



## **COOPERATIVE EDUCATION REPORT**

**The Effect of Covid-19 and Brand Management of Project A**

**WRITTEN BY**

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**This Report Submitted in Partial Fulfillment of the  
Requirements for Cooperative Education  
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**Title** : The effect of covid-19 and brand management of ProjectA  
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We have approved this cooperative report as partial fulfillment of the cooperative education program semester 2/2020

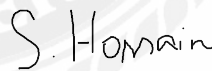
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Project Title : The effect of covid-19 and brand management of ProjectA  
Credits : 6  
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### **Abstract**

In this internship report, I'm going to write and reflect on the interactions and events I've experienced and the things I've learned over the entire internship period. For example, the activities or tasks that I carried out or took part in as well as the difficulties and limitations that I faced during the internship. In addition, a general overview of the company, Project A and the review of its marketing activities.

The main objective of this report study is to learn, enhance, and utilize the theoretical skills learnt in classes in professional settings; to evaluate organization's research efforts to create a brand; to evaluate the organization's promotional and marketing activities. I was assigned to work as an intern in the marketing department with the company. My main responsibilities were related to branding, development of marketing strategies and campaigns, research and planning events.

With this internship program, I gained a firsthand experience of the working environment, and application of theoretical principles to real world problems. I learnt that the problems are resolved by doing in depth market research, competitor analysis, and effective planning. Through this matter, I also got to learn about professional skills such as honesty, integrity, working under pressure, working to learn in a team together and trusting other members to do their jobs properly which is very necessary for future career growth and profession. Also this program made me more positive and enthusiastic with respect to expectations for future job prospects.

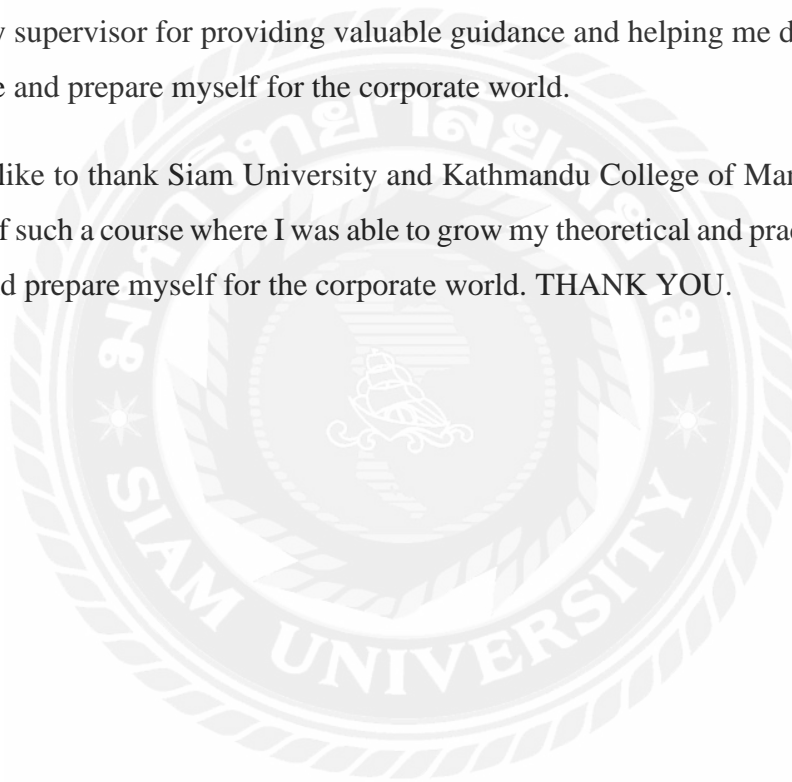
Keywords: internship, theoretical skills , working environment , growth ,responsibilities.

## **Acknowledgement**

This internship opportunity I had with Project A was a great chance for learning and professional development. Therefore, I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this report. I would also like to extend a special thanks to my final year project supervisors, Miss. Laling Lama (KCM Supervisor) and Aj. Rashminda Attanayake (Siam Supervisor) for the help, stimulating suggestions and encouragement, in order to coordinate my project especially in writing this report.

I would like to convey my heartiest thanks to all the people of Project A, especially Mr Ayush Dhoj Bista, my supervisor for providing valuable guidance and helping me develop my skills and knowledge and prepare myself for the corporate world.

