



## **Cooperative Education Report**

### **Using Social Media for Marketing a Startup during a Pandemic : A report on Nochini**

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This Report Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration  
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**Title:** Using Social Media for Marketing a Startup during a Pandemic: A report on Nochini

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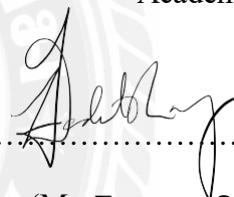
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2020.

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**Project Title:** Using Social Media for Marketing a Startup during a Pandemic: A report on Nochini

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**Degree:** Bachelors in Business Administration

**Major:** Marketing **Faculty:** BBA - **Academic Year:** 2017/21

### **Abstract**

This Cooperative report entitled “Using Social Media for Marketing a Startup during a Pandemic: A report on Nochini” incorporates details about the marketing department and operational system of Nochini Pvt.Ltd. Nochini Pvt.Ltd. is the market leader in naturally pressed juice in Nepal.

The major objectives of the study include: (1) to apply theoretical knowledge in regards to marketing activities into practice (2) to understand the role of the marketing department in the company. (3) To understand how the company used social media to create a brand for itself (4) to gain the knowledge to carry out operational activities.

With the company, I was assigned to work as the Marketing Officer for a span of 4 months (17/08/2020 - 17/12/2020). My main responsibilities included social media management, customer relations, social media campaign, content plan, handling operations, feed input data for marketing plan, analysis of data and research. Upon the completion of the internship, it was found that the problem was resolved by help of team members, finding alternatives as well as with the means of practical learning and theories concerning consumer behavior, brand management, sales and innovation. In this matter, I was able to learn more about demand patterns, customer handling, operational management, and innovating oneself to build client relations through digital platform, relation management with vendors.

**Keywords:** Startup, Marketing, Social Media, brand management, knowledge.

## **Acknowledgement**

I would like to express my gratitude to everyone who gave me an opportunity to explore and complete this internship.

First of all, I would like to express my indebted gratitude and special thanks to Ms. Tsewang Sadutshang and Mr. Sonam Shrestha who took time out to hear, guide and keep me on the correct path, and allowed me to carry out my internship. Without their guidance, encouragement, feedback and suggestions throughout this internship, this internship program would not have been worthwhile. I would like to thank the entire team at Nochini Pvt. Ltd. who are always there to listen, answer my queries and help me with everything possible. I am also so thankful for the healthy working environment which made my experience at Nochini very productive and fruitful.

I would like to extend my deepest gratitude to Siam University and Kathmandu College of Management for incorporating 16 weeks of internship as a part of our curriculum which has helped me enhance as well as realize my capabilities.

### **Important note:**

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

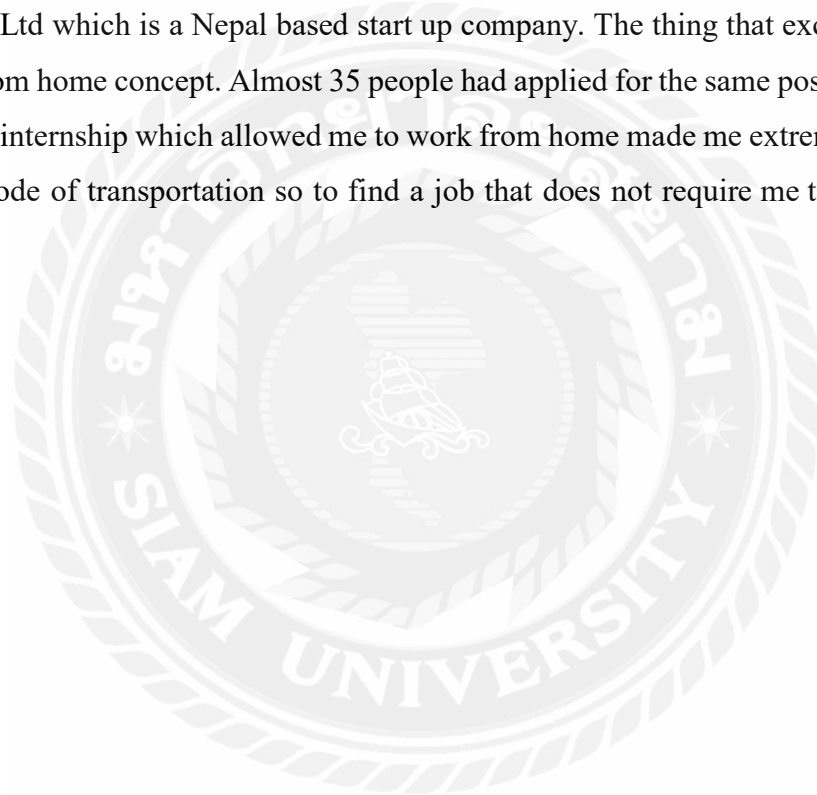
Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus. It was first found in the city of Wuhan, China in December 2019. The virus is mainly transmitted through droplets from the coughs, sneezes or breathing of an infected person.

The spread of COVID-19 didn't begin to show in Nepal until the end of March. However, seeing the situation all around the world, the lack of immunization, highly infectious nature and numbers of people returning from different countries, Nepal government announced a lockdown from March 24, 2020 onwards as a precautionary measure.

We were still in our 6th semester when our college had to be closed. As our course was not complete we had to start taking online classes. We were supposed to go to Thailand as an exchange program for our 7th semester however due to the high rise in the number of cases as well as the uncertainty of the current situation our semesters were switched and we had to start our internship by August. Even after the partial lifting of the lockdown the situation wasn't any better.

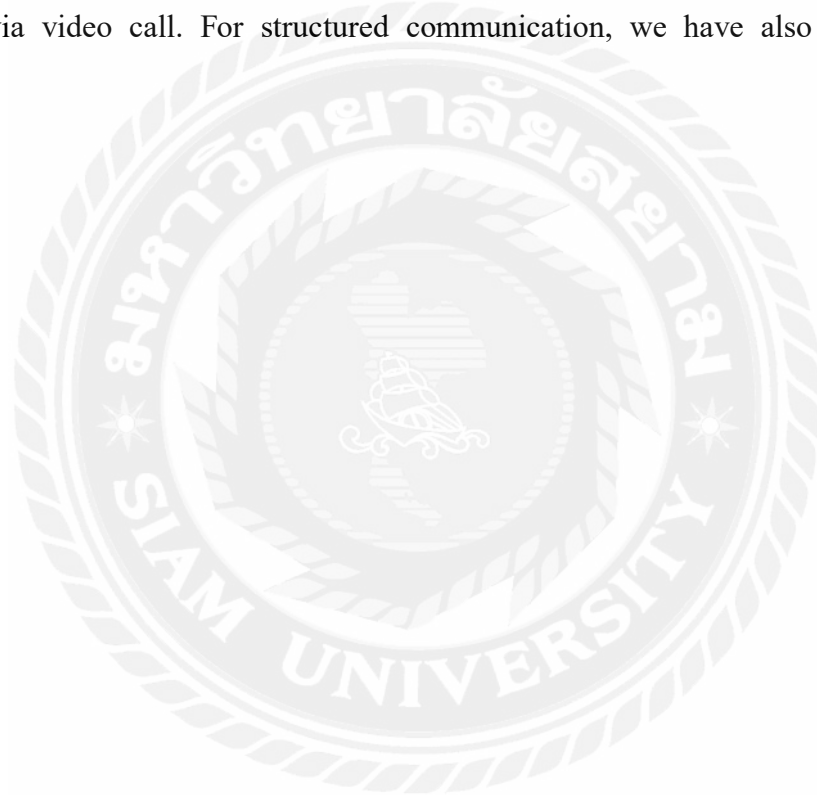
In Midst of a global pandemic and economic downturn it was very difficult to find good internship opportunities when most companies were either shutting down or already conducting redundancies. During my second year I was working in OYO, I had to leave due to my hectic schedule but I was always welcomed back. I always had an option of going back there and working in a multinational company, but in June 2020 OYO shut down their company in Nepal (due to the current situation).

Not finding the right kind of internship which would excite me was taking a toll on me and my confidence. I did not want to spend 4 months doing work that I did not enjoy . I saw a vacancy for Nochini Pvt.Ltd which is a Nepal based start up company. The thing that excited me the most was the work from home concept. Almost 35 people had applied for the same positions but finding out I secured an internship which allowed me to work from home made me extremely happy. I did not have any mode of transportation so to find a job that does not require me to go



out was a huge relief.

