied MedEx also due to the fact that it based in Bangkok, therefore I can continue even during my stay in Thailand for my final semester in our central university, Siam University. I thought MedEx might be the good opportunity of getting experience in early startup and in abroad at the same time. I have no doubt that I had one of the memorable working experience. Though I was the business undergraduate student concentrating in Banking and Finance, I gained the real-world experience of working as a digital marketing officer. At the same time, I got many opportunities of applying the theoretical knowledge of Banking and Finance in marketing plus within the overall the organization as well.

### **4. Strategic Analysis of the Company**

For analyzing the strategies of the company, I have used the SWOT Analysis and Porter's 5 forces model.

#### **SWOT ANALYSIS**

##### **Strength**

Most of the team members are from health and medical background but good experience of working in business industry. Therefore, it provides the leverage in the company to take business decision.

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Its main office is in Thailand. Therefore, it becomes easy to coordinate with our partnered hospital which are mostly in Thailand. Similarly, its Nepal office is located in Thapathali, Kathmandu where two main Hospital of Nepal are situated: Norvic International Hospital and Propmaker Maternity & Women's Hospital. Therefore, our office being in the strategic location having the good footfall of the patients provides us the competitive edge.

Most of our partnered hospital are JCI and NABH accredited hospital. These standards help the MedEx in demonstrating commitment to quality healthcare in the eye of the patients.

MedEx has other complimentary vertical like online medicine pharmacy and Lab Service, Travel Insurance, Virtual Clinic

### **Weakness**

Since MedEx is a startup, therefore due to insufficient capital, after developing and testing minimum viable product, MedEx has not been able to fully scale its business according its capacity

Due to the lack up of human resource, again MedEx has not be been able to achieve its full potential.

MedEx doesn't have its own full stack developer and IT professional. Therefore, often time during the technical glitches, MedEx has to outsource for such technical glitches and new development

### **Opportunities**

Nepal has huge potential of medical tourism market with two largest population China being in the North and India in the South.

There is gradual development of virtual clinic, telemedicine, e-appointment, online pharmacy in Nepal. Therefore, MedEx can get take maximum advantage of this new development and growing general awareness of people.

Being partnered with JCI accredited and NABH Hospital across Thailand, Singapore and India, MedEx can provide full healthcare service for all kinds of diseases

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Being in the medical travel company, MedEx can expand its operation in the hotel, airlines ticket booking, selling international travel insurance and destination package sector.

### **Threat**

Due to the continuous political squabbling, there seems frequent changes in the government policy. For instance, many people started online pharmacy. However, now government has banned online pharmacy at least for now in the name of regulation.

Similarly, Nepali bureaucrat and policy maker are still conservative. Therefore, there is unnecessary strict government regulation. This has discouraged the medtech startup and technology in bringing the innovative technology and idea in the health industry.

Though situation has changed a lot since covid-19 pandemic, but majority of people still prefer conventional way of receiving healthcare facilities when they are instantly available with just one touch. For instance, even for minor case people visit hospital waiting hours for doctor consultancy when that service is virtual available with instant booking facility.

### **Porter's Five Forces Analysis**

The Five Forces model is widely used to analyze the industry structure of a company as well as its corporate strategy. It is used frequently used to measure competition intensity, attractiveness, and profitability of an industry or market. The five forces model analysis of MedEx is given below:

#### **1. Competitive Rivalry among the existing competitors**

The larger the number of competitors along with the number of equivalent products and services business offer, the lesser the power of a company. Conversely, when competitive rivalry is low, a company has greater power to charge higher prices and set the terms of deals to achieve higher sales and profits. There are many individuals who work as a agent for hospital but there are very few organized medical consultancy like MedEx which prime destination are hospital of Thailand, Singapore and India. In this aspect, MedEx has very few competitors in the Market.

## **2. Bargaining Power of Suppliers**

Regarding the bargaining power of supplier, we have partnered with JCI and NAHB accredited hospital and there are very few JCI and NABH accredited hospital in world. So, our partnered hospital has the leverage to negotiate the price on one hand. On other hand, it will incur great cost for company to switch to other hospital as it takes long time and cost before forming partnership. Therefore, since there are fewer partnered JCI and NABH accredited hospital and switch cost is quite costly, bargaining power of suppliers is quite powerful which is not positive to MedEx.