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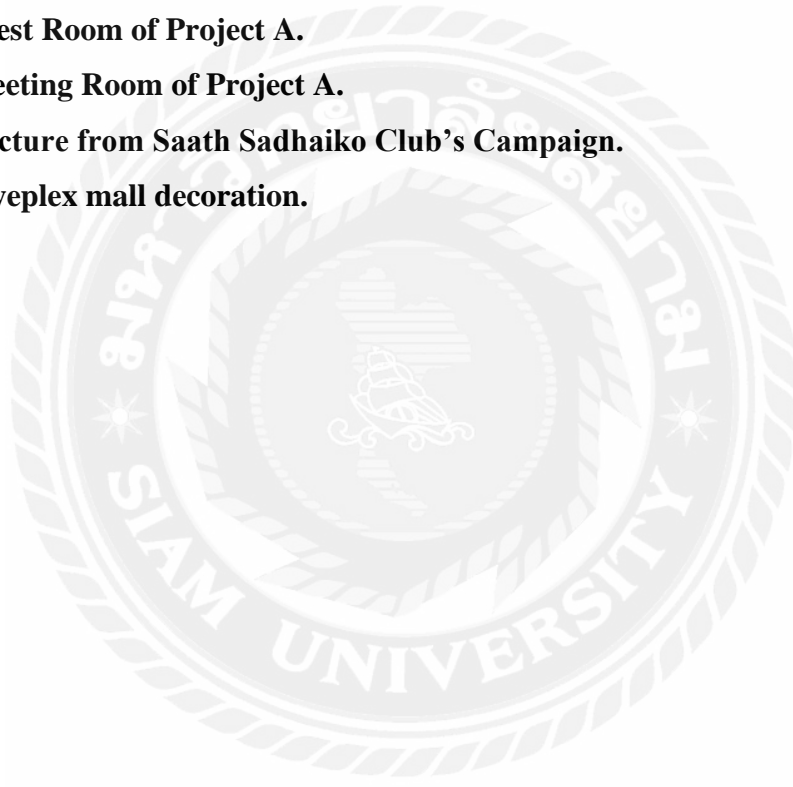
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## Chapter 1 INTRODUCTION

### 1. Company Profile

Founded in 2012, Project A Pvt. Ltd is a strategic marketing consultancy focused on research and is far more than just traditional marketing. It aims to direct the marketing industry from a short term clinical information dissemination process to a longer term loyalty relationship between company and its customers by telling stories and using content to build brand. It is gradually gaining popularity in the Nepali marketing scenario to design audiences that engage marketing campaigns, advertisements, innovative prototypes and activations that create a stable base for consumer branding. It is a research and consultancy services company carrying out responsibilities to projects with a new motive of striving to go beyond project boundaries. The company approaches each service with innovative approaches and broadminded orientation.

Project A believes that every brand has its own story to tell. They believe that every organization has a goal and they want to help them grow by working closely with its clients, understanding their motivations behind the business, performing market research to explore the customers, and eventually creating brand techniques to create perfect brand identity. The company is actively brainstorming ideas and dissecting the findings of market research in order to introduce fresh marketing strategies, which is quite a challenge because the market in Nepal is weighted down with the old marketing techniques. The company works on the principle that combination of research and creative brand placement often results in something beautiful.

**1.1 Mission:** To change the marketing and advertising scenario of Nepali market with fresh ideas, new designs and disparate approaches.

**1.2 Vision:** To create happiness by telling brand stories and helping achieve their goals.

**Brand Slogan:** “Your Strategic Partner”





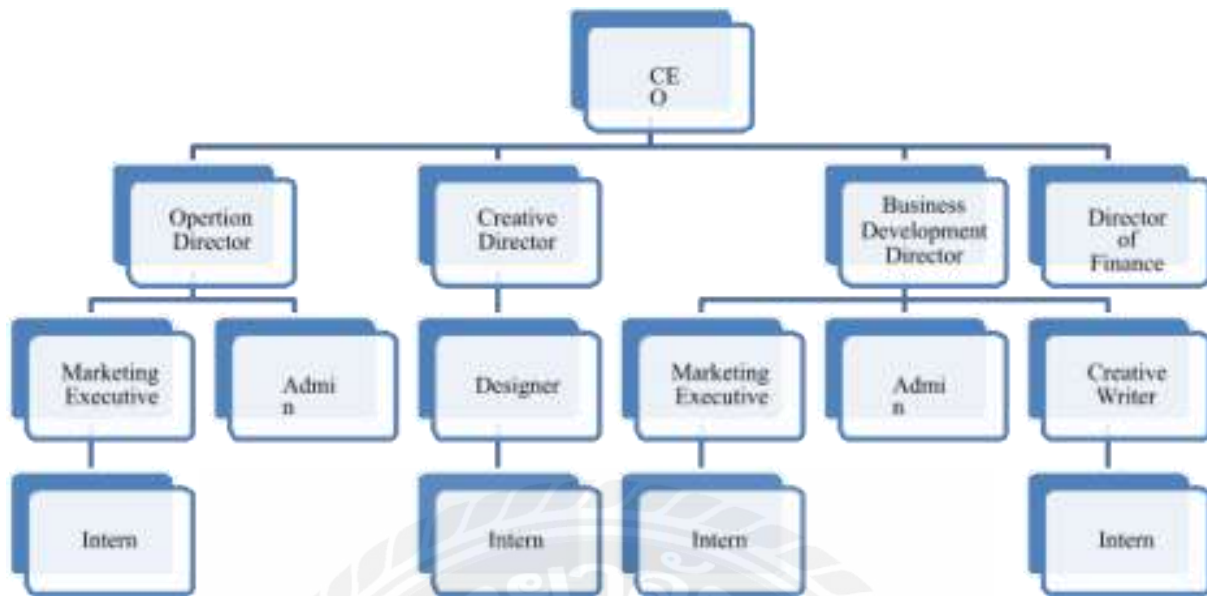
**Figure 1: Brand Logo**

### **1.3. Strategies of the Company**

**Services:** Project A is specialized in branding but it also addresses the needs of their other clients including event management, marketing and research described in detail

1. **Marketing:** Project A trusts in the study of experts. They are a team of trained professionals who are responsible for evaluating, through extensive analysis, what motivates customers and for bringing forward market development strategies.
2. **Branding:** Project A is of the view that branding is investment. As a strategic partner, the organization takes everything on its shoulders to make its clients stand out. They make sure their customers are heard and heard right. The team of seasoned and young Project A members tailor their client's unique needs and cater to them with the utmost professionalism and craftsmanship.
3. **Research:** Before beginning any project, the Project A team aims to lean towards the business position of the client to see what others have overlooked and to incorporate the findings. Research is an important part of any service rendered by Project A.
4. **Events:** Project A assumes that incidents are often unique. They make sure that every event is soulfully tailored to fit their client and the brand of their client. They take it as a challenge when Project A takes up a case. A challenge to make it unique and make those moments cherish their clients.

