



Cooperative Education Report

Marketing Associate in Feature Studios Pvt. Ltd.

Marketing Agency

Employer: Mr. Binod Gautam

Written By

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Student ID: 6108040055

Duty: Marketing, Data Analysis, Sales and Pitching

This Report Submitted in Partial Fulfillment of the Requirements

For Cooperative Education, Faculty of Business Administration

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Siam University.

Title - Marketing Associate in Feature Studios Pvt. Ltd. – a marketing agency

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Credit: 6

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Dr. Parham Porouhan

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2022.

Oral Presentation Committees



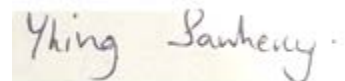
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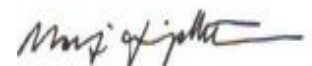
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Credits: 6
Advisor: Dr. Parham Porouhan
Degree: Bachelors of Business Administration
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Abstract

This report has been based on my experience of working with different brands in Nepal's and how they have carried out their marketing, branding, and advertisement.

Main objective of this internship is to learn about how a marketing agency operates and what kind of tools are used by companies in order to place themselves uniquely from the crowd, to know how marketing helps brands to gain more customers and how it should be carried out in the context of Nepali market. Within the company, I was assigned to work as a marketing intern in Marketing Division beneath the supervision of Mr. Mimon Manandhar. The main responsibilities assigned to me was to collaborate with different clients and to prepare marketing strategies for their brands. My strategies needed to be brand specific and had to appeal to the Nepali market. Along with it I also was tasked to collaborate with other agencies and work along with them as well.

After completing my internship, I discovered that every brand/company have a unique approach to their audiences. These approaches are improved every time they conduct a new marketing strategy. We study the data of how the audiences reacted to the different strategies and formulate plans for the future by future improving it. Along with it I learned more about how we should handle different issue that our clients may have with us. Not only dealing with clients, I also have been thoroughly taught the ins and outs of marketing of different client's that we have worked with. This is going to be a very valuable for me no matter where go and is going to help in my future works as well. Especially, in the Nepali marketing industry.

Keywords: Marketing | Nepali Marketing Industry | Marketing Agency

Acknowledgement

This Cooperative Education report was written as a requirement for completing Siam University's Bachelor's in Business Administration (BBA) degree. This report has aided me in honing my marketing skills and expanding my knowledge of the Nepalese marketing industry. I believe I should thank each person for their time, direction, support and constructive feedbacks that were given to me in writing this report.

I am extremely grateful to Siam University for initiating a wonderful cooperative education program for BBA students. In such studies, reports play an important role in tracking the progress of the students. I would also like to express my sincere gratitude to the Management faculty for all of their significant contributions to the study program. I am grateful for the opportunity to write this report under the supervision of Dr. Parham Porouhan, and I want to express my gratitude for his guidance and mentorship throughout the preparation of this report, as well as for my future career.

My thanks also extend to everyone who has assisted and guided me since the beginning of this Co-Op education. My supervisor, Mr. Mimon Manandhar, and the entire Features Family for their constant support and proper guidance throughout my internship, as well as the entire faculty and friends of Kathmandu College of Management (KCM), for supporting me and watching over me as I continued my journey. They have also helped me in my report and helped to improve it with each remark they have included. I am eternally grateful for the compassion they have shown me.

Last but not least, I want to express my gratitude to my family and well-wishers for their unwavering trust and perseverance in supporting me while I progressed in my work.

Anip Maharjan

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1 Introduction

1.1 Company Profile

Feature Studios Pvt. Ltd. is a multi-talented multimedia company situated in Kathmandu, Nepal, with more than 8 years of experience in photography, graphic design, web development, cinematography, audio production, and digital marketing. We provide businesses and individuals with complete and comprehensive creative solutions packages to assist them in growing and expanding their enterprises. A diverse range of company start-ups, NGOs, INGOs, Educational Institutions, Hospitals, and established business houses of all types from around the world are among our clients.(Studios, 2022)

1.1.1 MISSION

- To provide creative solutions for all business and purposes, across all mediums.

1.1.2 VISION

- Our believe is that every brand has a story to tell. We find the best ways to craft your brand's story for the world to reach and watch.

