



Cooperative Education Report

Digital Marketing and Operations Handling for a leading Baby Products Business

Written by

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Education Faculty of Business Administration Academic Semester 2/2022**

Siam University

Title: Digital Marketing and Operations Handling for a leading Baby Products Business

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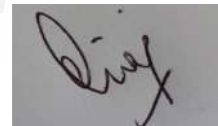
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Abstract

This cooperative report entitled “Digital Marketing and Operations Handling at a leading Baby Products Business” incorporates details on the understanding the market trends, digital audience engagement, marketing strategies to enhance the digital presence of the company and an Organization’s operational management performed under the Operations/Marketing body at Baby Tree Pvt. Ltd. I was assigned the role of an Operations / Marketing Analyst during my Co-op period. The objectives of this Co-op Study are to understand the product promotion through social media, creating brand name and value, use of Marketing Strategies, analysing the market preferences, improving the online presence and understanding the overall operational workflow.

By working with Baby Tree, I have been able to get a good insight on how a medium to big scale online business operate and how the sentiments of both the customers and the internal organizational individuals are to be managed and handled. My major responsibilities at Baby Tree were (1) Digital Marketing, (2) Operational Management, and (3) Showroom Management. Despite facing challenges regarding the implementation of classroom learning, understanding and developing content for a field not related to my major, the problems were resolved by research, confrontation and seeking support from the seniors in the company. I was able to learn about some professional skills for the corporate world, communication skills, time management, stress- management, self-confidence, and the importance of hard work and constructive criticisms which will be crucial for future career development.

Keywords: Baby Products, Online Business, Digital Marketing, Operations Handling, Content Strategy

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Getting an opportunity to learn in an international platform and implement the learning practically would have been impossible without the assistance and cooperation of a legion of individuals on the professional side.

I would like to extend my deepest gratitude to Siam University and Kathmandu College of Management for incorporating the 16 weeks of internship as a part of our curriculum which has been a great way to learn about the corporate world. I would like to thank Baby Tree Nepal for having given me this opportunity to undertake my final year internship at their Marketing and Operations Department. I would like to take this opportunity to extend my sincere thank you to Mr. Niraj Karmacharya, the Managing Direct at Baby Tree for entrusting me to be a part of this project and for supporting and supervising me continually despite his busy schedule. I am also thankful for having met a variety of individuals, experts, and professionals while working in the company.

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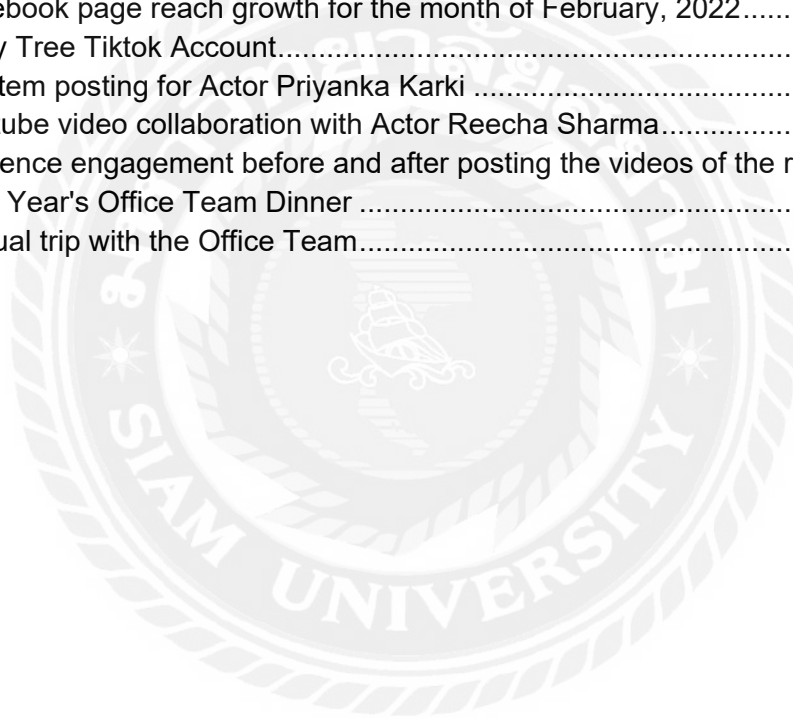
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Chapter 1: Introduction

In this chapter, readers are provided with an overview of Baby Tree Pvt. Ltd. This includes the company's profile, organizational structure, and strategy, as well as my motivation for selecting this company.