## 2. Organizational Structure



**Figure 2: Organizational Structure**

### 2.2 Job position

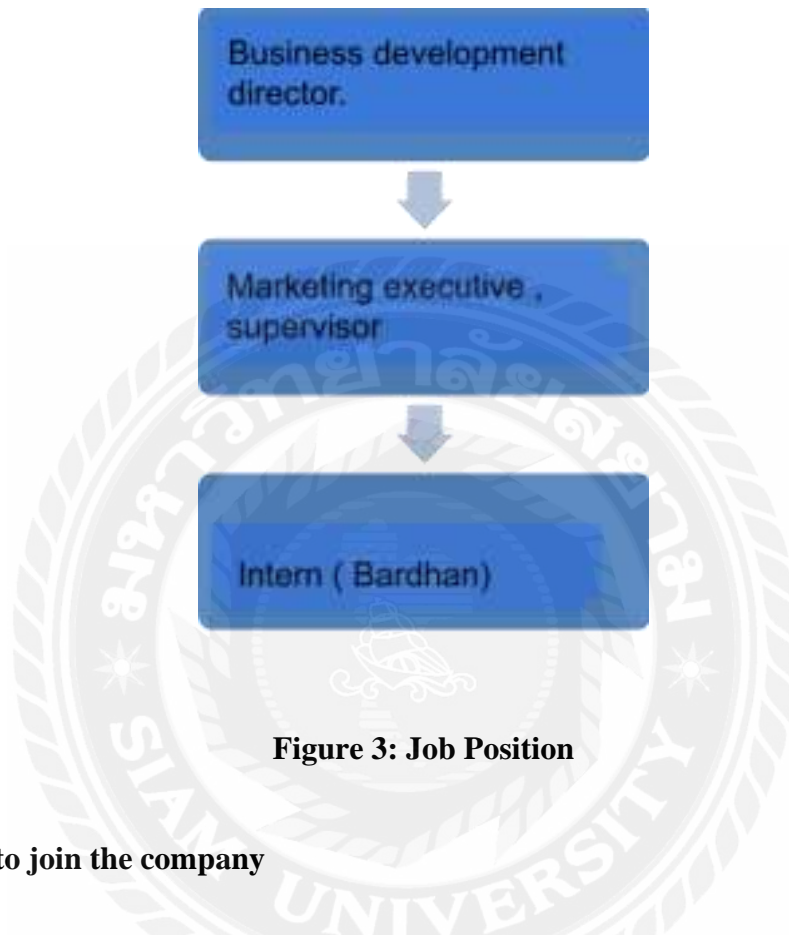
As an intern, I was given a variety of tasks and responsibilities. I, too, was in charge of coming up with ideas about how to reach the digital space, as well as overseeing Paddy's activities (Below the Line). United Insurance was the client I was assigned to.

We had a four-person team in charge of developing digital and Seveso activities. I was able to complete the task successfully because I had a good understanding of social media and how to accomplish the desired goal once. My supervisors in the publicity and branding department have supported me.

I have had to perform analysis by gathering information on competitors' products and services, as well as conducting focus groups and customer interviews, or gathering data through surveys or questionnaires. The marketing team then analyzes the data to decide what changes or enhancements can be made. For instance, I ran a survey on the brand world connection. I've been focusing on marketing content design and manufacturing. I've assisted in the management of client social media sites that necessitate innovative thinking in order to increase interaction and brand awareness. I was in charge of coordinating the weekly

campaigns for the Sath Sadhaiko Club. In addition, I was in charge of developing various slogans and taglines for various brands such as United Insurance, Winston, and others.

### 2.3 Job position in the company's organizational structure.



**Figure 3: Job Position**

### 3. Intentions to join the company

Firstly the main intention to join project A for internship is to fulfill the requirements of Cooperative Education (internship) as part of my BBA program, to have experience in the cooperative world and also to equate the real scenario with the lessons learned.

Secondly I have always been interested in three things which is marketing ,event management and branding, This is the main reason why I choose the company project A. Interning in project A and majoring in marketing in BBA has taught me many things and I got to learn and know more about the broader terms like advertisement, branding, retailing. Kathmandu college of management itself excels in developing students to compete in the cooperative world by organizing events like Inter College Music Competitions, Rise Of Tycoons, NMS, Basketball Bash etc. By participating in these events I knew I had developed an interest in marketing , branding and advertisement. Since we had to do our internship for the 7th semester and I was

looking for a company that would help me gain practical and broader knowledge regarding advertisement , branding and marketing , just then project A caught my eyes. I've heard about Project A from my seniors and professors before and they highly recommended it.

Project A is gaining prominence in the Nepalese market and catering to many renowned clients. After learning this I was inspired and motivated to join this company so that I could use my theoretical knowledge in the cooperative world. Getting involved in the major events organized by Project A will also help me gain experience in the real world and on a wider stage.