1.1.3 Strategies of the company

Feature Studios provides its clients with full-fledged marketing and branding services. Web development, content creation, digital marketing, branding, and all modern marketing tools are all available through the agency. The agency stands shoulder to shoulder with its clients and uses 360-degree approaches to help brands stand out in a crowded advertising environment. From awe-striking to websites, the agency creates storytelling products in the best possible ways. The agency also reviews different campaigns done by brands, daily to implement new techniques and improve them for maximum effectiveness.

While most agencies in Nepal lack all the aspects of a full-fledged marketing agency, Feature Studios provides its clients with a one-stop solution for all their concerns. At

present brands and companies in Nepal have started to realize how important it is to push their marketing for their company to do better than the rest. While there are a lot of marketing agencies out there, they are not well equipped in all the sectors. Feature provides a full package of services at a quite reasonable rate. This attracts a lot of clients towards Feature and is willing to work along as well.

1.2 Organizational Structure

1.1.1 Diagram of organizational structure(About Us, 2022)

Board of Directors:

- Founder – Mr. Binod Gautam
- Director – Mr. AsheshHumagain

Management Team:

- Digital Marketing Consultant – Mr. MimonManandhar
- Client Servicing Officer – Ms. HishilaTamrakar
- Account's – Anil Kandel

1.3 Job Position

I joined Features Studio Pvt. Ltd. as a Marketing Associate at the marketing department. I was directly under the supervisor of Mr. MimonManandhar who is the digital marketing specialist at the firm.

Before I joined Feature Studios, they were only centered on production of advertisement's/videos. Due it's short comings, the agency was trying to expand into a full-fledged marketing agency. As we know when a company expands human resources are important. Fortunately, an alumnus from KCM was working there and she invited me to join in. I have been studying the theories of marketing for a very long time (3 years) and wanted to apply them at work. Since, our second internship canceled due to the Covid 19 pandemic I was very eager to work at a company where I can test out my abilities. Fortunately, at that time, I was free so I was joined in. When I started, my responsibilities were

conducting research on brands, studying marketing campaigns and strategies, managing digital media, and preparing presentations for client pitching's. Now, I also have the opportunity to view and manage different ads in platforms such as Facebook and Google. I also am exploring the process behind the shooting of advertisements and commercials.

1.4 Your intention and motivation to choose the company as your CO-OP studies workplace

I always have been a keen learner of different marketing and advertising campaigns that brands have launched throughout the years. Especially, international companies have always been multiple steps ahead of the companies that are present in Nepal. In my earlier days of undergraduate studies, I started to understand why the international campaign and strategies were so ahead. I wanted to test out the knowledge I had acquired and know how much impact I can create in the field of marketing and advertising in Nepal. So, for my internship, I wanted to apply to a marketing firm that provides marketing services to various brands and companies. As mentioned above the opportunity came and I grabbed it.

Feature Studios is a company that has been operating for the past 8 years. This is exactly the time around when marketing (especially digital marketing) started to boom in Nepal. Feature had been engaging with different brands such as Samsung, Maiti Nepal, Teach for Nepal, The Cookie Factory, GATE (Global Academy of Tourism and Hospitality Education), The British School, and so on. Hence, joining in would let me interact with different real-life brands, learn how they are carrying out their marketing campaigns, create different marketing strategies and further improve them for the future. So, if I were to learn why not learn from a company that has a firm root in the marketing field of Nepal. (Partners, 2022)

1.5 Strategic analysis of the Company

SWOT Analysis:

Strength:

The people working in Feature have been working in this field for more than 8 years. They have good experience in the field of production, branding, advertising, digital medium, and so on. The agency had well-facilitated offices with good equipment (cameras, computers,

print medium, etc.), and good relations with different brands/agencies. Compared to other agencies we are much more stable due to this and our clients trust us for our work.

Weakness:

Feature operates with a small team with a total of 6 members as their core team. Due to this if there are multiple projects, the agency needs to outsource or hire freelancers to work on them. Feature also needs to think about how they would handle the workflow when multiple projects come in at once.

Opportunities:

With large list of past customers and good PR, Feature often gets picked by different brands and companies for work. The agency also rents out its studios and equipment to people who need it.

Threats:

Marketing is becoming popular in Nepal. Along with this a lot of new promising marketing agencies are coming up in the market. But aside this there are bigmarketing agencies out there who are popular for their works. Especially, new brands are often driven towards such famous agencies. While brands who are famous tilt towards agencies that have creative people and who can get the work done.