Since our internship time was right at the middle of the virus-induced chaotic period, we were compelled during the lockdown to adopt a Work from Home work style. We had two compulsory meetings a day to provide improved coordination and workflow. 1) Stand up meeting scheduled at 11.30 a.m. to summarize what we worked on the previous day to mention our day's work goals and to ask whether the work of any department overlapped with another or for cooperation. 2) Check-in meeting scheduled for 3.30 pm to summarize what we have achieved, the work completed during the day and to list our next day's work goals. All of the meetings were conducted using Google Meet via video call. For structured communication, we have also used Slack and Whatsapp.



## List of Acronyms

KCM: Kathmandu College of Management

BBA: Bachelors in Business Administration

COVID-19: CoronaVirus Disease

OYO : On Your Own

IMC : Integrated Marketing Communications



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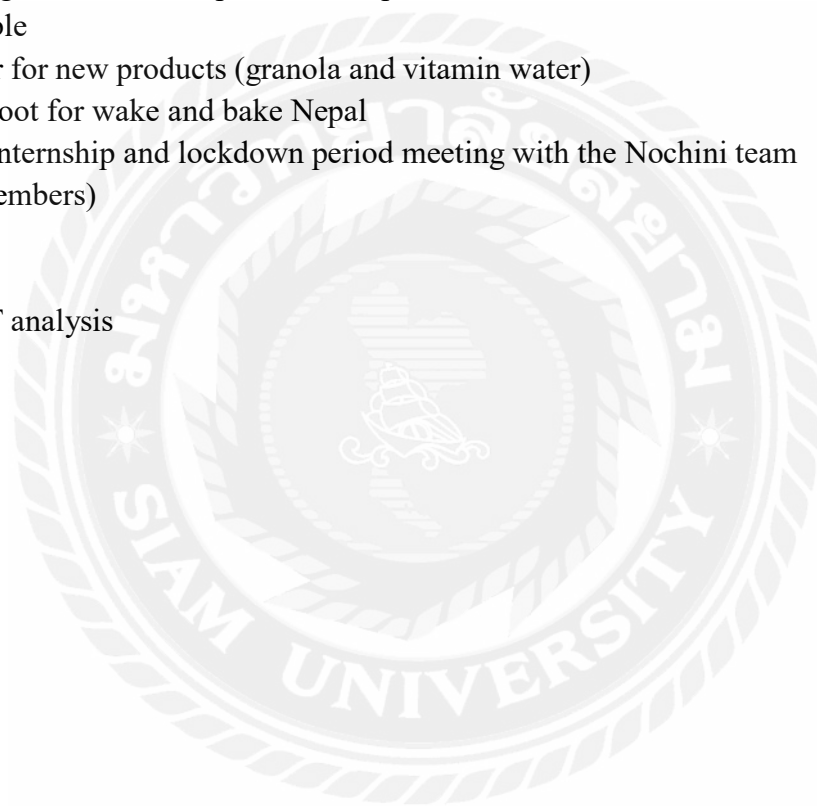


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## Chapter 1: Introduction

### 1.1. Company Profile

Nochini is the first and only company in Nepal that produces cold pressed drinks with all natural ingredients. The company was founded in July of 2018 when the co-founders (Ms Tsewang Sadutshang and Mr. Sonam Shrestha) had the vision of offering healthy and nutrient-dense juice to Nepali people. The co-founders identified a significant gap in the Food & Beverage market: there were very few healthy alternatives and customers were willing and able to pay more for them.

Nochini has expanded from a few pop-up booths at Saturday markets to 27 dedicated points of sale around Kathmandu. Despite the fact that supply in brick and mortar stores has been momentarily disrupted, they have seen a significant rise in online orders, notably on their website and social media.

Nochini now offers eight juices and four smoothie types, all of which cost Rs.308 (prices have increased owing to COVID-19). There are other cleanses for persons with specific requirements. Nochini is sold in a few department stores and movie theaters, but it is mostly sold online and through social media and also via a few ecommerce websites. Nochini believes in the power of digital marketing, thus they place a strong emphasis on social media, a well-designed website, and content marketing.

Nochini is now the market leader in naturally pressed juice, and its product selection is expanding to include breakfast cereal and infused water.

They've just developed a granola line (Wake and bake nepal). There are three varieties available right now. It's a collaboration with Pad2go, a for-profit company that addresses issues like sanitary and menstrual hygiene. Both organizations joined together because they have a desire to give back to society, and as part of the CSR initiative, a percentage of the profits from sales will be utilized to help fight anemia.

Nochini takes pleasure in being a conscientious manufacturer who promotes environmental and health-related issues.

### Vision and Mission

Nochini Private Limited has set a clear vision and mission.

## Vision

- ❖ To be Nepal's leading brand of healthy consumable items. by developing health-related items. With the goal of encouraging healthy eating habits across the country by providing less processed, all-natural ingredient-based products. The company focuses on quality, sustainability and authenticity.

## Mission

- ❖ To develop products and communities that assist people in being healthy. The company's goal is to create products that are both delicious and nutritious. It strives to serve those who have a strong desire to live a healthy lifestyle.

## Strategic Analysis of the Company

### SWOT Analysis :

|   |   |
|---|---|
| <b>Strength</b> <ul style="list-style-type: none"> <li>• 1st and only cold press juice brand</li> <li>• Product quality</li> <li>• Brand name</li> <li>• Loyal customer base</li> <li>• Work culture and Team</li> <li>• Ability to sell products online</li> </ul> | <b>Weakness</b> <ul style="list-style-type: none"> <li>• Limited shelf life</li> <li>• Dependency on local produce</li> <li>• Cost flexibility is limited</li> <li>• Transportation cost</li> </ul> |
| <b>Opportunity</b> <ul style="list-style-type: none"> <li>• Collaboration with other brands</li> <li>• Expanding juice market</li> <li>• Increasing awareness of importance of health and wellness</li> <li>• Diversification</li> <li>• Fundings</li> </ul>        | <b>Threats</b> <ul style="list-style-type: none"> <li>• Easy for new companies to enter the market</li> <li>• Competitors</li> <li>• Uncertainty of market</li> </ul>                               |

Table 1 : SWOT analysis

- **Strength :**

- **First and only cold press juice brand :** Nochini has the first movers advantage. They were the first to enter the market and introduce this new method of making juices. They were able to make a name for themselves as a 100% natural , no

preservative added juice brand. Due to their product quality and this reason they were able to have a cult following,

- **Product quality:** No added preservatives and sugar were a major plus point for the brand. Along with only using organic ingredients helped gain the trust of the customers.
  - **Brand name and loyal customer base :** Serving quality products, increasing visibility via social media, various events, movie halls and department stores Nochini has managed to make a name for themselves in a short period of time. People committed to healthy living and people wanting to break their unhealthy lifestyle cycle are very loyal to the brand. Producing high quality products and being very sustainable at the same time helped in having a loyal customer base.
  - **Work culture and Team :** Nochini was started by two very healthy conscious and highly motivated people with the aim of contributing in making the community healthy. A good balance between having the same goal for the company and at the same time having contrasting opinions. This helped them diversify their ideas and come up with new creative plans. Young and highly motivated founders who value others opinions, are willing to listen to others, are open to new ideas and always have the hunger to grow/learn has helped the company grow. The team working for Nochini are also very like minded people, who are always willing to help one another creating synergy. With a healthy work culture the productivity level automatically increases. Flexible timing, openness to new ideas and a non toxic work environment is a major strength for the team to produce better results.
  - **Ability to sell products online :** Having an online presence has really helped Nochini in reducing promotional costs. Having a young target audience who are very much active online has helped them grow as a company. They have their own website and are available on major ecommerce sites of Nepal from where a lot of orders are placed. Especially during the pandemic when they stopped selling in department stores and theatres they relied heavily on online selling and promotion.
- **Weakness :**

- **Limited shelf life** : Nochini is a 100% natural product with no chemicals or preservatives which has one set back which is having a limited shelf life. The juices have to be consumed within 2 days of production whereas the smoothie has to be consumed within a day. The products have to be stored in the refrigerator at all times. This could be a problem for a few consumers who would like to have a stock of the products in their homes. Harder to sell the products in departmental stores and increase transportation costs ( delivery of new fresh products every 2 days)
- **Dependency on local produce**: As the only ingredient required for the production of the juices are fruits and vegetables, there is a high dependency on the local vendors. During the pandemic especially it will be harder to find all types of fruits and lockdown could lead to them not being available.
- **Cost flexibility is limited** : The products are priced at Rs.308 which is quite high for the average population as the bottle size is 250ml. Even though the company has a niche market and loyal customer base, the pricing is a major reason for potential new customers to be hesitant to try the products.
- **Transportation cost**: As Nochini does a lot of business online via its own website and social media, they have to deliver the juices to the customers. The delivery cost is Rs.150 which the customers have to pay. This could be a discouraging factor to a lot of customers and new curious potential customers who aren't willing to pay 150 for delivery charges.
- **Opportunity**:
  - **Collaboration with other brands**: Nochini is constantly looking for new ways to grow. They have a lot of potential for diversification. Recently they have partnered with Pad2go to produce a new granola brand. This helped increase customer base, brand recognition and good will of the company as the granola brand ( Wake and bake nepal) focuses on giving back and supporting a good cause. Nochini can collaborate with other companies, health and fitness centers or even influencers ( bringing out a special juice/ smoothie for the celebrity) . There

are countless opportunities when it comes to collaborations.