#### **4. Strategic analysis**

##### **SWOT ANALYSIS:**

- **STRENGTH.**
  - ProjectA is one of the most reputed companies in the business, although it is a new company it has a good reputation.
  - In a competitive world projectA still manages to keep its customers intact and has more loyal customers like winston , Worldlink etc.
  - Project A provides good quality work to all its customers.
  
- **WEAKNESS.**
  - Since project A is new in the business, it has limited clients.
  - Project A focuses on only limited activities so it provides only limited services.
  - Since Project A has limited employees, its communication system is slow.
  - When ideas are generated within the company by the employees it takes a long time to finalize the idea because it has to go through a long process in order to avoid any mistakes.
  
- **OPPORTUNITIES.**
  - Advertising connects the consumers with the market available. With the greatest market being online , companies are adapting to new technology to capture a larger audience.
  - Government contracts are used when an organization seeks to do business

with the federal government , Project A is in talks with the government to grasp the opportunity to work with the government.

- Project A helps its employees to develop and train within the company in order to keep its employees for the long term.

- **THREAT.**

- High competition from other advertising agencies.
- Not only advertising companies , all the companies in Nepal face the same threats with the change in law.
- Most of the small companies do not require advertising.
- Changing regulation affects many businesses in different ways.

SWOT Analysis			
<b>STRENGTH.</b> <ul style="list-style-type: none"><li>- Excellent reputation.</li><li>- Loyal customers.</li><li>- Quality work.</li><li>- Strong compliance.</li></ul>	<b>WEAKNESS.</b> <ul style="list-style-type: none"><li>- Small client.</li><li>- Limited services.</li><li>-Communication</li><li>-Slow processes.</li></ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>-New technology</li><li>-Government contracts.</li><li>-certificates.</li><li>-employee development training</li></ul>	<b>THREAT</b> <ul style="list-style-type: none"><li>-competition</li><li>-Changing law.</li><li>-Less demand in certain industries./</li><li>-Changing regulations.</li></ul>

**Figure 4: SWOT Analysis**

## **5. Objective of the study**

There are three main objectives for doing this internship. They are:

### **Brand management of Project A.**

The main statement of the report is to know how brand management activities have been carried out by Project A. I understood the logic behind the organization's brand management after many observations during the period of internship. Project A taught me that brand management is one of the most important pieces to fueling a company's growth. It is important

to understand what tactics and strategies help companies continue to develop brand visibility and take it to the next level. It is important for all the departments to work together to make the branding great. Also proactive employees being responsive and sharing content can help keep the level of transparency and positivity flowing and eventually helps develop brand trust. During my internship with this company I was really fortunate to be part of the great team.

## **2. An overview of the company and work environment.**

Project A has been designed for clients who want us to handle their production directly. Project A can set up shoots in the most effective way possible , using freelance directors or , when appropriate , our own in-house talent. By using industry standard equipment we are sure that the final product will be not less than a huge WOW.

## **3. Experiences provided by project A.**

Internship is an absolutely important course for specialization in the field of marketing. The most important element of internships is that it helps in integrating classroom knowledge and theory in practical application and skills developed in professional or community settings. Doing an internship at Project A gave me an experience in the career field I want to pursue. This opportunity prepared me with what to expect in this field of marketing and also helped me increase confidence in the work. Moreover, I learned to build professional networks, learned to develop skills such as communication, leadership, problem-solving, and teamwork.

The global epidemic of COVID-19 has brought the world to a standstill. This epidemic affects all segments of the population and is especially harmful to members of those social groups in the most vulnerable circumstances, and continues to impact communities, including those living in the city. Older people, people with disabilities, young people and indigenous peoples are living in poverty. The pandemic may lead to an increase in inequality, exclusion, discrimination and global unemployment in the medium and long term.

The pandemic impacted industries, schools, health facilities and socialization. The closing of colleges, universities, study programs, and several other corporate institutions and homes has led to virtual alternatives, such as online courses, working from home. However, companies are already struggling for well over a year since working from home cannot achieve any of the company's goal targets, and they will still have to make up for their losses. Similarly, the current coronavirus pandemic has significant consequences for Project A. The main issue

facing Project A is the cancelation of marketing activities and further postponement.

Sath Sadhaiko Club (Winston) is one of the Project A's main clients, from the past several years Project A has been organizing Holi events every year for the club. Holi is the festival of color that celebrates the beginning of spring. Project A would plan the event and make it grand year after year, it has also had several preparations for the Holi event this year. Models were hired, place for the photo shoot were booked, they also had all the gifts hampers read, and the venue was also all set. All the promotional activities and campaigns for the event had already been done; we were all waiting for the main event to take place, but due to the risk of CoronaVirus, the government did not allow for such a major event for the safety of the public. Therefore, all the efforts and energies put in for this grand event was gone to waste. Sath Sadhaiko Club also had another program in mind, and project A was to organize an event for college students on entrepreneurship.

I was responsible for designing and presenting a plan for the event to several colleges and restaurants for the venue. Also we had prepared proposals and many plans and other programs related to the event, but this was all stopped because of COVID-19.