1,1 Company Profile



Figure 1.1: Company Logo

Baby Tree Pvt. Ltd is Nepal's leading online platform and physical store that caters to all the baby needs. Established in 2019, Baby Tree is one of the Strategic Ventures of Jaguar Capital Pvt. Ltd, an aspiring company that invests in Equities, Bonds, Mutual Funds, Realty, Ventures & Private Equities. Realizing the gap in the market for a one stop online platform providing all the baby products for newborns to toddlers, Baby Tree was started.

The major products of Baby Tree include various baby essential products from top brands like Dr. Brown's, Chicco, Farlin, Fisher Price, MamaEarth and many more. It also provides non branded items for clothing, accessories, shoes, bags, maternity needs and toys. Baby Tree, a company that began with one physical showroom in Kuleshwor, Kathmandu along with their online presence has now expanded its physical presence to another location at Jhamsikhel, Lalitpur as well. At present, Baby Tree has two physical outlets, the official Baby Tree website and their products can be found in top ecommerce websites like Daraz and Smartdoko as well.



Figure 2: Company Logo Of Jaguar Capital

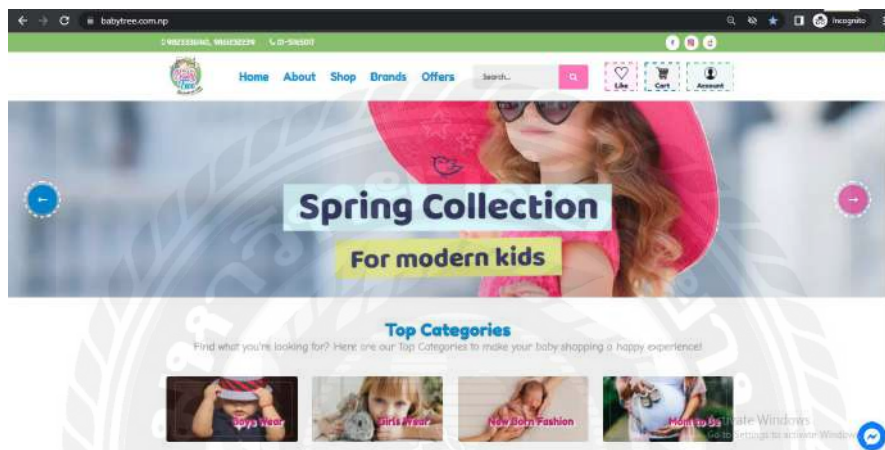


Figure 3: Official website of Baby Tre Shopping website

1.1.1 Vision of the Company

To be a parent's favorite destination for baby products all over Nepal.

1.1.2 Mission of the Company

To be the leading online and retail baby brand, and make baby shopping hassle-free and convenient for parents.

1.1.3 Products of the Company

Baby Tree sells a variety of baby products for the age group of New Born - 5 Years old. From Branded baby essentials like Bottle washes, Clothing Detergent, Baby mouth Pacifiers, bottle cleaning brushes, baby lotions, Baby Carriers to fashionable outfits for the baby boys to and girls to different variety of toys collection are available in this one stop shopping place for babies.