## **3. Bargaining Power of Buyers**

Since there are many people who want all the health service from one place at affordable rate with one call and touch, so there is large customer base. It isn't really difficult for MedEx to find new customer. Moreover, everyone needs health service at one point of time. Therefore, we can say bargaining power of buyers is quite low in this aspect which is positive for Medex.

## **4. Threat of New Entrants**

Regarding the threat of new entrants, it takes quite more time and cost for competitor to enter in the medical travel industry and health sector in Nepal. There is long documentation process, and have to fulfill many criteria to get approval from the ministry of health. At the same time, we have to sit many rounds of meeting to form a partnership with hospital, lab partners, pharmacy doing all the due diligence. Therefore, considering the time and money it cost, there is quite barrier to enter in the existing competition.

## **5. Threat of Substitute Products**

When it comes to threat of substitute products, clients and patient of MedEx has the alternative to the product and service of MedEx. They can directly visit the hospital, doctors but they will have difficulty in gathering all the information and get the all the service from one place.

Therefore, in this aspect, MedEx doesn't has the power to increases the prices and lock in favorable terms.

## **5. Statement of the report**

The importance of digital marketing has increased significantly than ever before. It is used to reach larger population effectively. Like in every other sector, it is also used extensively in healthcare industry. Digital marketing helps in the sharing of information allowing effective market promotion for goods and service at the same time whole company as a brand, using a diversity of digital channels (Girchenko & Ovsianikova, 2016). Unlike traditional marketing, advantages of digital marketing is that it is measurable letting know our cost and return on investment (Ištvančić, Milić, & Krpić, 2017).

Similarly, advantages of penetration and reach to target audience, direct to patient communication and cost effectiveness, digital marketing is used extensively even in healthcare industry as people use social media to find and share health information

## **6. Objectives of the study**

The main objective of this study is to examine the digital marketing practice in MedEx. Other objectives of the study are as follows:

- 1) To broaden the knowledge by learning different digital marketing strategy and tools
- 2) To observe different digital marketing practice in MedEx and healthcare startup
- 3) To provide suggestion for effective digital strategies and practices

This Co-Op report may serve as a guidelines and references for any students joining MedEx in the future for internship. This will also work as framework for the University to streamline their Co-Op program more effective in the coming days.



## Chapter 2: CO-OP Study Activities

### 1. Job Description

I worked as a digital marketing and business analyst in the MedEx. However, in the final month as per my request, I worked in all the department like operation and finance to experience the work flow of all the department and of overall organization.

### 2. Job Responsibilities

MedEx Nepal's Digital Marketing Intern will work closely with head of Marketing and team to develop the marketing strategies. He/she will be responsible to manage the websites of the company, conduct online marketing tasks, generate traffic, manage conversions, research, and capture data. In addition, intern will be present with the task of social media promotions, running campaign, SEO optimization and content management for the websites and social media.

Similarly, based on the caliber and learning prowess of the intern, additional job and task across the other department could be assigned for overall learning experience of the intern. The day-to-day responsibilities and activities during my internship are as enlisted below:

1. To plan and implement various social media strategies
2. To manage the content of websites
3. To plan the estimated budget for online and social media promotion
4. To perform Facebook and Google advertisement
5. To analyzed the effectiveness the online marketing measuring their insight and report
6. To manage the customer relationship through various platform like Facebook, Instagram, Website, Email etc.
7. To research and study the different digital marketing practices of competitors
8. To run social media and email campaign

Along all these responsibilities, I even worked in the finance and operation department for the smooth functioning of company. Therefore, my secondary responsibilities included:

1. To help in account keeping and auditing. For an example, I helped company many times, for tax filing and tax clearance from Central Bank, Nepal Rastra Bank as company often

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has business transaction with Thailand office therefore had to get tax clearance certificate before receiving permission for money transfer.