Project A will face various challenges, such as thinking about creative and innovative marketing strategies and activities that will direct business through this new normal, and will have to cope with market shifts due to the economic effect on all sectors of industry. Evaluating the organizational options and obstacles posed by strategic planning in an atmosphere of complexity, defining ideas and solutions to address customer desires and demands, concentrating on innovative and strategic initiatives, and using social media effectively to get back on track.

Now coming to brand management of project A, after many observations during the internship time, I grasped the rationale behind the organization's brand management. Project A has taught me that brand management is one of the most critical components of the company's growth. It is crucial to understand what approaches and strategies enable the business to continue building brand awareness and take it to the next stage. It's crucial for all departments to work together to make branding amazing. Proactive employees who are sensitive and share content will help maintain a degree of openness and positivity and ultimately help create brand trust. I was very happy to be part of a great team during my internship with this organization.

Internship is a very important course for training in the area of marketing. The most critical feature of internships is that it leads to the incorporation of classroom experience and theory into practical practice and skills gained in professional or group settings.





## CHAPTER 2 : CO-OP STUDY ACTIVITIES

### 1. Job Description and responsibility

I entered Project A as an intern and worked under the Marketing and Branding Department. I participated and engaged in all of the ongoing projects and made suggestions on the basis of my theoretical experience received at the university. I worked under the guidance of my supervisor.

There have been several tasks and responsibilities assigned to me as an intern. Like me, I was responsible for the creation of ideas about how to enter digital space, as well as the activities of Paddy (Below the Line). The customer I was assigned to was United Insurance.

We had a team of four who were responsible for the creation of digital and Seveso activities. I was able to accomplish the mission effectively because I had a strong understanding of social media and how to achieve the desired objective once. Also I was assisted by my supervisors in the marketing and branding department.

I also had to do some research by collecting information on goods and services of the competitors, and also conducting focus groups and customer interviews, or gathering data using surveys or questionnaires. The information obtained is then analyzed by the marketing team to determine what changes or improvements can be made. For example I conducted a survey on the brand world link.

I've been working on the design and production of marketing materials. I have helped manage client social media platforms that require creative thinking to boost engagement and brand awareness. I was responsible for organizing the Sath Sadhaiko Club's weekly campaigns. In addition, I was responsible for brainstorming various slogans and taglines for different brands such as United Insurance, Winston, etc.

I also performed market analysis and research on the latest trends, assisted with day-to-day administrative tasks, designed and implemented new ideas for social media campaigns, tracked the social media accounts of different projects A clients for trending ideas and feedback, prepared detailed promotional presentations, helped coordinate and host events,

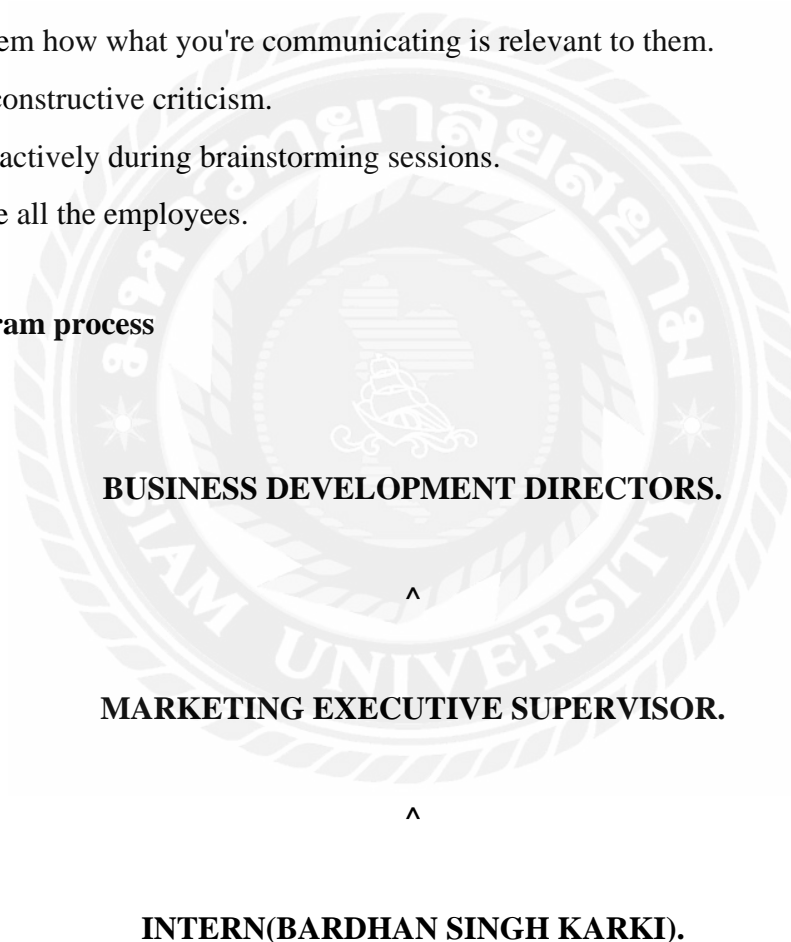
researched and evaluated the competitor brand.

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

During my Internship, the most important role for every co-workers was communication. Project A creates a healthy and professional environment where it also provides challenges as well as looking after their co-workers. Few activities in coordinating with co-workers are

- Build and earn trust.
- Tell them how what you're communicating is relevant to them.
- Offer constructive criticism.
- Listen actively during brainstorming sessions.
- Involve all the employees.