- ***Expanding juice market*** : The concept of cold press is relatively very new to the Nepalese market. The market is still in its initial phase and there is a lot of room for the market to grow. Due to recent events people have become very health conscious and prefer organic products which is a major plus point for Nochini.
  - ***Increasing awareness of the importance of health and wellness*** : People are becoming very health conscious and are willing to pay an extra buck for organic healthy products. Nochini with aggressive marketing could tap into this new trend as the company is all about healthy living.
  - ***Diversification*** : Nochini is a beverage company, they have recently branched out into producing food items (granola) and are also planning on bringing out vitamin waters. Nochini is constantly trying to expand their market. As their major focus is health and wellness they can branch out into various directions like clothing or an eatery etc. With a highly motivated and ambitious team that they have they could branch out into different markets.
  - ***Fundings*** : Nochini is a startup with limited funding and a good mission. Nochini also has a very promising track record so far which makes it a very attractive company for investors. There are a lot of funding programs and competitions which could help the company with capital. Nochini was started for a good cause not just focused on profit and is a new concept in itself which could help them get fundings. With having a good CSR aspect behind its wake and bake nepal granola brand and its partnership with a social venture Pad2go could help in landing fundings.
- **Threat:**
    - ***Easy for new companies to enter the market*** : Nochini is the first and only cold press juice company of Nepal as of now. As they grow more in the market people will want to enter into the market as they will realize it's a lucrative business. A big company with lots of funds could enter the market or an international cold press company or even a completely new company/startup. Wake and bake is the granola brand of Nochini. It has big competitors like Kelloggs and small businesses of Nepal. It is easy for people at home to start a new granola business as the initial

cost is not high. As it isn't very hard to enter the market it becomes a major threat for the company.

- **Competitors** : Even though Nochini is the only cold press juice company in Nepal there are a lot of juice companies in Nepal. Kombucha is a probiotic tea that has started gaining a lot of popularity even though it is not a direct competitor but because it also focused on a healthier life a lot of customers/ potential new customers could be drawn towards it . There is a new cafe named detox nepal which could give a lot of competition to Nochini as they also focus on healthy lifestyle producing healthy shots and they could start selling cold press juices as well. A lot of big juice companies could also expand their product line and add cold pressed juices to it. Granola itself has tough competition from its substitute goods oats and muesli. There are a lot of big players in the market who have higher capital, more promotions, shelf space and visibility. A lot of cafes also make their own granolas.
- **Uncertainty of market** : Nochini is primarily a juice company. Juice business flourishes during spring but mainly during summer. The market is pretty stagnant during winter. The company has to earn enough to sustain itself during the peak season itself, as the sales during autumn and winter are low. Even though the pandemic has made people very health conscious and believers of only eating organic food, it has affected Nochini due to health and safety issues. The lockdown halted the production completely, even when the lockdown was a bit lenient. Customers were wary of purchasing the juices due to the risk of exposure to the virus via delivery guys, fruit vendors and the makers themselves. The company themselves halted production due to the risk for the juice makers. The uncertainty in the market causes a lot of problems, sometimes the fruits/ vegetables do not arrive on time in the valley due to various reasons which directly causes problems for the company as they can't produce juices

## 1.2. Organizational Structure

Nochini Pvt.Ltd. is headed by Mr. Sonam Shrestha and Ms. Tsewang Sadutshang, the co-founders. The workforce may be marginal relative to companies as it is a start-up. The group may lack in size, but with multitasking and branching out to single handedly look at various

departments, they make up for it. The organization has 7 team members. Mr. Sonam Shrestha leads the Finance and Operations Department whereas Ms. Sadutshang leads the Marketing Department. Mr. Dipesh Raj Pandey is the Chief Information Officer. He handles the technical aspects of the company. Mr. Manish Shrestha is the accounting officer who looks after the company accounts and governmental registration. Ms. Ashwini Thapa Magar is the Business Development Officer who looks after the research and development, operations, communication and marketing department. Ms. Tathata Manandhar is a marketing intern who creates Marketing Insights, writes blogs and conducts research. Mr. Nima Sherpa is the logistics officer who commutes all the deliveries and pickups. Myself, Ms. Riya Karkee was appointed the Marketing Officer who handles social media marketing, conducts KPIs and creates marketing campaigns.

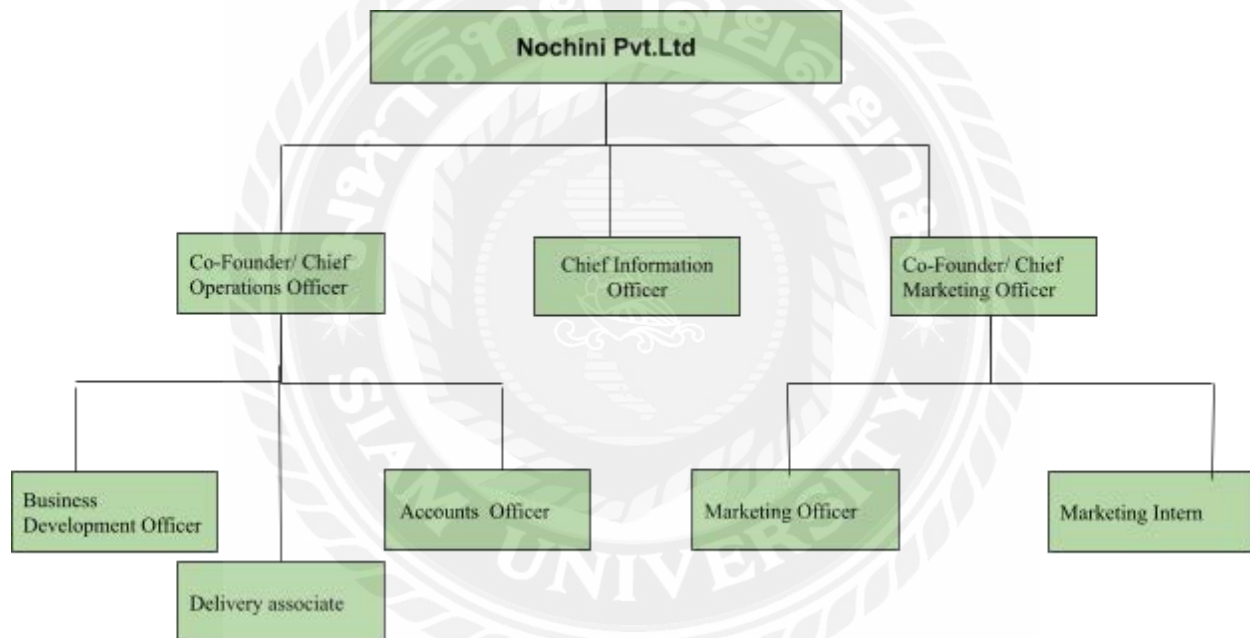


Figure 1 : Organization Chart

### 1.3. Statement of problem

The main intentions of joining NoChini Pvt. Ltd. are as follows:

- To get deeper insight on social media marketing
- To understand how the company identifies the market demand
- To understand the challenges faced by the company, especially the marketing and sales aspect.
- To get better knowledge about branding



- To be involved in process of handling logistic and operations
- To improve my interpersonal skills
- To expand my theoretical and practical knowledge
- To understand the work culture and work flow of Nochini Pvt. Ltd.

#### 1.4. Objectives of the study

- **Broad Objective**

The major objective of working in Nochini was to complete the requirements of the course developed by SAIM University and KCM as well as to know how startup companies operate and function.