Figure 4: Some top Brand Products available at Baby Tree

The products offered by the company are:

CATEGORIES	PRODUCT ITEMS
Boys and Girls Wear	<ul style="list-style-type: none"> ● Shirt and Tees ● Pants, Shorts, Skirts and Dresses ● Rompers and Jumpsuits ● Outfit Sets ● Party Wear ● Jacket and Coats ● Shoes and Accessories
Baby Essentials	<ul style="list-style-type: none"> ● Baby Carriers ● Walkers And Bouncers ● Sterilizers & Humidifiers ● Beddings ● Strollers ● Car Seats ● Tables & Chairs
New Born	<ul style="list-style-type: none"> ● Newborn Outfits ● Swaddles ● Mittens ● Socks and Shoes ● Caps ● Rompers
Baby Care	<ul style="list-style-type: none"> ● Bottles ● Pacifiers ● Bibs ● Teethers ● Personal Care ● Utensils

Cool Toy

- Stuffed Toys
- Learning And Education
- Newborn toys
- Cars And Bikes
- Inflatable Pools
- Indoor Games
- Outdoor Games

Table 1: Products offered by the company



Figure 5 Branded Products offered by the company

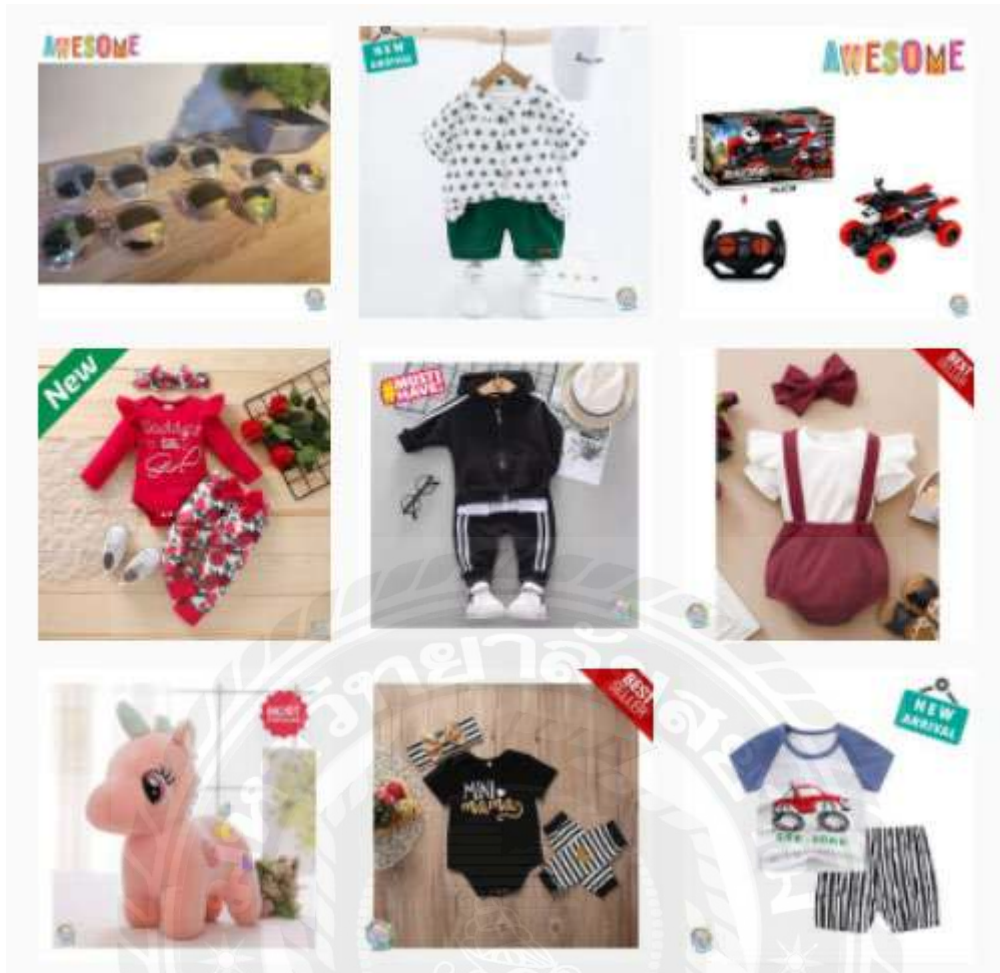


Figure 6: Clothing / Toys displayed in the official Instagram page

1.1.4 Strategies of the Company

- **Customer Commitment:** We are committed to develop a long term relationship with our customers that will have a positive impact in their shopping experience.
- **Quality:** We strive to provide exceptional products and unmatched services to deliver premium value to our customers.
- **Teamwork:** We have a diverse group of people who contribute equally to meet our ultimate vision.
- **Respect for Employees:** Baby Tree also focuses on the operational flow within the organisation and not just the external factors. Since the core value of Baby Tree prioritises employee satisfaction, various rewards and compensations are provided to the employees monthly based on their performances.

- **Trust in Online Shopping:** Believing that e-commerce is the future in Nepal, Baby Tree is committed to bringing trust in online shopping. The main strategy is to ensure that the products being put for sale is of great quality and match the expectations of the consumers.

1.2 Organizational Structure

Since Baby Tree Pvt. Ltd is one of the ventures of Jaguar Capital, it is headed by Mr. Niraj Karmacharya, the founder and the Managing Director for both Jaguar Capital and Baby Tree Pvt. Ltd. The team at Baby Tree is small so instead of having a number of departments and employees under each team, specific tasks are assigned to specific teams and there is coordination among the employees. Baby Tree also has another sister company, “KIDS’ TREE” targeting kids more than 5 years of age, which is looked after single handedly for now.