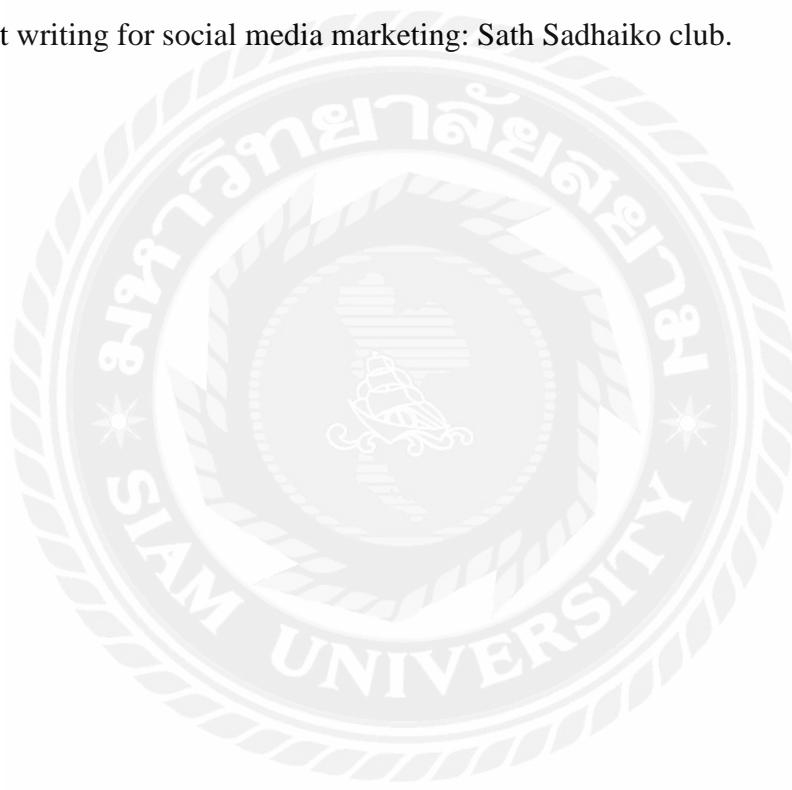
## **3. Job diagram process**



**Figure 5: Job Process Diagram**

#### 4. Contributions as an Co-Op Student in the Company

- Competitor Analysis of B&B Hospital and World Link.
- Developed social awareness campaigns for B&B Hospital- Breast Cancer, Corona.
- Assisted in organizing and managing an online Event by Sath Sadhaiko Club.
- Program Scheduling for different events and campaigns.
- Developed tagline and newspaper advertisement content for Innovation Hive.
- Arrangement of online meetings with clients.
- Developed entrepreneurial event for Sath Sadhaiko Club.
- Made event proposals- World Link.
- Content writing for social media marketing: Sath Sadhaiko club.



## Chapter 3 LEARNING PROCESS

### 1. Problems/ Issues of the Company

#### 1. Limited services.

- One of the main problems in project A is that they provide limited service to its clients unlike other advertising agencies.

#### 2. Limited clients

- Since project A is new in the market , it has very limited number of clients ( vespa, worldlink , winston , eyeplex mall etc)

#### 3. Slow processes

- The internal processes to pass the generated ideas took a long time to finalize, because it had to go through many unnecessary protocols.

#### 4. Communication barriers.

- Communicating and coordinating has been one of the main concerns, the messages and the ideas generated in the brain storming session were delivered late.

### 2. How I successfully solved the problems

The first challenge I had at the beginning of this internship was to get to know the new team. Knowing the actions of the team member, their working environment, working conditions, and how to handle the behavior of each team member. I got along really well with the team members within a week, engaging with them and expressing my personal interests, and vice versa.

I also realized at the beginning that the working environment is overly serious and professional. In such an environment, I found it difficult to ask questions because of the fear of being judged. And because of this apprehension, I made mistakes while preparing a powerpoint presentation (format) and preparing a marketing plan for Winston. But later, I was corrected and guided by my supervisor, and eventually I became comfortable with the team.

It was during my early days, when I was assigned to carry out various marketing tasks, such as promotions for different brands, I used to take a lot of time due to lack of awareness and

trust in the working process. Later, I learned various working processes from my boss and submitted my work on time.

It sometimes becomes very stressful to come up with different designs, unique and out-of-box marketing concepts, as well as ideas that no one has noticed before but the flexible working environment of Project A has greatly helped me to cope with such stress.

## **2.1 Problem solving with examples.**

### **Example 1:** Adapt to an online platform.

Due to the pandemic our country went into a lockdown phase so many business houses had to operate on an online platform. So I was a bit worried because I had zero experience in attending online meetings such as (zoom or Google meet ).Thanks to my supervisor Mr Ayush Dhoj Bista , he was able to guide me and now I am able to conduct meetings with our clients without any hesitation.

### **Example 2:** Difficulties in preparing promotional ideas and activities for Eyeplex mall

Eyeplex mall is one of the main clients of Project A. The mall is located in New Baneshwor, Kathmandu. It is a new mall and it has not even been a year since the mall opened. The mall is facing many challenges because of its location, fear of viruses and also the size and structure of the mall. Due to this there are not many customers who know the mall and there is a lack of customer footing. Because of these problems Project A has been hired by Eyeplex mall to make customers conscious about and visit the mall.