2. To draft the proposal, contract, MOU and schedule an interview with candidates and business professional

### **3. Activities in coordinating with co-workers**

Team members had been really helpful in the MedEx. Collaborating with co-worker, we launched KCM destination management project, Home Nursing Service for COVID-19 patient, recruitment platform for the medical personnel like Nurse, Health Assistant and Lab Technician. Similarly, collaborating with one of our partnered Hospital, Bangkok Hospital Phuket, we conducted offline event in Kathmandu related to Colorectal Cancer.

### **4. Activities performed and job process diagram**

For any organization marketing department is the crucial aspect of the organization. Especially, digital marketing in the health tech startup plays a pivotal role to reach to the potential customer and create brand awareness at the same time. Considering this MedEx has given utmost priority in digital marketing content to create awareness about its product and service at the same time among the people. Marketing department interacting with sales and Finance department, they make a plan, allocate the budget and tries to convert the inquiry into leads. The list of activities assigned by the Marketing department to me are enlisted below:

Planning and allocating the budget for promotion and advertisement over different digital marketing medium.

Being the student of Finance and Banking, I helped the Finance department in allocation the budget for promotion and advertisement. In fact, I estimated the budget that I thought would require for effective paid promotion and boosting post.

I made a marketing report on past performance analyzing the available data from insight and comparing it with the sales revenue to comprehend the effectiveness of marketing practices.

I made a marketing plan, strategy and choose the social media platform and online portal for effective marketing. For instance, we choose Online Khabar for which is one of the news

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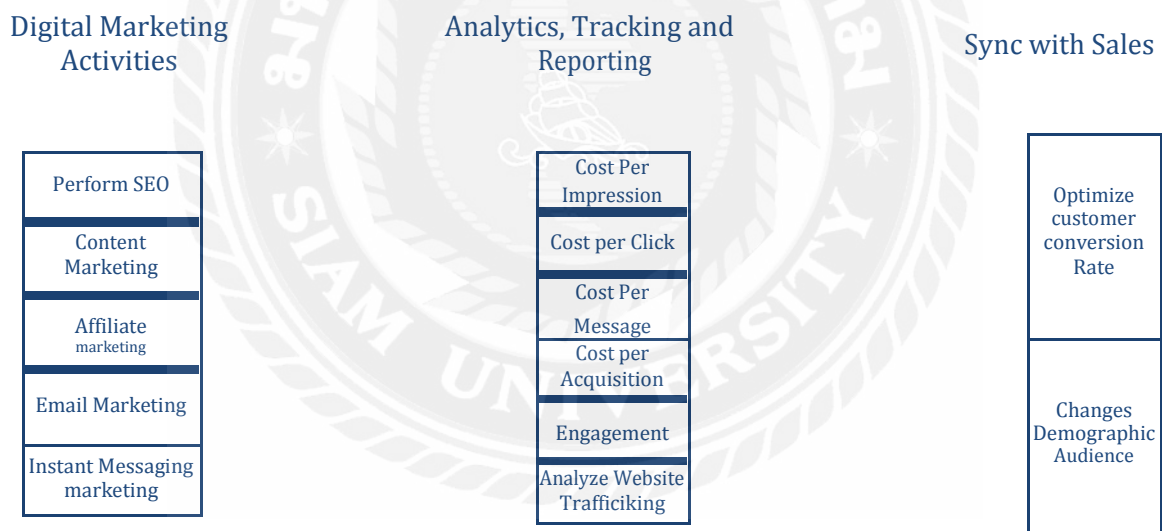
portals having a lot of customer engagement and traffic according to Alexa.com. Similarly, we choose LinkedIn for hiring new staff and employee.

I managed the content of websites. For instances, I updated all the profile of doctors and Hospital of our partnered Hospitals. I updated the content like blog and new information related to COVID-19 in the websites.

Similarly designing the post for Facebook, Twitter, LinkedIn to keep the customers and viewers engaged like Nurse Day, Cancer Day etc. with the help of CANVA

Similarly, I helped the organization to form a strategic alliance with Lab, Clinic and Diagnostic center in Nepal so that we can provide PCR Test, Sample collection and Doctors on demand location.