1.2.1 Diagram of the Organizational Structure

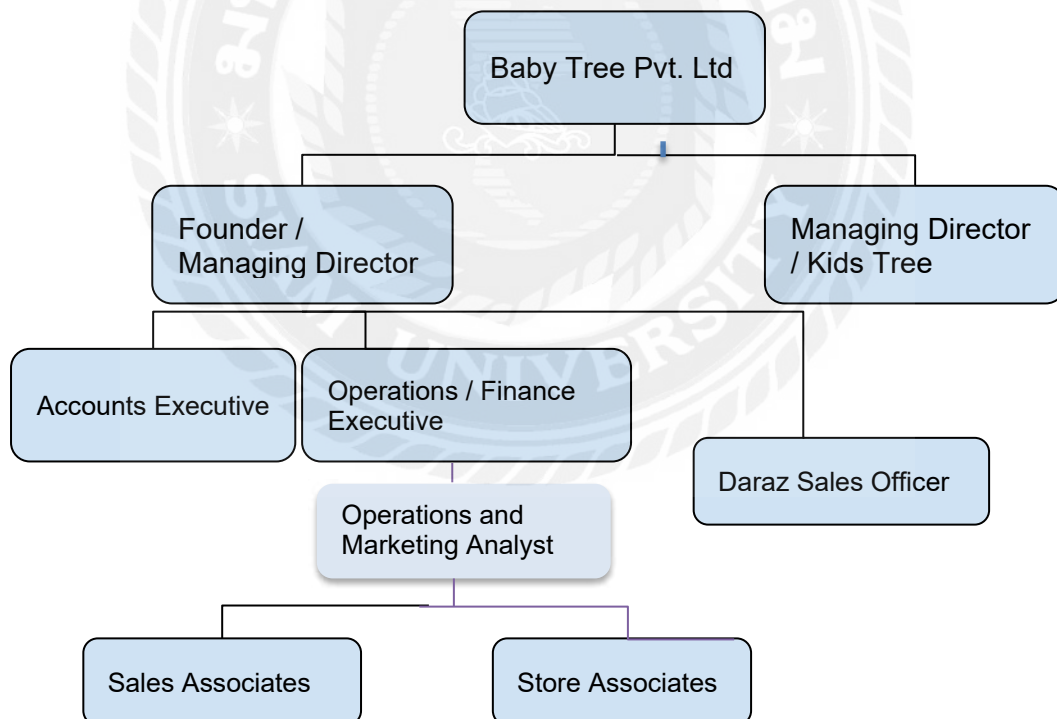


Fig 1.4: Diagram of the Organizational Structure along with my job position

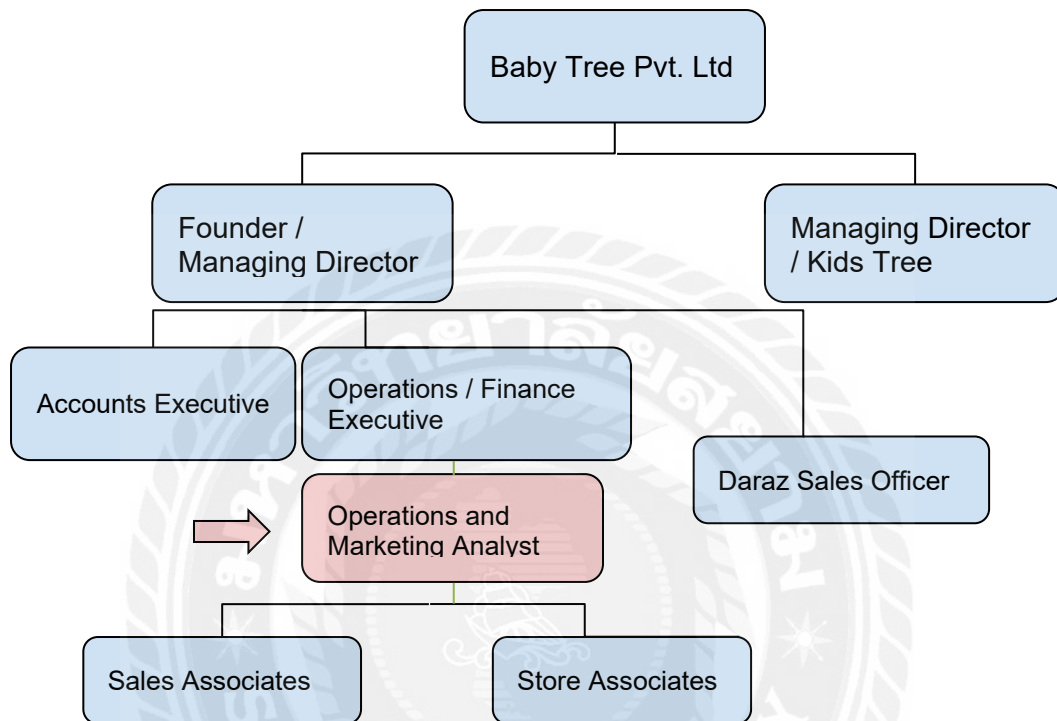
1.2.2 My Job position

My Job Position was Operations and Marketing Analyst at Baby Tree, where I worked directly under the Operations Executive along with the Managing Director. Besides this, I also had a team of Junior Sales and Store Associates staff, who worked under my guidance. The starting

date of my internship was 15th December 2020 and the work hours were Sunday through Friday, 10 a.m. to 5:30 p.m.

1.2.3 My Job Position in the Company Organizational Structure

My job position within the organizational structure of Baby Tree Pvt.Ltd was as follows:



1.3 Intentions to join the company

For an undergraduate student, internships are an effective way to learn and understand the complex reality of the corporate culture, communication, marketing, business planning and the overall strategic operations that follow through it.

Despite being a student in finance, I knew that I was more drawn towards the creative marketing, operational management and business development aspect of work. Baby Tree, being one of the leading online shopping hubs for the parents to meet their baby essentials and needs, is one of the most popular brand names for many Parents. Being interested in how big scale online businesses operate and how the work is managed behind the scenes, I was really drawn towards working at Baby Tree. I also wanted to understand the situation of the market for baby products in Nepal as my family owns a small clothing business targeted towards middle aged women. As a Marketing and Operations employee at Baby Tree, I would get an

opportunity to understand the market trend for the baby products and implement the knowledge and skills gained through experience to possibly expand our small family business to a larger one in the future.