According to the research and past records the main visits of the customers in the mall were during main holidays and celebration events like Dashain, Tihar, Christmas, New Years and Valentine's Day. But the customer number would eventually decrease after all those main events were over. And because of lack of customers, the mall stores were having trouble. As an intern I was assigned to research and find different innovative ideas and ways to have the customers inside the mall. Then me and my team came up with different customers involving ideas and activities such as spin the wheel, night market and proper sanitation etc.

The main challenge here for me was to come up with the solutions for the issue and solve it. Since many ideas failed because we had to make the customers maintain social distance just

to be on the safe side. We did a lot of research and brainstorming after that to come up with more feasible and practical ideas. The concept of spinning the wheel was accepted because it needs less space to function; also the customers could win something that would create benefits for both the customers and the mall. Moreover, I also got a lot of help and guidance from my supervisors which made my job a lot easier. With their help I and my team designed the whole concept of a night market. And finally this idea got selected.

### **3. Recommendations to the company**

- Project A should expand their services to its clients.
- Project A has a young team so it is difficult to direct them to specific objectives due to lack of experience.
- Project A should advertise their services. The more brands discover our work , the more likely that those brands in the future will work with us , thus Project A will have more clients.
- All the employees under project A should know which brands we are linked to and keep in touch with them,in order to track their individual and organization progress.

### **4. Things learnt during the internship period**

I have learned many things from this internship, Project A is an outstanding organization in terms of its facilities. It is one of the most promising marketing consultants on the Nepali market and has the potential to grow their market share by overcoming their shortcomings, improving the satisfaction of their clients and by doing their best to maintain quality services. Things I have learnt during my internship periods are as given below:

- Learned that team spirit is a powerful tool to solve problems.
- Learned that technology is one of the major factors to minimize the operational cost and increase the efficiency.
- Learned the clients are the greatest assets of any organization and the organization should focus to maintain a favorable relationship with them.

- Under the direct supervision of an experienced marketing representative I learnt how to collect, research, and analyze data.
- Learned various skills i.e. communication skills, leadership skills, presentation skills, interpersonal skills, research skills, etc are essential for a professional career.

## **5. Special skills and new knowledge learnt**

During my internship at Project A, I was jointly directed by all staff to acquire in-depth marketing expertise. Project A learning atmosphere was fun and excellent. The key lessons I learned during my internship are therefore set out as follows:

- Experience plays an important role in areas like content writing, design, social media, and, many more, in order to handle any marketing challenges. With expertise, a track of record and reference list is necessary to be more effective and make campaigns successful. Also proven strategies that work will make sure businesses will be in good hands.
- Creativity is another key tool for marketing or branding, thinking outside the box. Creative skills are important to come up with innovative campaigns and tactics in order to attract audiences in a new way. Creativity is the oxygen in marketing, it is important in all aspects, from understanding and collaborating with people, to making sense of brand challenges, and coming up with solutions which will build brands, as well as landing a sale. The most efficient way to generate many ideas is to involve every employee in the idea creation process as they may have unique insights that can lead to creative ideas. Steps that I learned to boost creativity are: soliciting ideas from every employee, short listing unique ideas, selecting and executing winning ideas.
- Prioritizing clients by creating successful campaigns is very helpful in the longer run. Project A fosters healthy relationships with their clients, by putting their client's needs before their own. When the client's business engagement and revenue improves, so does the firm's (ProjectA). The marketing team should be full of passion and enthusiasm in order to drive force behind the campaign, strategy and technology. It needs to be willing to take risks to launch bold action plans which can achieve the

biggest impact. It is very important to keep updated with the latest gadgets, knowledge about the latest trends.

As marketing is an industry undergoing changes, firms should have a passionate team that moves with the flow to bring the best strategies to the table.

- Project A uses marketing software, these software helps in analyzing data to check what strategies are effective, where improvements can be made, what techniques need tweaking. Data, measurements, and analytics are vital components because they track whether the campaign or other initiatives are effective. Analytics are used to measure the outcomes of marketing actions to drive better conversion rates and enable better decisions for success.

##### **5. How I applied the knowledge from coursework to the real working situations**

- Overall this internship has been very helpful and rewarding for me as I learned many things during my six months stay at Project A. Needless to say, the technical components of my work aren't perfect and might be improved with more time. During my time at Kathmandu college of management , we had a workshop of microsoft excel and word , so I was able to apply my skills of microsoft excel in my internship , to keep track of our clients and daily work progress of Project A. The next thing that I learned was giving presentations, so I was fortunate enough to represent Project A and give presentations to our clients through an online platform (zoom). The presentation was regarding the company's long term plans and vision , and how to go about the advertisement of a specific product.



## CHAPTER 4 CONCLUSION

### 1. Summary of Highlights of CO-OP Studies in the Company.

- In summary, this internship was a fantastic and fulfilling experience. I can say that my job at Project A has taught me a lot. Needless to say, the technical components of my work aren't perfect and, given enough time, may be improved. I discovered my strengths and shortcomings, I acquired new skills and knowledge; and I met a lot of new people. Many of my learning objectives were met, however some of them were not met to my satisfaction due to unforeseen circumstances. I've met and networked with so many people, and I'm confident that I'll be able to assist with future chances. I am grateful for my time at Project A, and I am committed to apply the skills I learned there in my future endeavors.