### 5. Job Process diagram of my position



*Figure 3 Job Process Diagram of my position*

## **6. Contribution made during internship**

I mostly worked as Digital Marketing and Business Analyst Intern focusing on digital content creation and promotion. I also received opportunity working in other department as well. As per my knowledge and capacity as a digital marketing intern, here are the contribution I made in the company:

After head of the marketing formulates the marketing strategies and plan, I made contribution by preparing the financial budget for different digital market medium and portal. My main task was to allocated the required budget for different social media platform like Facebook, LinkedIn, Instagram and digital marketing medium like Mass SMS marketing, email marketing, mobile marketing, online marketing on popular news portal etc.

Similarly, I made a contribution by creating content for various social medial platform to increase brand awareness, to keep customers informed and engaged. I assisted my supervisor in drafting content. After receiving the feedback and suggestion, I had to resend to designer who gives the final touch.

Another contribution was also in helping the company in analyzing the performance and effectiveness of different form of marketing, making final marketing report so as to improve the effectiveness of marketing next time. For that, I had to go through the insight of Facebook, Google, Website engagement and son on.

My contribution was also in maintaining customer and public relationship. I was responsible to reply the inquiry of message and comments of different social media. Similarly, receiving call and responding their inquiry, complaint, feedback through phone and email were also my responsibility. This also included informing client about latest product and service.

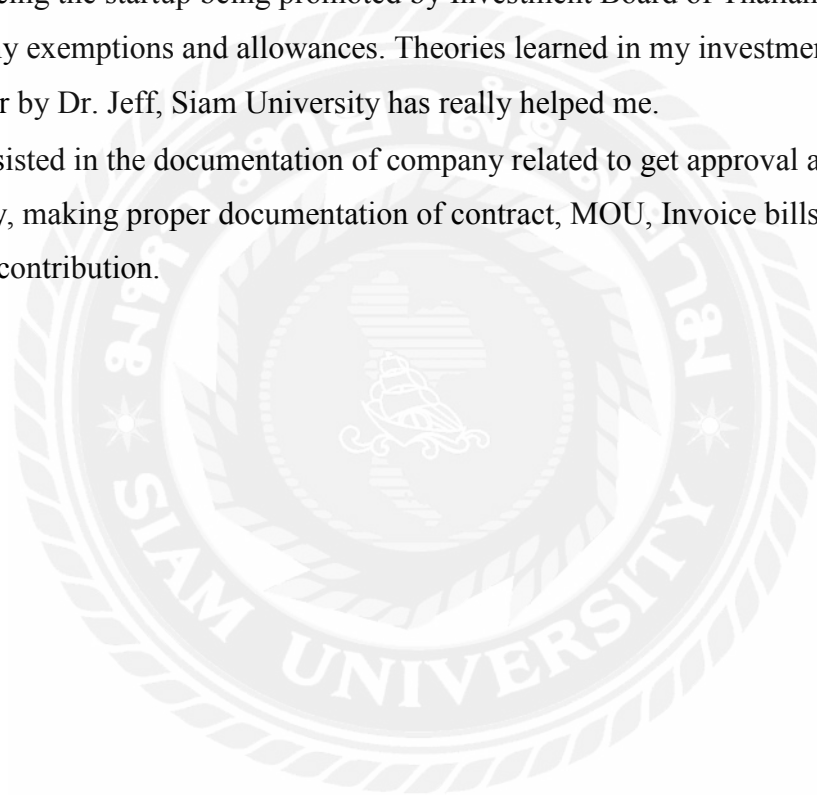
Another major contribution I made was in making strategic alliance and corporate partnership with hospital, lab, clinics etc. I had to attend the meeting, negotiate the terms and condition of MOU and finalized the contract ready for COE signing. During my internship, I was successful to make more than 10 partnerships.

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Likewise, gathering the data like name, contact number, email address of potential clients, partners and competitors were also the contribution I made in the company. These were really crucial to run mass email, SMS, mobile marketing campaign.

With these contribution under my job responsibilities, I also made other significant contribution which are enlisted below:

- I helped the company in financial recording and planning. This contribution perfectly matched with my major. Similarly, I helped the company in account auditing and tax filing. Being the startup being promoted by Investment Board of Thailand, company gets many exemptions and allowances. Theories learned in my investment class in the final year by Dr. Jeff, Siam University has really helped me.
- I also assisted in the documentation of company related to get approval and permission. Similarly, making proper documentation of contract, MOU, Invoice bills, Memo were also my contribution.