- **Specific Objectives**

- To understand the marketing concepts of the organization
- Applying the theoretical knowledge I have acquired in college to practical experience in the organization.
- To get an insight about the scope of the business in Nepalese market.
- To recognize the activation of marketing strategies to build brand awareness and sustain consumer loyalty.
- To help increase my knowledge and experience .
- To expand and encourage innovation through collaborating with other team members and under managers

#### 1.5. Scope of study

This report is based on my internship period at Nochini Pvt. Ltd. This report covers the roles I performed and the experience I gained as the Marketing Officer of Nochini Pvt. Ltd. This report also covers how the marketing department operates and what are the important aspects to keep in mind in the department.

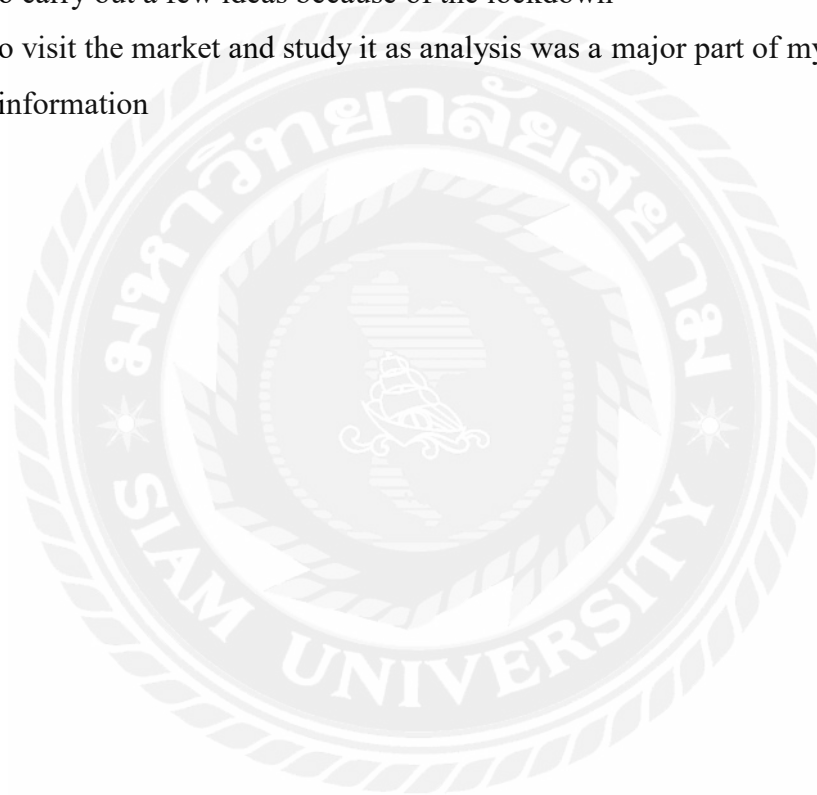
The Marketing Department is responsible for promotion, creating content, social media planning, marketing plan, marketing research, planning as well as carrying out marketing communication and public relations.

In this report, I have addressed the process of planning, carrying out and analysis of marketing plans for the company.

### **1.6. Limitation of the report**

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

- The Global Pandemic
- Inability to experience the atmosphere of the workplace due to my work-style 'Work from Home'
- Unable to carry out a few ideas because of the lockdown
- Unable to visit the market and study it as analysis was a major part of my work.
- Limited information



## Chapter 2: Internship Activities

### 2.1. Job description and responsibility

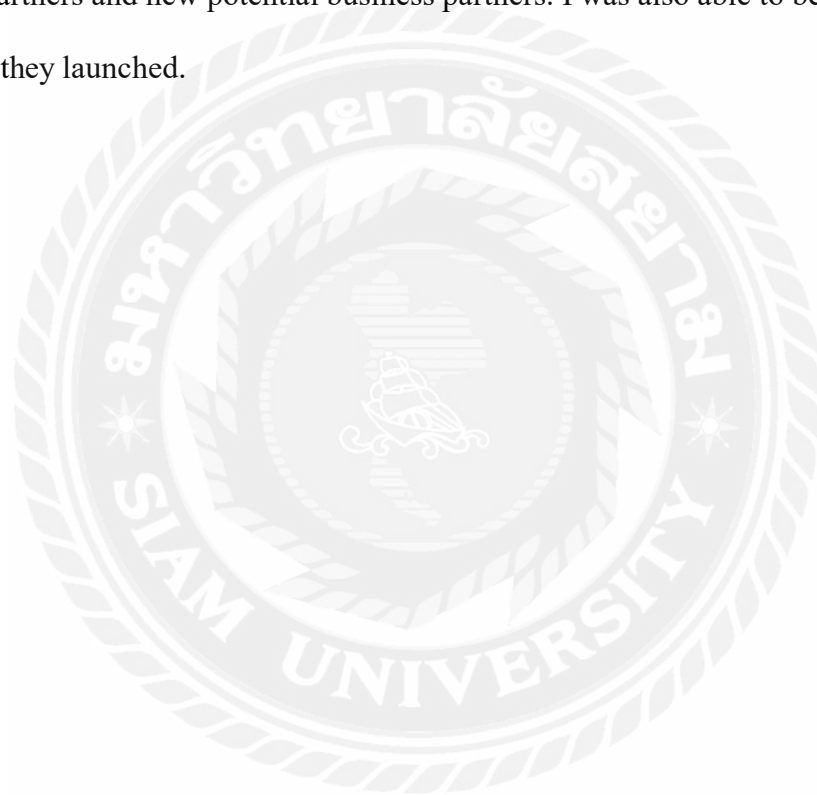
In this internship I was appointed as the marketing officer at Nochini Pvt.Ltd. My primary responsibility was to ensure customer engagement and increase in sales. My job was social media management,executing strategies and analysis of the result. I also help to execute operations smoothly. I also undertook duties like recording the transactions, content planning, conducting KPIs and research.management.

*My major responsibilities were:*

- Social media management
- Social media campaign
- Content planning.
- Conducting KPIs and marketing insights.
- Analysis of social media insights and finding ways to increase engagement.
- Handle the operations.
- Feed input data for marketing plan
- Research: Study of competitors in the market as well as other similar businesses through websites and social media.
- Finding different vendors for merchandise.
- Interaction with customers and various vendors.
- Maintaining the record of daily logistics and sales.

The lockdown due to Covid-19 had heavily affected Nochini and its day to day operations. I was told to look for new marketing strategies to increase the social media reach and do research for the marketing strategies for new product launches. I was involved in social media campaign planning, content planning and contacting influencers. After the lockdown was lifted I was asked

to look after the logistics as well. I would also be looking after all the social media sites and conducting regular KPIs. At the end of a month or after the end of each marketing campaign I would have to tally the datas and give a report on the success of a campaign and analysis of what type of marketing works for the company. I was also in constant contact with multiple vendors to finalize on merchandise. Customer service was also a vital part of my job as I would be in contact with the customers and take orders. I also got an opportunity to be a part of various meetings with partners and new potential business partners. I was also able to be a tester for new products before they launched.



## 2.2. Activities in coordinating with co-workers

When I joined Nochini , it was heavily affected by the pandemic. Having to shut down all points of sales and focusing heavily on brand awareness and customer retention. Nochini was relying heavily on online media.

When I joined we had just finished a marketing campaign. My supervisor Ms.Tsewang helped me understand all about the ways to plan a new campaign, plan content, posting time, aesthetic of the brand, handling logistics, tracking the sales and incoming money , contacting the delivery person and how to reply to customers. Another part of my work was analysis for that I would be in constant contact with Ms. Tathata who would extract marketing insights and I would have to analyze the data and come up with 1) What happened? 2) How well did the campaign go? 3) Where are we lacking ? 4) future campaigns ? etc. Mr Dipesh helped me understand the various sites and applications we used. He helped me understand the extraction of KPIs. I would also be in constant contact with Mr.Sonam who would help me understand the importance of data and analysis. He constantly guided me during the planning process. Ms Ashwini was the business development officer and we would constantly be collaborating for the new product launch.

Nochini would use various applications like Trello, Slack and airtable to increase efficiency and reduce confusion especially during a period when it was a complete “work from home” setting. We would set goals for 2 weeks, tasks to achieve those goals and people would be assigned to those tasks which made it easier for us to communicate and finish our tasks on time. There was constant collaboration and providing help to one another to ensure one does not have a lot of work burden and the task is finished on time.