### 2. Evaluation of the Work Experience

- This internship has been an excellent and rewarding experience. I can conclude that there have been a lot I have learnt from my work at Project A. I have been able to meet and network with so many people that I am sure will be able to help me with opportunities in the future. This internship has prepared me for the workforce by providing me with an opportunity to build my experience, and it served as a launching pad for my career. Therefore, I learned several professional skills during the period which is as follows:
  - The importance of accurate and timely communications demonstrates professionalism, respect, and dedication to customers and peers.
  - Interaction with the team has a huge effect on productivity.
  - People appreciate face to face contact. It not only provides a better answer to the inquiry but also opens the door to more personal and respectful relationships.
  - Learned about the importance of finding out project expectations and spending enough time on a project to do excellent and through work exceeding requirements.

- Project A has an incredible culture. All employees including interns are treated as value adding members of the company. It taught me that corporate culture matters.

Project A taught me many valuable lessons; I am grateful for my time there and I am determined to implement these lessons in my future practices.

### **3. Limitation of my CO-OP Studies.**

- As we all know about the serious pandemic which hit the world and created global crises. Due to this crisis people around the world are adopting social distancing and lockdown as a safety measure to control the virus.

In Nepal, the government imposed a lockdown twice due to which the company had to close its operation for a few weeks during my internship. Because of the widespread use of the virus, I had to switch to working from home. This unfortunate pandemic had caused me valuable time which would have been devoted to learning and understanding through the internship even better. The lockdown imposed by the government hit the company hard as we had many upcoming events, I was looking forward to learn many things from the events but all our efforts went in vein and all the events during that time had to be cancelled.

During the lockdown we had to work from home so I lost the opportunity to learn many technical stuff related to advertising and digital marketing.

### **4. Recommendations for the Company.**

- Project A should expand their services to its clients.
- Project A has a young team so it is difficult to direct them to specific objectives due to lack of experience.
- Project A should advertise their services. The more brands discover our work, the more likely that those brands in the future will work with us, thus Project A will have more clients.
- All the employees under project A should know which brands we are linked to and keep in touch with them, in order to track their individual and organization progress.

## Bibliography

Project A . (2016). Retrieved from Project A: <http://projecta.com.np/>



## APPENDICES



Figure 6.



Figure 7.



Figure 8.

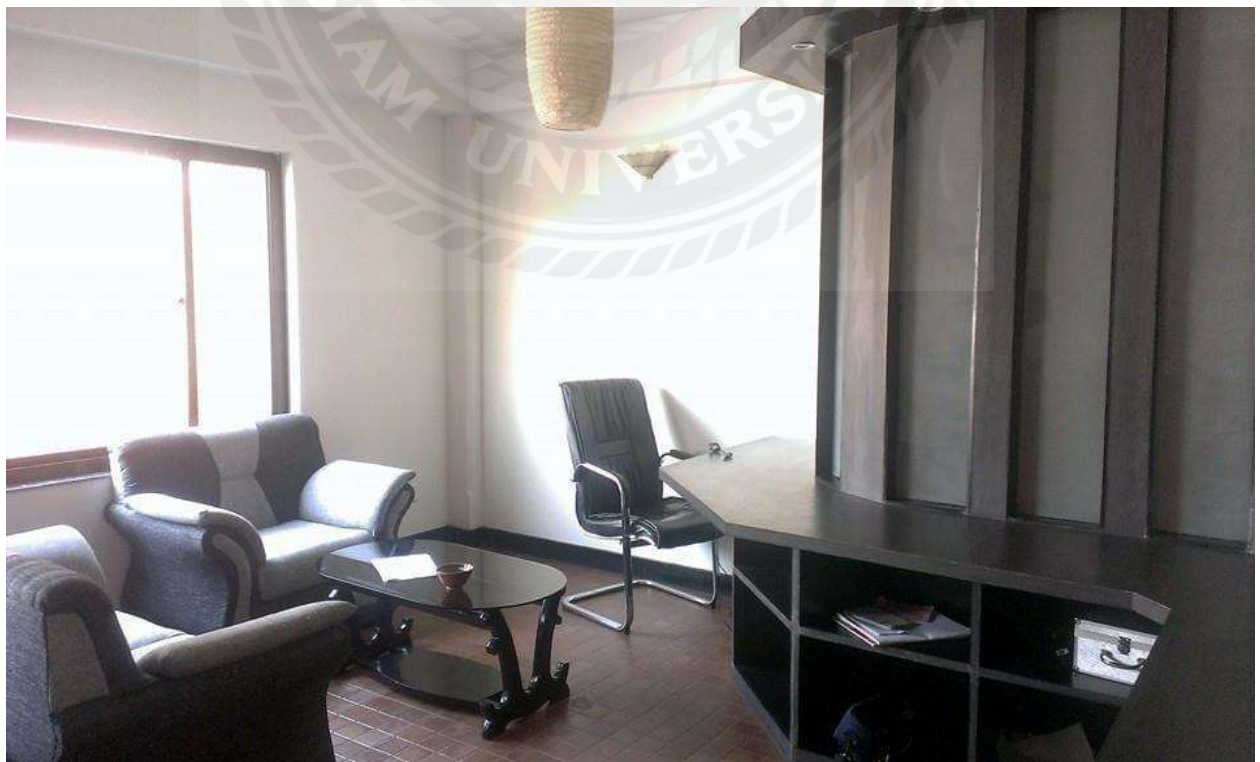




Figure 9.



Figure 10.



Figure 11.





Figure 12.