### Chapter 3: Learning Process

#### 1. Identification of problems encountered

Some of the challenges and problem of the company are enlisted below: -

1. **Lack of human resources:** Though MedEx is a startup and is in growing phases, however I always felt MedEx lacked manpower for smooth functioning of each department and overall organization. For instances, being a health tech company MedEx also lacked inhouse sufficient medical team members as most of the members were from business background. Similarly, it also lacked inhouse professional IT expert to regularly update, customize and add additional features in its website and apps.
2. **Centralized decision-making process:** Since MedEx has its main office in Thailand, therefore our CEO is also based in Thailand, therefore, some time it used to take more time than required for the approval of new project, signing of new contract and partnership.
3. **Lack of Robust IT technology and apps:** Though MedEx has its own application and online platform but they were not very robust and user friendly so that there was very less customer engagement. Most of the interaction with customer used to be over other different online and offline platform other than its own platform.
4. **Lack of proper accounting and financial transaction:** There used to be many transactions between the parent and subsidiary company. MedEx always lacked proper recording of financial and business transaction. For instances, due to lack of proper payment and gateway system in Nepal, all the advertisement cost over different platform like Facebook advertisement, Google and LinkedIn Navigation tools used to paid by our Thailand office which Nepal company normally used not to reflect in its account.

## 2. Solving the problems

The solution of the problems which I enlisted were solved in different manner as following:

To solve the problems of proper account recording and tax related problem, I found

1. Most of the Nepali startup don't use professional accounting software. However, being the student of finance and banking, I understand the importance of proper accounting and finance, especially for a startup when raising the fund. Therefore, upon my research, I found most of the corporate company using Accounting Rigo Software developed by Rigo Technologies. This had made not only accounting very systematic but also provided key indicators, ratios, figures for quick overview. Similarly, I suggested the company to hire a tax consultant. This has helped the company not only in providing recommendation, financial advice but also play the role of liaison with government agencies for preparing the documents and submission. Moreover, this has helped the company in negotiating the business deals and moves with client and associated organization, handling the legal affairs.
2. Centralized decision making always had been the main issue of the company. Therefore, after raising the issue, company did a review. If company's incorporation guidelines such as external stakeholders, law requires approval and sign of the top management, adds significant contribution in the profit of the company and has high business risk, central decision making requires in this case only otherwise business division can make the business decision. This has reduced long bureaucratic process, business rigidity and increased motivation among the employees to many extents.
3. To solve the problems of IT, software and mobile application, MedEx has made big investment to make them robust. In fact, MedEx is in the process of raising fund from Venture Capitalist. This will not only provide the sufficient fund to hire IT expert, software developers but will also provide the network of VC to best IT experts in the industry.
4. To solve the problems of human resources, MedEx had hired many full time and independent employee on contract. To hire them, MedEx greatly relied job on Facebook where it received many job applications. This had provided some relief to the company but most of these staff were mediocre and lacked motivation working in the startup

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company. Therefore, these hiring didn't solve the problems of human resources permanently.

### **3. Recommendation to the company**

One of the first thing I would recommend MedEx is to hire the competent staff instead of mediocre employee for smooth functioning of each department especially the medical and IT professional. They are really crucial for the success of company specially for health tech company.

MedEx has launched many pilot projects like online pharmacy, online recruitment platform for medical professional, online flight and hotel booking system. Therefore, I would suggest MedEx not to deviate from the core mission and objectives of providing simple, affordable and transparent health care service.

Most of the team members of the MedEx are fresh graduate who are young and energetic. Therefore, I would also recommend the MedEx to provide workshop, training for their overall professional development.

MedEx Nepal always many transactions with its parent company in Thailand. While transferring money back and forth, it cost huge financial burden for company in currency exchange and SWIFT transfer. Therefore, I would suggest the MedEx to hire tax consultant to avoid double taxation. Similarly, I would also recommend the MedEx to take the advantages allowed for being startup company promoted by Board of Investment of Thailand.