## 2.3. Job Process Diagram

- **Research**
  - Research about competitors campaign
  - Research on new content ideas , digital marketing tools and effective methods to increase reach and engagement.
  - Research potential new vendors
- **Create social media campaign**
  - After the research is done selection of theme

- An elaborate plan
- Post timing
- **Conduct KPIs and analysis**
  - Extracting data from social media sites
  - Analysis of the data
  - Report about the campaigns
- **Record of logistics**
  - Fill various forms on airtable regarding the orders made and sales
  - Fill google sheet about the deliveries
- **Handle operations :**
  - Contact with customers
  - After an order has been made ,updating the sheets
  - Informing the juice maker about the order in detail
  - Contacting the delivery person about the pick up and drop off time
  - Updating customer about the timings and payment methods



Figure 2:New Campaign

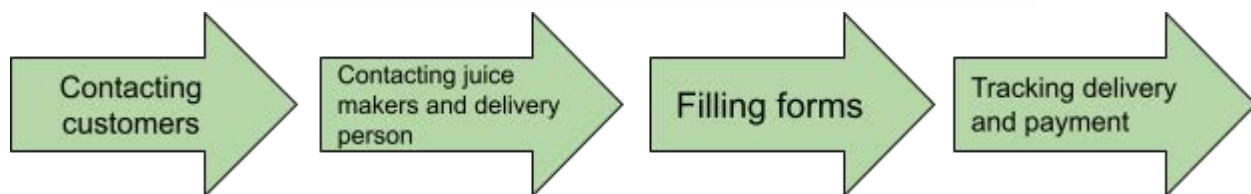


Figure 3 : Operations

## Chapter 3: Identification of Problems Encountered

### 3.1. The problems incurred during my tenure as intern are as follows:

- **COVID-19 Pandemic**

The pandemic was the largest and the most unpredictable issue I encountered during my internship. It also created a barrier to internal and external communications. Many tasks had to be postponed or delayed.

- **Communication Gap**

Another problem that I faced was the complexity of contact. There was a limitation on cooperating with each other as we were not in the same workspace. In some activities particularly those that are more collaborative, there is no substitute for face-to-face contact. Video conferencing may be the solution sometimes, but it's not a complete substitute.

- **Time management and Workload imbalance**

There would be a lot of work to do on some days and there would not be so much on some. This would lead to high performance pressure on some days and on the other, too much leisure. As there was interdepartmental work on certain tasks, there would be reliance on someone else to complete a task to begin another task that would eventually lead to rushing on a lot of work.

### 3.2. Solving of problems and examples about solving the problems encountered

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

- The problems raised by the COVID-19 pandemic were rather easy to overcome because of the department I interned in. I could stay in constant contact with my supervisor through calls and video calls. We would brainstorm ideas together via whatsapp which helped to come up with better campaign ideas.

- It didn't long for me to get used to the home style of work. Being in constant contact with my supervisor and team mates helped me get accustomed to the new work environment as well as brainstorm ideas.
- I tackled the problem regarding time management and workload balance by finishing part of the work assigned which was not dependent on another person, using trello to track if any work needs to be done. Using leisure time to finish other tasks to ensure the other day won't be too hectic.

*The following are a few examples:*

- I was used to working in a corporate house where you do the work you're assigned, you don't have much liberty to do things your way and you just finish tasks. However this was my first appointment in such a position and working in such a company where there isn't hierarchy. I was overwhelmed at first because I was given the space to make decisions related to content, marketing strategies and even executive decisions while talking to vendors. However the confidence my supervisors had in me, the bond I had developed with my team members and time itself helped me. I was able to be more confident, take leads and undertake work.
- Nochini used a lot of applications on a daily basis for operations. The first few days were all about learning about all the new applications. We used 'Goggle meet' for meetings, 'Whatsapp' for individual and team group chat, 'Slack' to post documentations and pass important information, 'Trello' to track our things to do, things in progress, things done and backlog (time frame of 2 weeks), 'AirTable' to plan posts, content calendar, account (revenue and payment), vendors list and items, record sales and KPI and 'Zoho Mail' for Nochini's sales and vendor mail. My team members helped me a lot especially Mr. Dipesh Raj Pandey who was kind enough to teach me all about the applications in the easiest way.
- The unequal distribution of workload over multiple working days is something that the organization has been working on with the help of a 'Trello' application that helps to set job goals and progress. Team members who are leisurely volunteering to help someone who has a lot of workload was also an effective way to distribute workload.



- The issue of job dependence during the new product launch was mainly due to a lack of clarification in communication and poor time control within the team. The issue was solved when it was agreed in a meeting that we would call team members whose work overlaps and coordinate accordingly. Trello as well as the calendar created by Ms.Ashwini also helped define duties and avoid conflicting work.



## Chapter 4: Learning Process

This internship was a complete learning experience and taught me a lot of things .During my 16 weeks internship period I was able to observe and work in a startup environment. This internship helped me build my confidence in my own work and decision making skills. I learned about teamwork and skills on how to perform various tasks.

I also get to know more about product launch, the steps before the product launch and how social media can alone play a major role in brand awareness and customer acquisition. I got to work in a very pleasant working environment with helpful and cooperative co-workers and supervisors who provided me with immense knowledge, ideas and support through the internship period.

I have done a lot of practical work from 1st to 3rd semester. Be it a hypothetical launch of a product for entrepreneurship class or marketing strategies for IMC class or a full report plan for the launch of a new business in retail class or building a juice brand for brand class. All these learnings have helped me in my internship. Brand class was the biggest help as our project was on a juice brand. I could relate a lot of the things we did in class to my work.

At work I got to know the practical implications of marketing activities for a real company and applied everything I've done so far in college into practice.

*The major highlights are as follows:*

- **Learnings**

- Putting theoretical knowledge learned in college into practise
- Marketing insights and KPIs
- The ways of communicating with various customers
- Use of various tools like Slack, trello, zohoo, airtable etc
- Importance of team work and time management
- Ways to promote a new product
- The importance of various technical skills like MS office and photoshop
- How to deal with business partners

- **Knowledge**

- Work culture of a startup
- Process of a product launch

- Importance of data and research
- Importance of keeping a record of everything especially when it comes to finance.
- How teamwork makes everything easier.
- Customer service
- Activities performed by other departments
- **Skills**
  - **Communication Skills:** Working in any company involves working with individuals, and the ability to communicate efficiently is one of the most valuable skills everyone should have. It was particularly important to communicate properly and frequently, especially with the COVID-19 pandemic restricting people from meeting each other. One of my duties was customer relationships, so I had to be in regular contact with customers. Through my internship, I have been able to develop stronger skills in communication.
  - **Analytical Skills:** As I worked on marketing campaigns, social media management I conducted marketing insights and KPIs. It helped me enhance my analytical skills as I was analysing even the smallest thing that could have affected how well a post/story did. It made it easier for me to come up with future campaigns.
  - **Researching Skills:** Researching was an important skill I learned during my internship. From studying competitors' social media and websites to looking for new vendors. Finding new content ideas and brainstorming questions/ facts for stories.
  - **Product Development Process:** I learned about idea development, suppliers, planning, production, marketing campaign, coming up with the right name and brand building. I learned about what goes behind the scenes for launching a new product. The main learning for me was how the basics we learned in Economics “demand and supply” is what influences product development.
  - **Corporate friendly technology :** As Nochini used various professional applications , I learned how to use them. After a month I was able to make various sales tracking sheets, accounts sheets and KPI sheets on Airtable.

- **Professional Communication :** As customer relationship and handling operations were part of my work, I developed better communication skills. I was in communication with various vendors and e-commerce companies. I learned more about how to properly communicate with vendors, future collaboration prospects and the need to maintain a good relationship with them.
- **Agility :** Agility means being agile and possessing an adaptive personality with a quick-thinking mentality. For me this was totally different. We were not being driven to work rather to be our most active self in the way we choose. This has taught me that success does not depend on long working hours for me but solely on the division of work goals and ability within the allocated period to accomplish all the assigned tasks. This also gave me independence to choose what I do and how to do it as long as I perform well . As I was able to be more active, not waste time and not feel burnt out this actually led me to perform better.
- **Potential**
  - Analytical skills
  - How to rectify the mistakes I make
  - Making rational decisions
  - Being motivated and having a positive attitude
  - I have learned to not be anxious when it comes to deadlines, becoming calm and focused while finishing the task
  - Being self assured about the decision I make and ideas I come up with
  - Patience
- **Habits**
  - I developed a good sleeping habit and started waking up early at 6 a.m to work on my tasks and to post on social media account sometimes
  - Being more dedicated to my work and even asking for new tasks or to help in others task if I had less tasks some days
  - I developed a habit of having a checklist and finishing tasks according to their priority.

I can sum up this internship in one word which will be fruitful. I acquired a lot of skills and learned a lot of things. I enjoyed every challenge I faced during my internship period, every task was a lesson learned. This internship, along with my previous internships, has prepared me for the real world and my future career.