1.4 Strategic Analysis of the Company

SWOT Analysis

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> - One of the firsts online platform catering for all the baby needs - Direct Import of products in bulk from the international vendors and hence, making low purchase cost for the company - Most online sales from out of valley and not just within Kathmandu - Prompt online customer services and replies - Good consistent relationship with the customers 	<ul style="list-style-type: none"> - A bit pricier than other places - 2 physical showrooms in a nearby location - Products Shown on Website not always available - Single Sole Vendor that caused Limited variety of Products due to the border blockade after the new Covid - 19 variant spread in China
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Expand the outlets to other parts of Kathmandu and out of Valley - Build more marketing and branding buzz through viral tiktok contents 	<ul style="list-style-type: none"> - Growing market and online competitors - Online market taking over the physical shopping experience - Cheaper rates for the similar products by other companies

Table 2: SWOT Analysis of BabyTree

1.5 Objectives of the co-operative studies

The general objective of the co-op study is to be able to put theoretical business learning's into practice by meeting and learning from professionals, experts, and potential mentors who will provide us with knowledge, criticism, and support. Through this process of learning, we are able to expand our knowledge, contacts, expertise which benefits our public relations. It is a great platform for a beginner to know the inner workings of any industry.

The objectives of the internship include:

- Understanding how products are promoted in social media through different mediums like Facebook, Instagram, Tiktok and the official company website
- Creating brand name and value for the business through various Marketing Strategies
- Analysing the market preferences and Improving the online presence of the company to meet the demand of the target consumers
- Understanding the overall operational workflow within an organization for a proper management and coordination of the teams and the tasks.

Chapter 2: CO-OP Study Activities

In this chapter, my job descriptions, job responsibilities, job process, contributions to the company and learnings are presented as follows:

2.1 Job Description

- Job Role: Marketing /Operations Analyst
- Worksite Location: Baby Tree Pvt.Ltd, Kuleshwor



Figure 7: Google location description of Baby Tree Pvt.Ltd

I worked as a Marketing and Operations Analyst at Baby Tree, where my role was to handle the online presence of the company in all the major social media sites along with the overall coordination and management for a proper workflow within the teams and the tasks that were assigned to them.

2.2 My Job Responsibilities

My everyday tasks and job responsibility at Baby Tree could be categorized into three categories as listed below:

2.2.1 Marketing:

Product Uploading: The new products have to be uploaded into the website of BabyTree along with the product image and its features. To upload the product into the website firstly, image has to be edited by using photoshop where the standards of photo criteria was given so that picture becomes clear. After picture has been edited, I had to upload the product

Website handling: Daily checking website so that same products are not uploaded twice, all the descriptions and pictures are correct. Checking if the same product has been for long time, finding out product cycle like which product is taking long time to be sold.

- Conceptualizing digital contents and coordination with the inventory team for an engaging online platform and sales boost
- Handling of all the Social Media Platforms on Facebook, Instagram, Tiktok and curating regular contents/posts for it
- Plan monthly/seasonal sale offers and campaigns
- Approach media influencers / celebrities for PR packages and collaborations with Baby Tree
- Responsible for all the poster designing related to any offers / announcements along with photographing the products and posting on the official social media pages