Most of the marketing of MedEx is based on digital marketing. Therefore, MedEx should put focus in offline marketing as well such as Sponsorship, Health Campaign, Awareness, Collaboration, and participation in the Conclave, Seminar, Symposium related to startup and Health sector.

### **4. Applying the knowledge from the coursework to the real-life working situation**

Though each year we had to do internship according the course requirement of Siam University but they used to be very brief. Therefore, all the learning of three years were mostly



theoretical. However, this four-month long internship experience gave me the ample opportunity to bridge the gap between the theoretical knowledge and practical knowledge. It also gave me the opportunity to apply all the learning in real-life working situation. For instances, entrepreneurship course helped me to understand the basic fundamental aspect of startup company. Similarly, learning from my marketing course helped me how to do the marketing of product and service to solve the problem customer are experiencing. Likewise, all the core course of fiancé and accounting helped me in the budget allocation for online digital and offline marketing. At the same time, it helped me to analyze the effectiveness of marketing and to measure ROI (Return on Investment). Apart from that, all the case study and presentation that we had done in college really helped me to enhance my analytical and interpersonal skills. Moreover, it helped me extensively while negotiating and making strategic alliance with corporate partner.

### **5. Special Skills and new Knowledge Learnt during the Co-op Study**

Some of the few new skills I learned during my co-op study period are as follows:

- Learned various digital marketing skills
- Learned web designing and websites management skills
- I also learned basic graphics designing skills for social media post development
- Project management skills with different project management software and tools like Trello, Quip and Air Table

Overall internship experience was very fruitful and productive. This internship had really helped me to recognize my potential that I can carry further and also my weakness that I need to work upon in the future. Working virtually for the two three months gave me the completely new learning experience working with different people in new set environment. I leaned various skills and tools which are required to work remotely and collaborate with team members.

One of my biggest learning experiences while performing my daily roles and responsibilities was digital marketing skills. Being from a non-marketing background - finance major – digital marketing was a completely new realm of subject apart from basic understanding of online promotion and boosting. However, this internship introduced me to the various

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fundamental of digital marketing such as Search Engine Optimization (SEO), Google Analytics, Content Marketing, Email Marketing, Video Marketing, Social Media Marketing, Affiliate Marketing, Inbound Marketing and many more. Therefore, these very concept and skills were definitely added as my caliber.



## **Chapter 4: Conclusion**

### **1. Summary of the Highlights**

My overall internship experience in MedEx was very fruitful. I worked as a digital marketing intern in MedEx from Sept 1 to Dec 30, 2020. As a digital marketing and business analyst, I learned and performed various duties such as developing digital marketing strategies, assist my supervisor in content development and handling different social media platform of company to maintain good customer relationship. My roles also include analyzing data and reports of mostly digital marketing to understand the effectiveness of it so as to improve in the coming days as well. I didn't limit myself only to digital marketing. I helped the company in the offline promotion and marketing as well. For instances, we organized the offline seminar with Prof. Dr. Art Hiranyakas, an internationally renowned experienced academic Colorectal Surgeon and Director of Bangkok-Phuket Colorectal Disease Institute of Bangkok Hospital Phuket, Thailand in Kathmandu on the topic Colorectal cancer screening and prevention. Similarly, I assisted the company in making strategic alliance and corporate partnership with many hospitals and partners. In the process I enhanced my analytical, communication and negotiation skills.

Besides learning the skills, this very internship experience helped me to put the theoretical knowledge and skills I have acquired over the four-year BBA programs into real working setting. According to the college degree requirement of Siam University, over the four years, I interned in hydropower project, think thank non-profit organization, capital market and health-tech startup. As a result, I got the opportunity of working in different sector and organization. This all has been possible due to mandatory internship by Siam University for which I will be grateful.

### **2. Evaluation of the Work Experience**

My entire 16 weeks internship experience was really fascinating. For the first time in my life, due to COVID-19, I got the opportunity of working remotely. This very new experience taught many new skills for me which are fundamental to collaborate and working remotely.