#### **4.1 What I have and haven't learned from the Objectives:**

According to my objectives I wanted to understand the marketing concept of the company, recognize the activation of marketing strategies to build brand awareness and sustain consumer loyalty. I understood about place, product and price very quickly whereas I got 1st hand experience in the promotion aspect of it. Due to lockdown as a company we weren't focused on promoting the products or selling as that wasn't possible during the 1st half of the lockdown but the objective was brand awareness and retention of followers via various social media marketing tactics. I also wanted to be able to apply the theoretical knowledge I have acquired in college to practical experience in the organization which I could while coming up with new plans, analysis and logistics. I wanted to get an insight about the scope of the business in Nepalese market. Even though I could not see the company function or sell products fully due to lockdown restriction I got a hint of what the market is like. I also wanted to increase my knowledge and experience which I did tremendously. I got more than what I had expected. Another one of my objectives was to expand and encourage innovation through collaborating with other team members and under managers. I did a lot of collaboration with Ms. Ashwini ( Business development officer) which produced a lot of good results. I also worked closely with Mr. Sonam Shrestha(Finance and Operations head) and Ms. Tsewang Sadutshang (Marketing Head) for various tasks.

The major objective however of working in Nochini was to know how startup companies operate and function. I learned about how startups work in Nepal and got a lot of tips on how to develop a new business. I got a lot of knowledge about Nochini as a brand and it's reputation in the market as well as amongst customers.

## **Chapter 5: Conclusion**

The 16 week long internship is done as a partial fulfillment of IBBA in SIAM University. However, this internship period was more than a course fulfillment procedure. This internship period has given me so much knowledge, practical experience and a glimpse of the real world that I will experience after graduation. This was an excellent opportunity for me to grow into a better version of myself. The internship has helped me understand my talents as well as my flaws, and it has highlighted the areas in which I was lacking. This experience taught me how to take initiative. Working in the marketing department allowed me to realize my degree of marketing expertise and knowledge of various concepts. I got professional exposure as well by sitting in meetings with potential business partners as well as with business partners. Due to the internship, I learned about the importance of good communication no matter how big or small a company is.

Working at Nochini has been a much needed experience and confidence booster for me. Even though the cold press juice market is still very new and having a very healthy lifestyle is still a growing topic in Nepal, Nochini has managed to make a name for itself and become pioneers in the market. I am very thankful to be a small part of this journey.

### **5.1 Recommendations :**

During my internship I got to know the company in depth. Nochini has a very niche market. There are a few things that could be changed for customer base growth and larger market coverage. First and foremost I would recommend focusing on traditional marketing activities as well as a large population of people who are not active on social media. Even when it comes to social media marketing I would suggest to start using sponsored ads to increase the reach and use pay per click. I would also recommend better management of time and work. Some days I would be very idle and some days would have a very tight schedule. There was also overlapping work where two of us were working on the same task without realizing it. As a team we did realize where we went wrong and where communication was lagging. We started using Trello more frequently to avoid clashes of work and to make sure no one is idle or overworked.

### **5.2. Self-assessment as a professional**

I always saw myself as someone who had a 9 to 5 job. Ever since I was young I have never been intrigued by the word entrepreneur. People always said ‘ I won't work for anyone but for myself’

but I could never relate to that sentence. For me entrepreneur was always associated with another word 'venture' which means business enterprise or speculation in which something is risked in the hope of profit; a commercial or other speculation. I was always scared about the risk aspect. I wanted the easy option of choosing a safe job. I worked in a multinational company before, I had big plans of working in an international company for my 8th Semester internship however due to the pandemic my plan changed.

Working at Nochini Pvt.Ltd, a startup company, has opened my eyes to a lot of things. I got the first hand experience of a company's growth and struggles. I saw the risk aspect of starting a new business but I realized it's calculated risk not a gamble. With the right research, product, market knowledge and marketing a product can do well especially in a booming market like Nepal's.

Working in a startup helped me enhance my skills. The team is very close knit and always ready to help on another. There isn't a hierarchy and everyone's opinions are always heard and they matter. We as a team have always helped each other whenever a problem may arise, we moved forward together which would not have been the case in a big corporate house. There was a lot of space given to us to be creative, to bring new ideas, to explore new concepts which wouldn't have been possible in a multinational company as they have guidelines and strict policies that one must follow. I was given a lot of meaningful work which I do not think a big corporation would give to an intern which helped me enhance my knowledge and skills.

I saw how theoretical concepts were used in the practical world. The concept of agility helped me be very productive and not even one day feel like I was overworked. I learned how to multitask, be very analytical and how to be more professional. I was used to doing work assigned but I learned how to take lead and do work.

I am extremely thankful to my mentors, my supervisors, Mr. Shrestha and Ms. Sadutshang for believing in me, assigning meaningful work, never making me feel like an outsider, valuing my opinions/ ideas, teaching me new concepts/ideas and always giving me the best opportunities.

I believe that I have honed my skills as a marketer. I still believe that there is a lot that I have to learn but these 14 weeks of internship have changed me for the better. I went from being a person who could never associate herself with the word 'entrepreneur' to someone who actually

is intrigued and fascinated by the idea of starting her own business. Today I have the knowledge , experience, resources and skills to start my own venture.

Internship opportunities are really essential for every business student to know about an organization and industry of self-interest to excel in future endeavors. It has taught me the importance of diligence, communication ,gratitude and agility. This internship has been an eye opener for me as it made me question what is my career aspiration. This was indeed a much needed reality check before we dive into the real world.