Porter's 5 Forces:

The threat of substitution:

When it comes to picking a marketing agency, brands/companies have a lot of freedom in Nepal. There are a lot of marketing agencies that are running nowadays and are giving quality work at cheaper prices. Hence, companies often switch agencies.

The threat of new entrants:

Brands and companies are starting to realize the power of marketing and proper branding. Due to this reason, the marketing field of Nepal is booming. Seeing the potential of this a lot of people have started to invest in marketing agencies, production houses, and so on.

Bargaining power of buyer:

As mentioned above, there are quite a few marketing agencies in Nepal. Therefore, brands and companies have a higher power in negotiations. The agencies need to provide huge efforts to please a client. They also need to put out the works that were promised to the client during the pitching time.

Bargaining power of supplier:

For a marketing agency, we can classify the people who recommend us as suppliers. And for their referral, they expect some form of compensation for that. If the people who refer. If such people are offered high incentives, then they might as well recommend potential clients elsewhere. Although they may not hold such high bargaining power, there are situations when they have the upper hand

Competition:

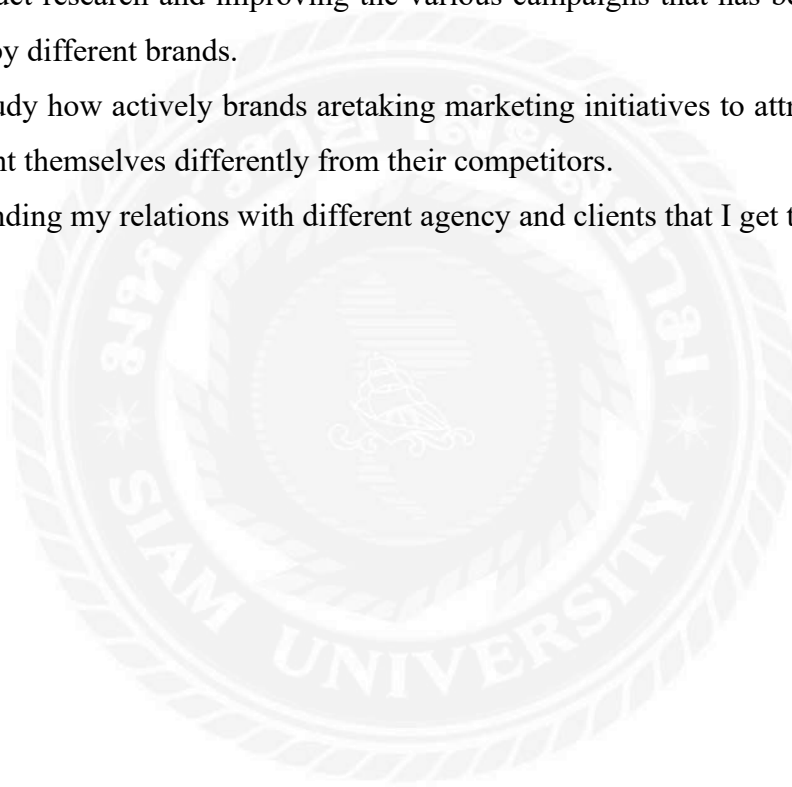
During my tenure in this Co-Op studies, I came across the fact that this industry has not yet reached its full potential and hasn't even scratched the surface yet. Due to COVID lot of people learned these skills and started their businesses and many who have been working in this field under a company plan to start their journey as a separate business. So, the rivalry is high and will only grow from this point on. So, in this competitive business, not compromising on the quality of work is essential for survival.

1.6 Objective of this co-operative studies

The internship's major goal was to use cooperative education to bring theoretical business ideas into practice, learn how to adapt theoretical work to practice, and learn how to become a professional under the leadership of people who have worked in this field for a long period of time. Students must be able to expand their network of contacts and relationships through the hardships that they go through in this internship program. By writing this report, I'll be able to identify where I am and how much I've improved my skills and knowledge during my internship.

The following are the key goals of this report:

- To learn how a marketing firm that specializes in digital marketing operates itself in day-to-day activities.
- Having a deeper level of understanding of coordination between different members of a marketing firm
- To understand the significance of different marketing strategies of different brands and how to execute them effectively.
- To have a better understanding of Nepal's marketing industry.
- Conduct research and improving the various campaigns that has been carried out till now by different brands.
- To study how actively brands are taking marketing initiatives to attract customers and present themselves differently from their competitors.
- Expanding my relations with different agency and clients that I get to work with.