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Though I had some difficulty at the initial because of whole new environment and people. On the top that, I worked remotely and my job position was completely different from my education background. However, MedEx provided me the ample opportunities to learn the digital marketing practices, experience working in startup and learn the various aspect health industry especially in this pandemic. During this internship, I not only learned the digital marketing practices but also the different offline marketing practices and skills. Representing the company, I made many strategic alliance and collaboration with many hospitals, labs, doctors, agents etc. which were very crucial soft skills I leaned in my life. In the process, I not able to develop my leadership skills but was also able to enhance my analytical and communication skills profoundly. At the same time, I was enough lucky to get the working experience of different department like operation and finance beside marketing department. This rotation contributed in my overall professional development. In fact, 8 weeks internship each year in different sector and 16 weeks internship completely different from by educational background and that also over the various different department has definitely helped me to understand my potential, weakness and myself. For instances, it made me realized the importance of IT and digital marketing skills specially in the 21<sup>st</sup> century. The importance of this has increased even further after pandemic when everything has gone online and people spending almost 8-10 hours on an average on screen.

My whole internship journey was delightful and I am quite satisfied with my internship experience and performance. However, I do think I could have done much better had I leaned the skill and joined the MedEx. Nevertheless, I want to thank MedEx for providing me the opportunity and also all the team members who helped me directly or indirectly during my internship period. The invaluable experience I gained in MedEx will really help me wherever I advance my career.

### **3. Limitations of the Co-op Studies**

There were certain limitations while preparing the report which are enlisted below:

- Due to the COVID-19, I joined the office remotely for the first two months. Therefore, I couldn't experience the real work environment and culture of the company properly for the first tow month.

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- Being from finance background, initially I had difficulty in web designing and web management. Similarly, I also lacked digital marketing skills. Therefore, it took me some time to be familiar with technicalities and complete the assigned task in due time.
- Due to COVID-19, I have worked both times in first and second waves of pandemic in the frontline attending office physically when whole Nepal was in lockdown. Therefore, seeing the constant collapse of entire health system and patient in front of eye, there were many times I had mental break down. One of our office members even got COVID-19 positive. Therefore, I might not have performed my duties as per my abilities.

### **4. Recommendation for the company**

Some of the recommendation for the company so that Co- Op work could be improved for others or improve the work process for anyone joining my position or at company where I intern are as follows:

- I would recommend the MedEx to provide orientation, induction for intern so that it would help them to collaborate with other team members without any hesitation.
- I would recommend the MedEx to provide training, workshop before handover any project. This will really help the intern for successful execution of the proposed project and assigned task.
- Similarly, we should always collect the feedback and review from intern about the effectiveness of internship. If there exist any kind of miscommunication or lacks conducive environment, company can always work upon to improve.
- Final year students come to internship taking most of all the course from finance, strategic management, marketing to human resources. Therefore, I would suggest the any company to provide internship experience in each department for overall development of the intern.
- If students or intern believe that they can lead the project, they shouldn't hesitate to request for leadership. For instances, when there was no any direct commercial flight between Kathmandu and Bangkok, I took the initiative and coordinated with Thai Embassy in Nepal, ASQ hotel in Thailand, International Insurance companies, my Thailand office to send the KCM students and other international student of Thailand to

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Bangkok. In other words, handing the project makes the intern more responsible towards their responsibility. This also help them to examine their leadership, organizational, analytical skills.



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## Appendices

The advertisement features the logos of Vejthani Hospital and MedExMart at the top. Below them is a screenshot of a video conference with four participants. To the right is an illustration of a doctor with a stethoscope and a tablet. The main text reads "Tele-consultation Doctor On Demand: Vejthani Hospital". At the bottom, it includes the website "MEDEXMART.COM" and the price "STARTING AT RS.2,500".

Figure 4 Tele-consultation services provided to patient

The advertisement has a red and purple background. It features the MedEx logo in the top right corner. The main title is "MEDICAL TRAVEL SEMINAR". Below the title, it says "Join us to learn about MedEx services and attend Colorectal Cancer Webinar." and includes a "REGISTER NOW >" button. A circular inset shows a speaker in a white lab coat presenting a slide with a diagram of the human digestive system. The "Speakers" section lists:

- Prof. Dr. Art Hiranyakas**, M.D., Ph.D., FACS., FASCRS., Director of Bangkok-Phuket Colorectal Disease Institute
- Mr. Pedrenelle Padilla Maniquiz**, Senior Marketing Manager, Bangkok Hospital Phuket

The "VENUE" is listed as "Bikalpa Art Center, Pulchowk 03, Lalitpur, Nepal". The date and time are "30th January 08:00-11:00 AM".