## Annex

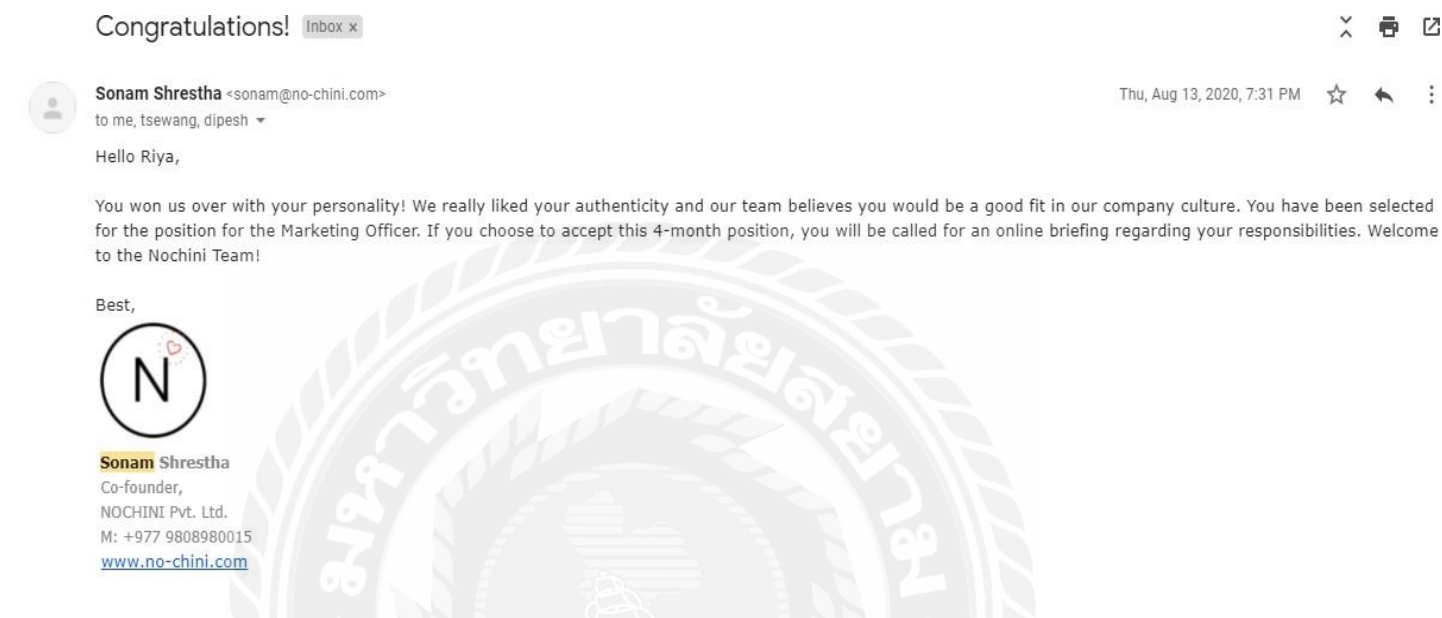


Figure 4: Acceptance Email



Figure 5: Products

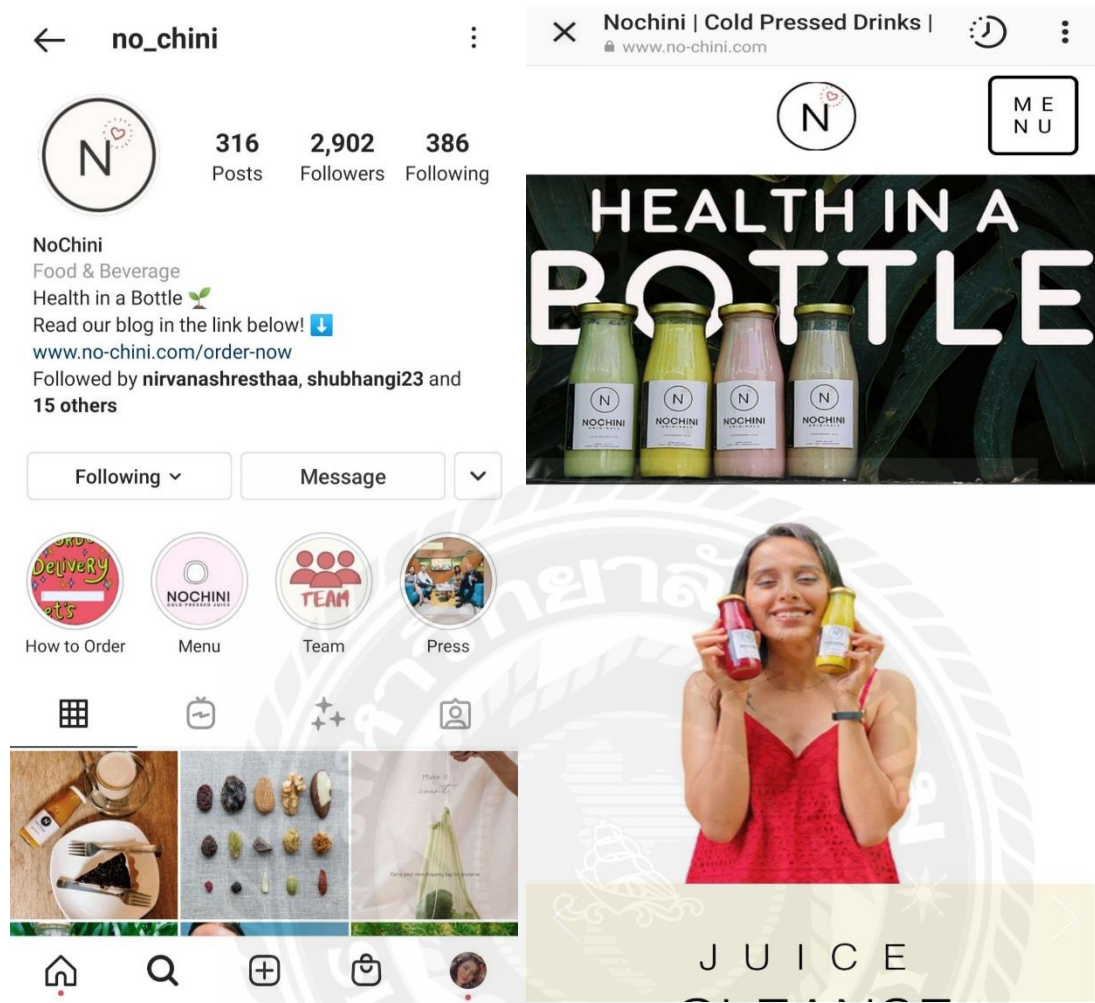


Figure 6 : Instagram and website of Nochini

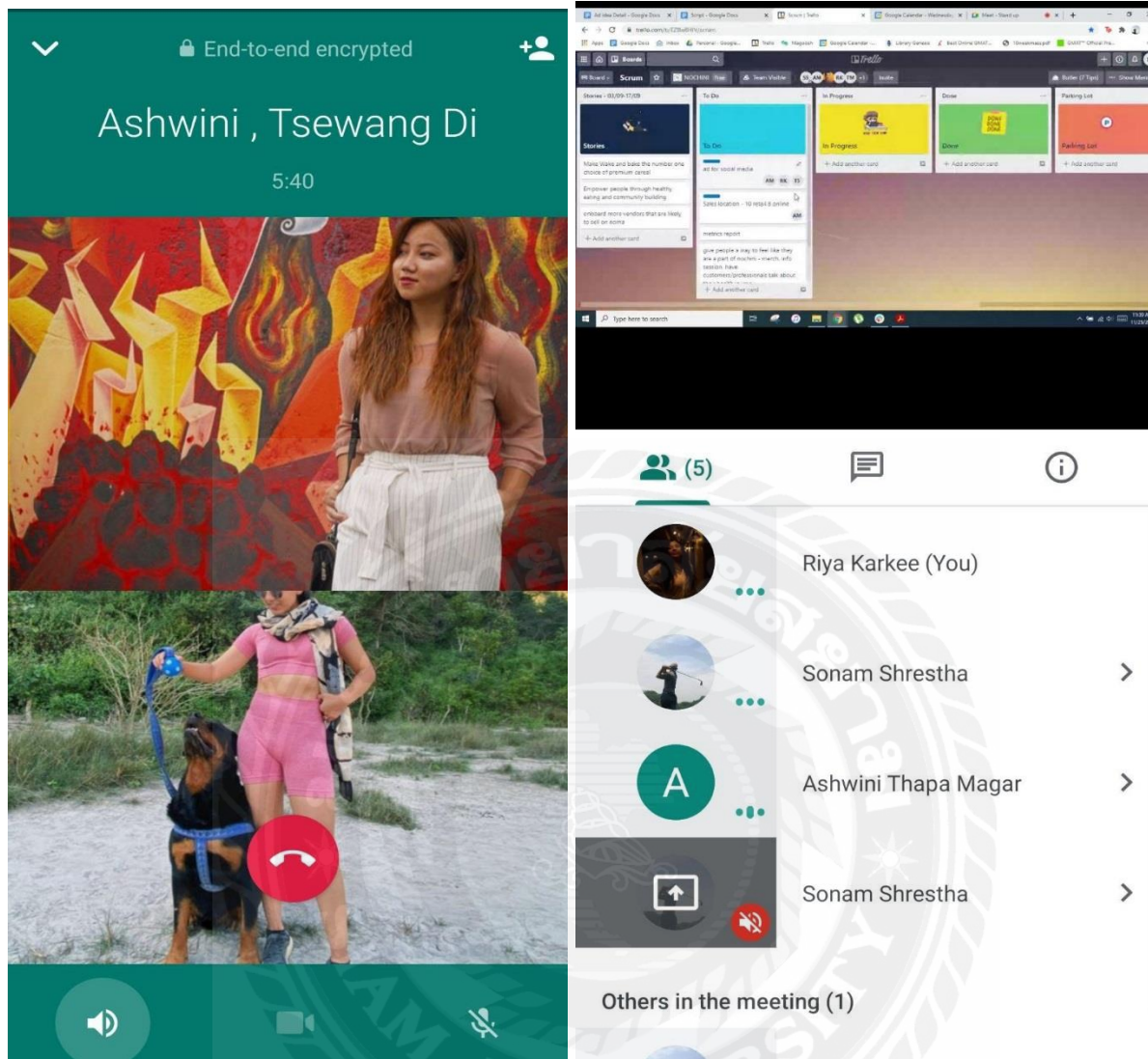


Figure 7 : Work from Home setting

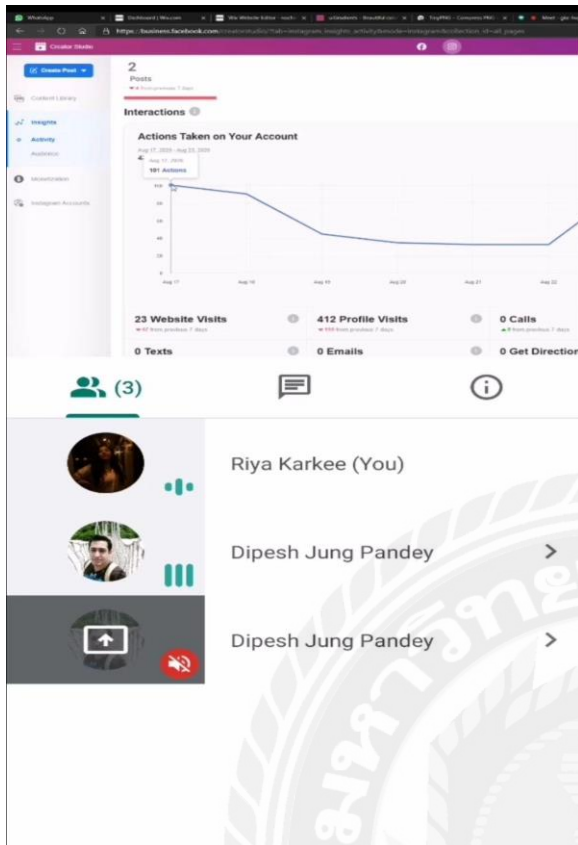


Figure 8 : Learning about KPIs and marketing insights

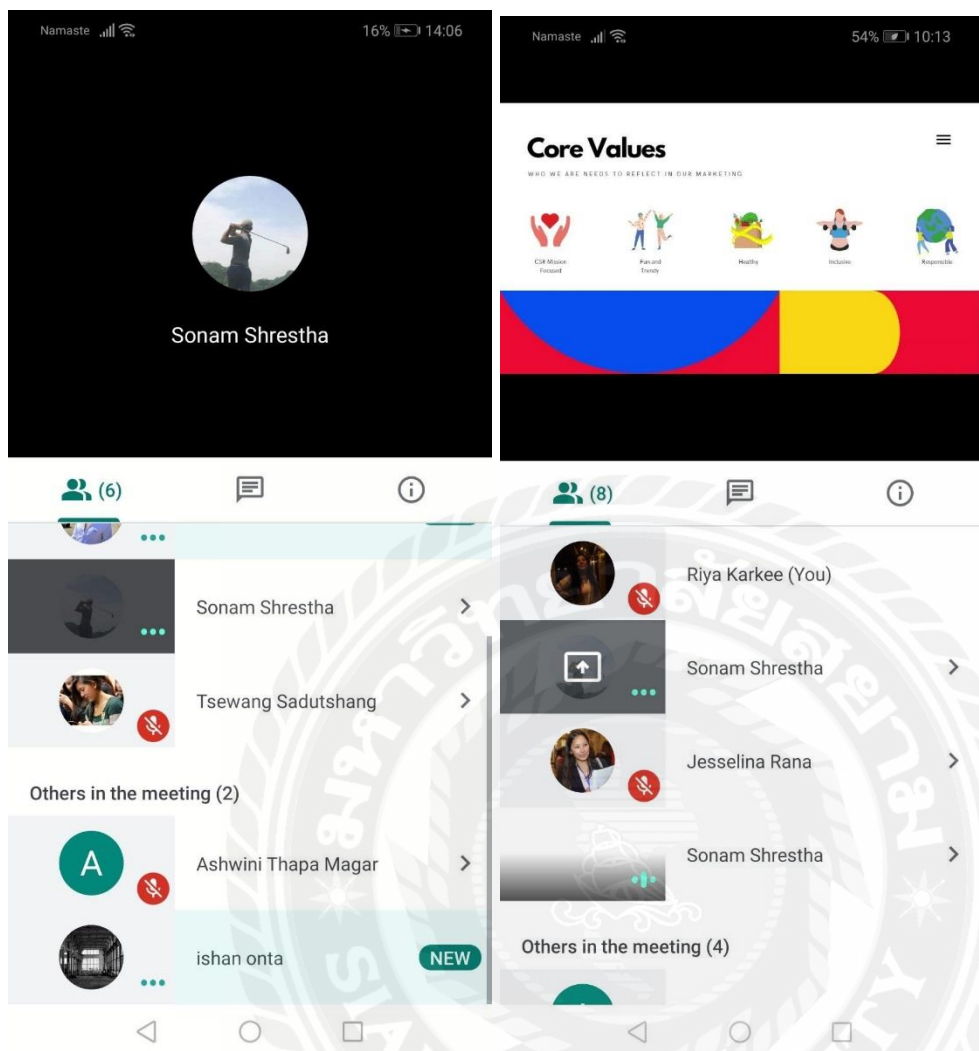