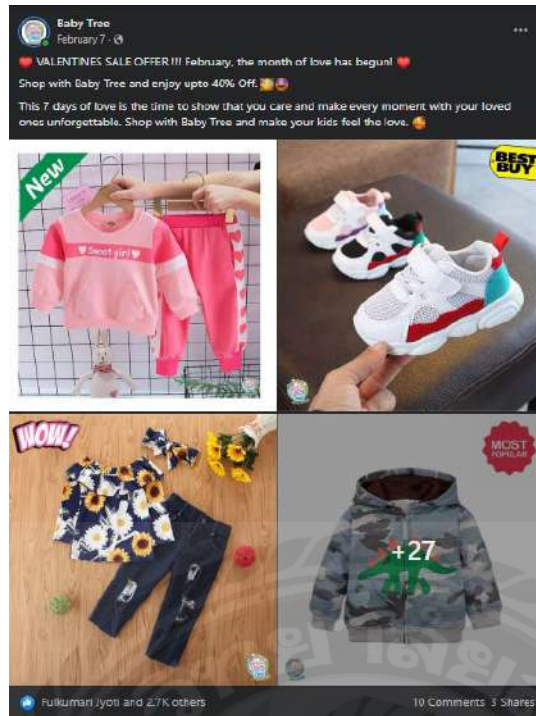


Figure 8: Post made for 7 days Valentines Sale offer for selective items

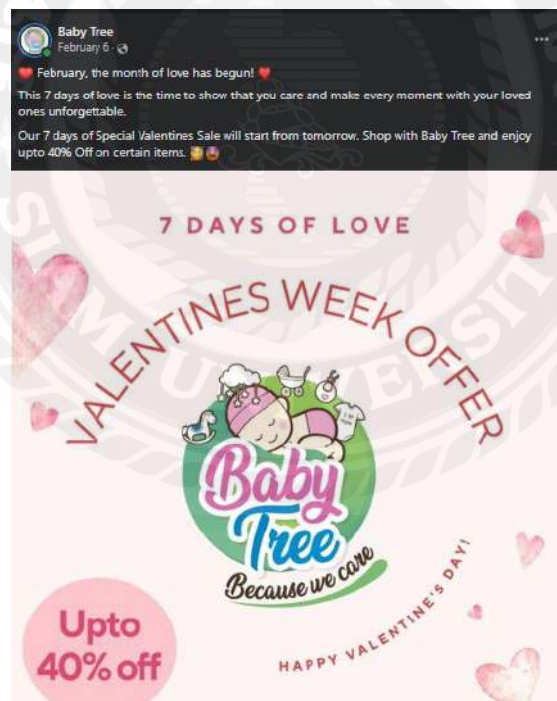


Figure 9: Post made for 7 days Valentines Sale offer for selective items



Figure 10: Loyalty Card Announcement Post designed for Baby Tree



Figure 11: Product pictures shot and edited for Baby Tree

2.2.2 Operations:

- Working closely with the IMS software with regards to all the purchase entry, costing and pricing, products categorising, opening stock entry and matching the stock summary report
- Guiding the junior sales team of 6 with working on the IMS System Software and supervising their work
- In charge of overall operations of the Baby Tree website - Uploading and updating the available products and quantity, looking after the orders, getting the customer confirmation and delegating it to the inventory Packaging Team