2 Co-op Study Activities

2.1 Your job description

I was hired as the marketing associate in the marketing department of Feature Studios Pvt. Ltd. under my supervisor Mr. MimonManandhar. My work timings are 10 AM in the morning to 5 PM in the evening with 6 work days a week. My responsibility was to collaborate with different clients and to prepare marketing strategies for their brands. I needed to conduct researches on different brands (both national and international), find out new marketing strategies and campaigns that were done in the recent years, do competitor analysis, study customer responses and feedbacks of the brands, or any other information that can help the brand stand out of the crowd.

After researching I needed to come up with a road map of how these strategies are to be implemented. The work also involved developing marketing communications and coming up with various marketing ideas for both online and offline mediums. The rise of digital marketing the agency is focused in digital marketing as well. I have been learning about SEO/SEM's and its impact on search result of Google as well as the importance of websites for the branding of a company. I also have been exploring the GDN ads (Google display network).

Aside from these tasks, I take part in content creation and helping out other people in the team. Collaborating with the different departments has helped to broaden my view. It has helped me to create a few interesting engagement contents for users to interact with the brand I had the opportunity to learn about sales and pitching, including how we approach clients and what types of approaches help us to anchor the clients to our agency's works. This was a good opportunity to connect with different individuals with different companies under them. During my internship, I had the opportunity to participate in different advertisement production processes as well. (Services: Digital Marketing, 2022)

2.2 Your job responsibility, work duties

My major work in the agency revolves around managing and creating marketing strategies for the client's that are collaborating with us. Aside from that I have to clear out my daily tasks that has been assigned to from Trello. I have to make different content calendars for our clients on monthly basis. These content calendars act as a guide for the Graphic Design team to create different posters and graphic elements. It also helps to keep our progress in track. For example: Festivals are very common way to engage with your customers. Nepal is a country that has various festivals throughout the year. A content calendar helps us to preplan for festivals and even launch campaigns in selective festivals such as Dashain and Tihar (Nepal's biggest festivals). I also need to create different brand guidelines for the client's that we work for. These guidelines are the dos and don'ts of the brand. It contains brand elements like color palate, font selections, spacing and dimensions of logo to be used, different variation and uses of brand logos. Whether it be in digital or print mediums, the brand guidelines are to be followed strictly by all personals related to the brand.

During the free times I get a chance to explore other departments of the company as well. Apart from marketing knowledge I have been learning about the creation of website and different tools that are necessary for it.

2.3 Activities in coordinating with co-workers.

When working in a team it is very crucial to understand the responsibilities of different departments that are present in the firm. Every day starts with the client servicing department. They are the ones who talk with the clients and flow their messages to me. It is an important part of the communication funnel. After receiving the brief of the client, I start by understanding the concerns of the clients. Then I start to research about the different solutions these concerns can be tackled. I then list the plan out in paper and passed it on to the Content writing team. They are responsible for writing and coming up with a concrete marketing message for the campaign. Then the final concept is passed on to the Graphic Designing/Production team. They are the ones who create the campaign that has been planned in paper.

2.4 Contribution as a Co-Op student in the Company.

As a bachelor student doing an internship, I always have the goal of doing something great for the company and expecting the same in return from the company. They teach you different skills and in return, you improve the work by adding your efforts. This keeps the learning cycle fresh and helps the student grow. We have been studying the theories of marketing for a very long time but theoretical knowledge is one thing, putting it into practice is another, so it takes a lot of concerted effort on the part of the company and student to pull out the best in us so that we can make the best possible contribution through our commitments, integrity, sincerity, character, confidence, and intentions towards our work. During my time as an intern at Feature Studios, I was able to participate to a variety of projects from different clients. I focused majorly on preparing marketing plans and strategies for our clients.