Figure 9: Meetings with business partners and potential collaborators.

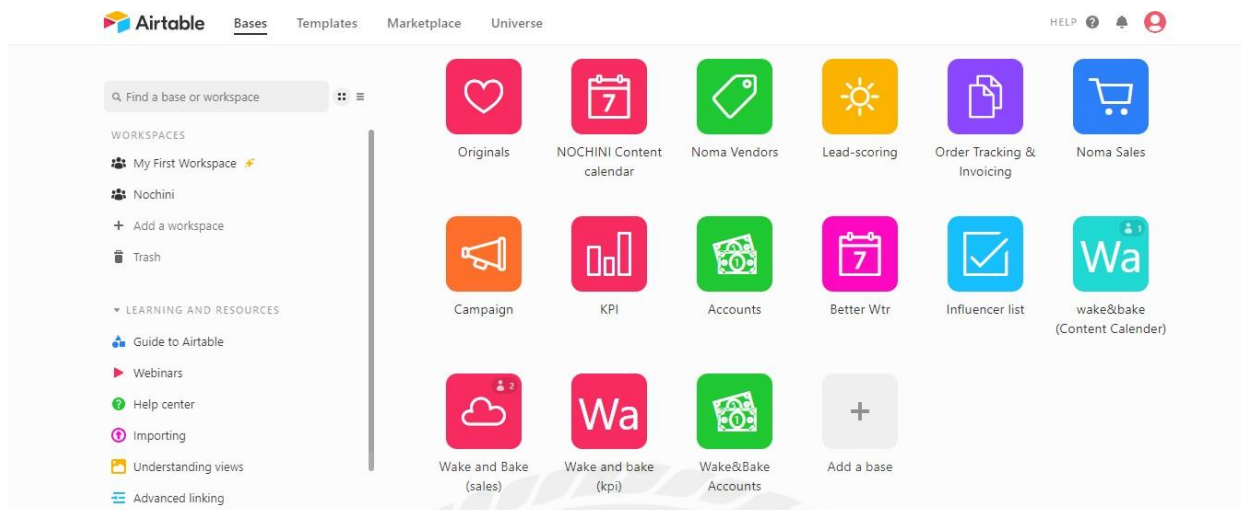


Figure 10 : Airtable



Figure 11: Tester for new products (granola and vitamin water)

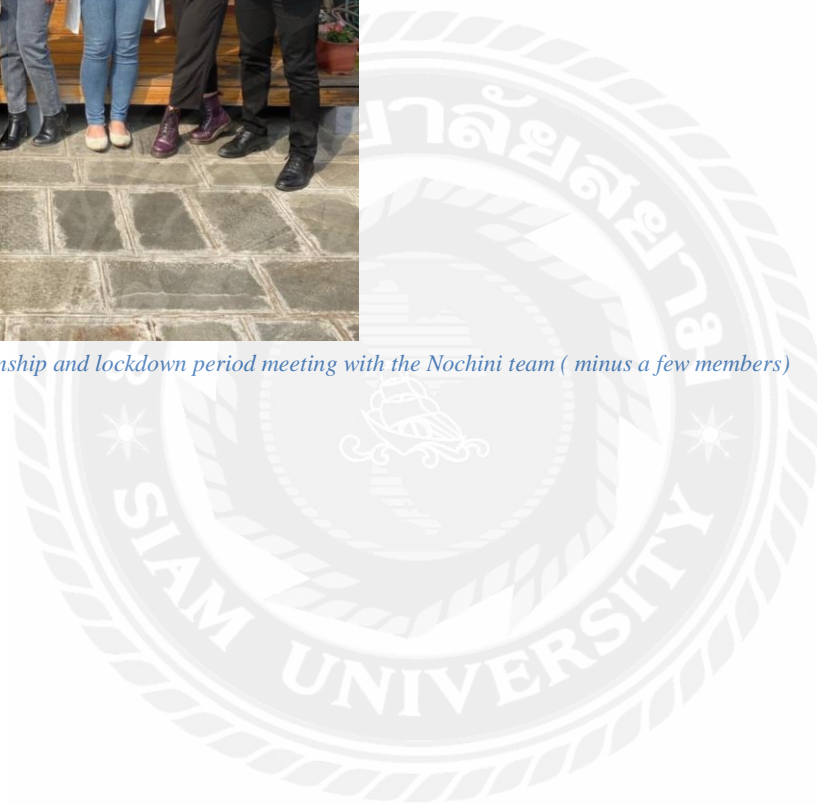


Figure 12 : Ad shoot for Wake and bake Nepal





*Figure 13: Post internship and lockdown period meeting with the Nochini team ( minus a few members)*





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