Figure 5 Seminar conducted on Colorectal Cancer at Kathmandu





Figure 6 Some of the glimpse of social media post designed

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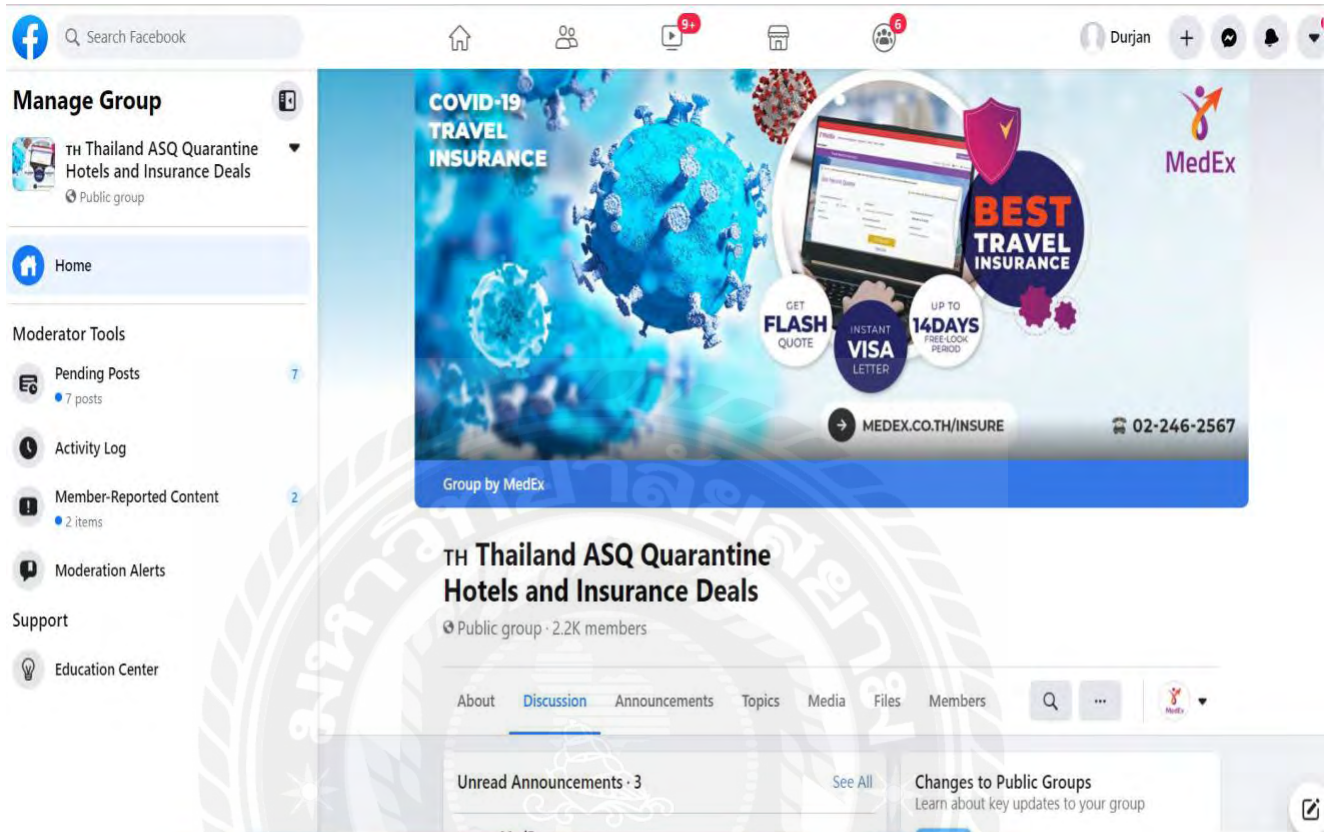


Figure 7 ASQ Quarantine Hotels and Insurance Services provided collaborating with Thailand Office