My first project was to derive a marketing plan for GATE (Global Academy of Tourism and Hospitality Education). GATE college was focused on increasing its presence during the admission periods. They wanted to create an image that was different than other hospitality management colleges. We started with a website makeover and then moved on to the Facebook/Instagram page. We created new style designs that are popular with youngsters these days. As the main target group of GATE was students from age 18 -20, we can create stylistic posts that give a premium vibe. We also included the story of different staffs and students to bring out the authenticity of the college. We then moved into Facebook ads and started to boost these contents. Website Facebook and Instagram were not producing the results that we wanted, so we looked into magazines focused on hospitality news that could provide us with the best mileage and pricing. We also had to concentrate on other newspaper advertising because it is still the most efficient venue for advertising in Nepal, as many people still read newspapers. We also created and implemented highly effective Google advertisements and banner ads.

After that, I was handed Edo Express. Edo Express is a cloud kitchen company in Nepal that specializes in the making of authentic Japanese Sushi. Edo's social media were very poorly managed before it was handed to us. Therefore, we had to raise the standard of the social media itself. We started to promote their Sushi's individually. Then we moved on to clean

their feed after adding new engaging content's that customer could interact with. We also conducted campaigns surrounding different festivals such as English New Year, Valentine's Day and Women's Day. But digital marketing is not just confined by social media. We then moved on to other digital platforms such as Tripadvisor, Quora and other third-party websites to boost our presence in the google search page. We also conducted influencer activities to generate solid organic leads.(Projects, 2022)



3 Learning Process

3.1 Problems/Issues of the Company

As the company was trying to expand themselves into a full-fledged marketing agency from a production company, they needed people in the marketing department. Especially people who have expertise in the marketing field (especially with digital content) and has knowledge data analysis and presentation skills. Feature was also taking new clients that need a unique marketing approach. But these approaches need a lot of research. They needed to go along with the brand as well as appeal to the Nepali market/their target audience.

During my time here, I really am enjoying the work here as well as I am getting opportunities to learn a lot from my seniors. At the beginning it was difficult to understand and execute all the responsibilities that were given to me. But I was well supported by my supervisor, so whenever an issue occurred, we were able to solve it easily. I only had to face a bit trouble due to the lack experience of working with real clients.

3.2 How to solve the problems

As previously stated, my responsibility was to look for ways to improve the marketing campaigns of the clients that we have, as well as to create new marketing concepts and test different digital platforms. Especially, it needed to appeal to the Nepali market. But in order to keep up with new ideas, finding new ones and improving old ones are very important. For this I had to look into a lot of similar companies (national and international) and their marketing campaign/strategies for ideas. But not everything is found on the internet, so I had to talk around with people who had a chance to get involved in the campaigns.

Finding and keeping track of new and unique advertisements and strategies was the best part. But these campaigns were often hard to find and took a lot of research and hours of surfing through the net. Also, some client's had very strict brand guidelines that needed to be followed due to which we were not able to carry out a lot of marketing campaigns. Sometimes the limited working force that the company had created problems when

urgent projects or works used to come in form clients. It sometimes piled up our work when we had to meet the deadlines of multiple clients.

3.3 What you have learned during the Co-Op studies

The things that I have learned during my Co-Op Studies are:

- To create, evaluate and launching different marketing strategies for different brands in Nepal
- I learnt a lot about the marketing firm and how an agency operates in the Nepali market
- Reading the brief that the client has given to us and formulate presentations for the client pitching
- I also have learned to give our sales pitch to clients
- To use the concepts of SEO/SEM and a website in the marketing process of a brand
- The uses of GDN and Google business to improve our digital presence
- Finally, using other third-party sites such as Quora, TripAdvisor etc to boost our presence in the digital world

3.4 How you applied the knowledge from course work to the real working situations.

The Co-Op course works were helpful during my Co-Op education. Especially, the topic of emotional intelligence, how a professional presentation should look like and the Ted session with Patty McCord helped me out.

The course of emotional intelligence helped me to manage stress during the times when there was a large load of work pressure. The tips to remain calm and how to deal with people during this time helped me out in the office.

The tips given in the lecture of how a professional presentation should look like helped me during the time when I pitched my presentations to my seniors and clients.

While the ted session with Patty McCord helped me to how being a worker you should focus on improving the working environment through self.

3.5 Special skills and new knowledge you have learned from this Co-Op studies

Co-Op studies is a learning platform where you can test out the different theories that you have been learning throughout your undergraduate studies. This is the period where you gain experience, develop new skills, and gain knowledge about the market you've been working in. On a personal level, the internship was quite beneficial to me. It enabled me to push my boundaries in order to develop myself so that I can perform in any setting. Working in a different scenario than what I was used to would be the first and most important learning experience for me.

As the company's backbone, the marketing team needed to interact with all divisions, including sales, logistics, accounts, and dealers, and we needed to know everything there was to know about each department. This also helped me understand how the other departments functioned. Working in this organization has shown me how important teamwork is when it comes to creating a marketing campaign. It would be impossible to launch a campaign without all the different sectors working closely with each other. Every team member has their own sets of responsibilities that they need to fulfill for the work to go smoothly.

This internship has made me realize the depths of digital marketing. Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, Web Analytics, Inbound Marketing, Mobile Marketing, Content Marketing, Affiliate Marketing, and other aspects of digital marketing should all be considered when creating a marketing plan.

I learned what are graphic content's that we see daily on our social medias and how to prepare one and generate content. I also learned how to define a marketing target audience and tailor these content's accordingly to the target audiences' choices and preferences.

Being under the direct supervision of my supervisor who has worked in this field for years, I definitely learned more about digital ads, how to manage them, tips and methods, such as which words attracts the customers or what type of images/illustrations draws attention. He made every effort to include me in as many activities as possible.

4 Conclusion

4.1 Summary of highlights of your Co-Op studies at this company

- One of the primary contributions that I made after receiving the initial briefings outlining the client's requirements was the preparation of a marketing strategy across different digital marketing mediums that appealed to the Nepali market. These needed to be unique and different from the campaigns that had been carried out in the past
- I was also tasked to prepare sales presentations for our clients. I had to go through the brief that was sent to us by our clients. I had to understand their needs and want's and come up with different marketing plans that appealed to them. I also had an opportunity to pitch a presentation to a real client and was able to seal the deal.
- I also had to prepare detailed report regarding the work that we carried out for the whole month. The marketing strategies that we applied and the reason of why we carried them out, the metrics of the ads that we used during the month, the events we covered, the road map, plans and strategies that we are about todo for the next month.
- I also contributed by writing content for the client's social media accounts. I worked closely with the copywriters, designers, and marketing planners to come up with different content to be released. I re-briefed them to the designers who eventually created the final design when the information was framed and accepted.
- As one of the main contributors to the video content team, I was in charge of contacting the logistic companies that were needed during shoots that required additional equipment, which meant that I was the main point of contact for the team and the outside outsourcing agencies with whom we communicated.
- Being a part of a small team allowed me to work with a variety of clients, learning how to deal with them and negotiate, as well as come up with different concepts for a possible brand ad and an overall package to work with.

4.2 Your evaluation of your work experience

Working as an intern in Feature Studios was exciting, and it helped me grow as a person as I progressed in my career. The organization was helpful in assisting me in

comprehending the fundamental value of working with and on a team. Everyone I met aided my professional and personal development. It has aided my development as well as provided me with necessary knowledge of the Nepalese marketing field.

In the last few months, I've learned a lot of useful information that will help me in the future. I was grateful to be associated with Kathmandu College of Management and Siam University, which had been assisting us since the very beginning of our bachelor's degree. I learned how critical it is for a marketing agency to be updated with latest marketing technologies and platforms in order to stay on top of the market. In this fierce competition, it is important for agencies to try out different ways to elevate your game. I also learned the value of teamwork. For a company to move forward it is very crucial for its employees to be aligned with the company's mission and vision. It is better for the entire organization when all team members cooperate and work together, which can only be accomplished with the assistance of an excellent team leader who can consistently advise and support all of the employees.

Furthermore, I would claim that as a result of the different tasks allocated to me, I have improved and feel more knowledgeable than previously. I also have improved my presentation pitching skills. I have also been self-aware about my lacking and how I should overcome them. I can now measure my strengths and shortcomings because I was given tasks that were outside of my comfort zone and doing them allowed me to progress significantly. I also believe that I have developed some skills in keeping my personal and professional lives on separate tracks, particularly time management, as I did for a few months when I worked from home, which taught me that staying at home can allow us to spend more productive time doing a variety of tasks while maintaining a focused mindset and motive.

This internship has also taught me the importance of punctuality and its importance if one wants to achieve success. Internships are the best way to put theoretical knowledge into practice.

4.3 Limitations of your Co-Op studies

There was not much limitations in my Co-Op studies but here are some mentioned below:

- Since I had just entered the firm, I was not allowed to implement all my creative ideas due to brand restrictions
- Not allowed to take up multiple clients at the same time as it has the risk of me crumbling under work pressure
- When I started my internship, the third wave of Covid had just hit Nepal and was slowly recovering from it. Due to this a lot of business were impacted and were not willing to spend on marketing campaigns. So, we had to limit ourselves to the budget that was being provided to us.

4.4 Recommendations for the company

When I started my internship, I was showered with a lot responsibility. Since the company had just expanded a lot of ground works had to be laid. This was troublesome but I got a chance to learn a lot. Especially from my supervisor, he taught me a lot of things related to the Nepali marketing industry. He has also helped me explore the digital marketing and taught me how much dept there is to this field. As a company, it is better to have disposable manpower ready in order some crisis arises. Feature studios has limited manpower and sometimes it becomes hard for us to cope up with the different project and flood in once. So, hiring, some new individuals who are eager to work with real clients and apply their knowledge and experiences can be of help.

I honestly think as student it is important to learn how to handle responsibilities that has been entrusted to you. I honestly don't mind being given work and asked to provide more for the company as I have been very keen in working in this field for a long time. But for other's this might not be the case. So, if I were to say Feature to firstly bring in a few more working hands as this would reduce the load of the people working in the company, secondly, we can delegate the works in team so that the responsibilities with in the team can be split and one can concrete in the field that has been assigned to them. This reduces the chances of people messing up, which result into a smother work flow.

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Appendixes

Annex 1



Image 1: Preparing for an interview shoot at Great Wall Motors for Ramesh Corp



Image 2: After the shoot of Khukri Rum Commercial, Picture with the actor Sandip Chhetri

Annex 2

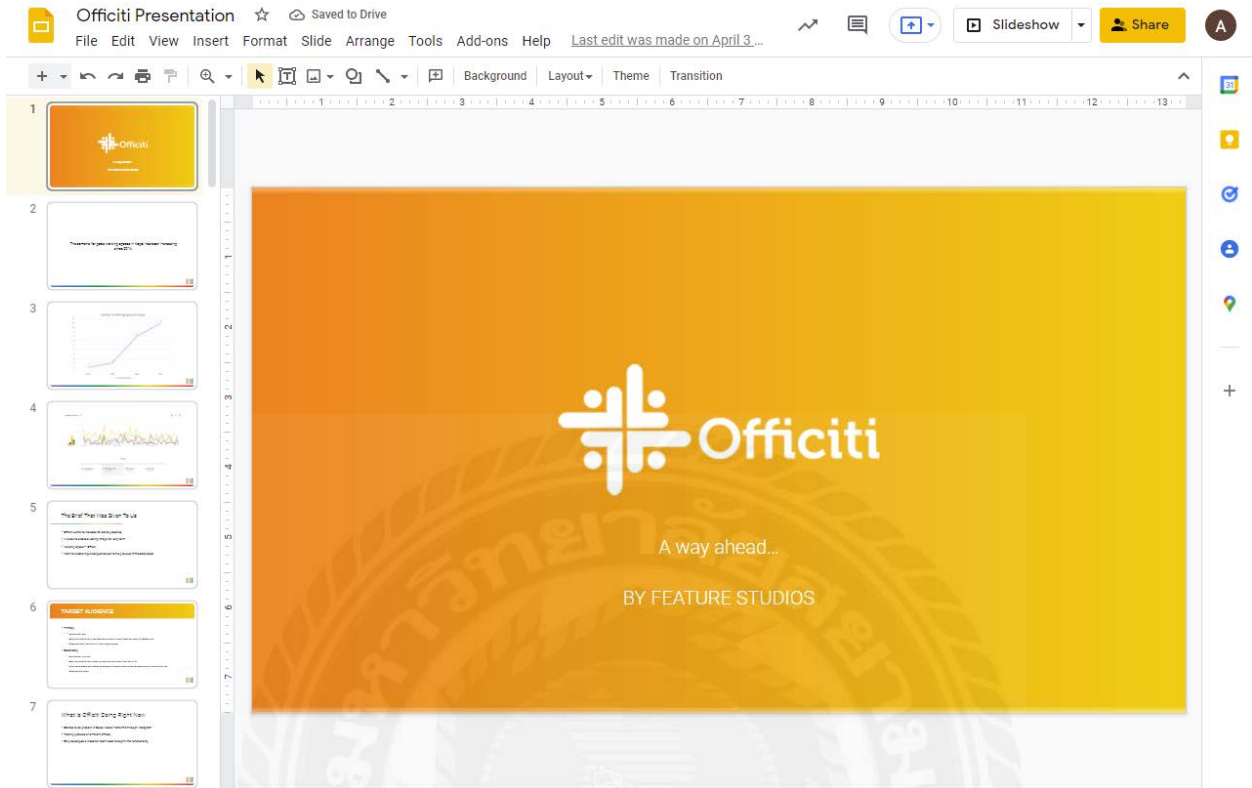


Image 3: Client Pitch Presentation for Officiti



Image 4: Client Pitch Presentation for Guru Manjari

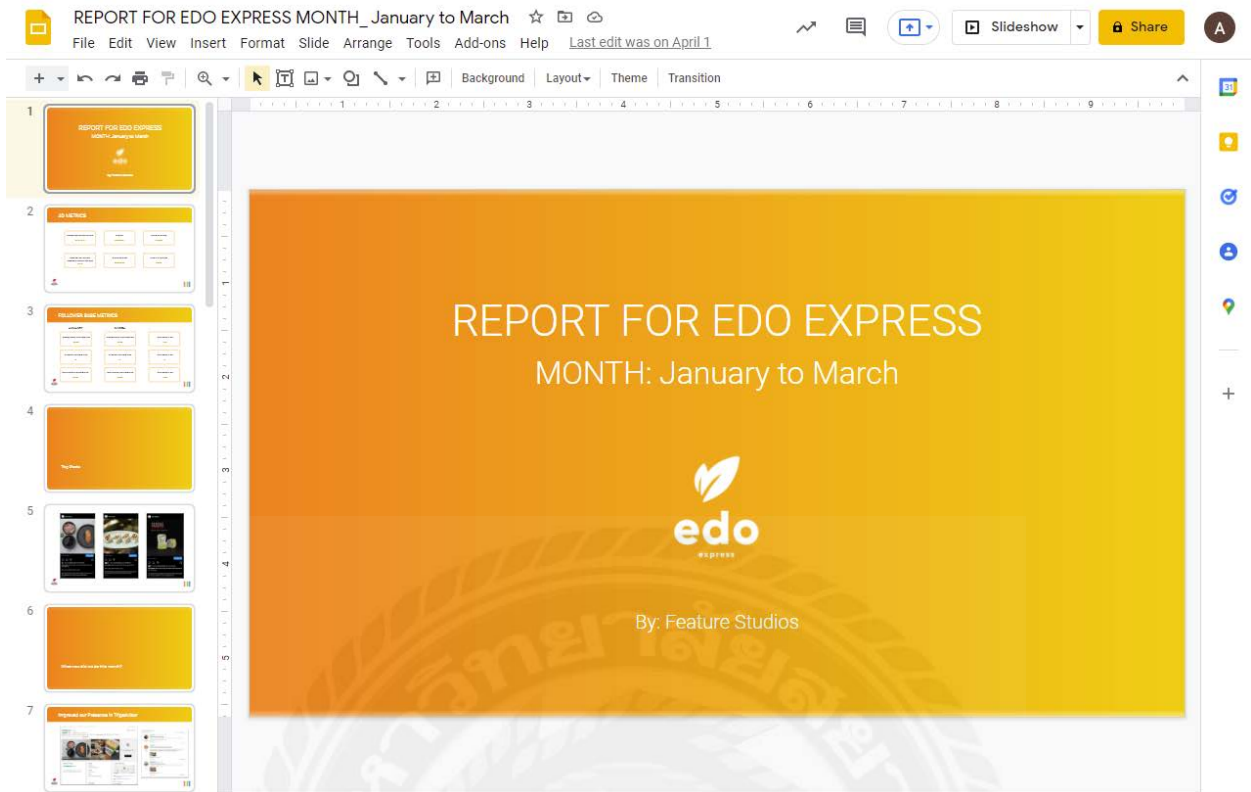


Image 5: Monthly Report Presentation for Edo Express

March						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
		Women's Day				
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Image 6: Monthly Content Calendar for Edo Express