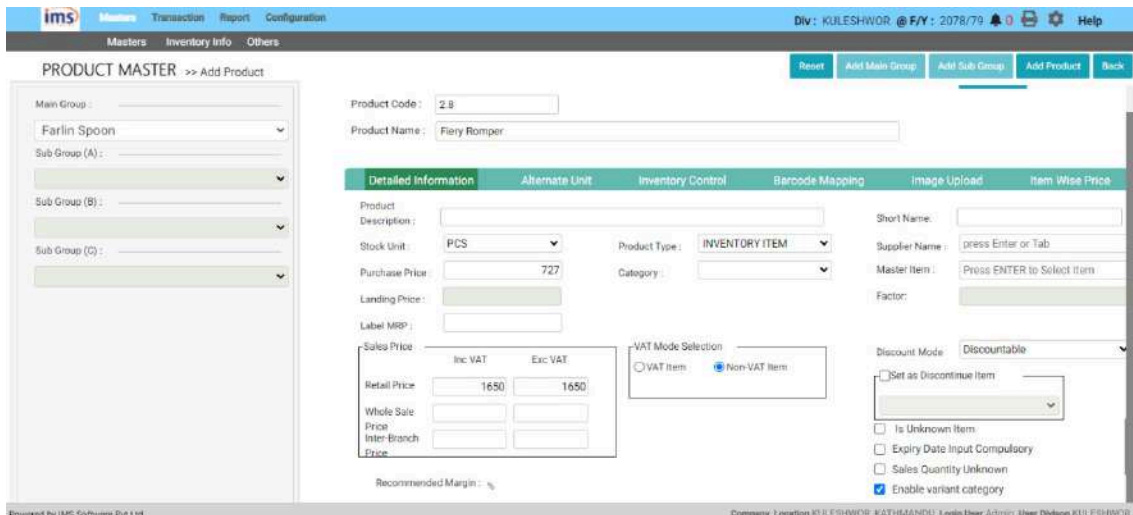


Figure 12: A snapshot of the IMS Software for new product entry

2.2.3 Showroom Management and Supervision:

- Ensure the availability of the products and their quantity in both the Baby Tree showrooms of 2 different locations
- Monitoring the tasks of the Store Inventory team and check whether each product has been barcoded and recorded in the IMS Software.
- Overseeing the shelf stock display and the general appearance of the store.
- Prepare and manage the schedule for the Store Sales Team

2.3 Activities in coordinating with co-workers

Despite me being the only person looking after the social media platforms for the company and handling the overall contents to be posted, my tasks needed a lot of coordination and communications with the co-workers from other teams as well. My job at Baby Tree required me to coordinate time and again with the inventory team to ensure the products being posted online for sale are available or not. Not only this, I was also responsible for managing and assigning each of the store teams their individual tasks for a good display of the products at the store.

Hence, I had to do a lot of back and forth communications with each one of them within the office. To sum it up, my work at Baby Tree involved looking after the online presence of the business with a proper team Coordination and Management.

2.4 Job Process Design

I worked for 14 weeks at Baby tree. The work process is divided according to the various tasks that were performed during my work hours. My job process diagram from week 1 to week 14 is shown as follows:

A. Social Media Postings

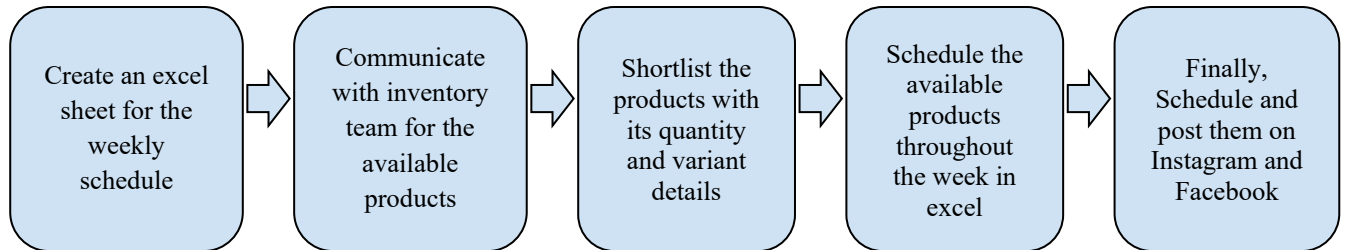


Fig 2.5: Job Process diagram for Social Media Postings

B. Image Quality Check

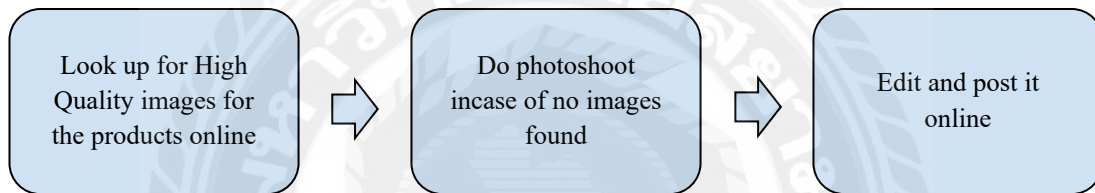


Fig 2.6: Job Process diagram for Image Quality Check

C. Official Website Handling

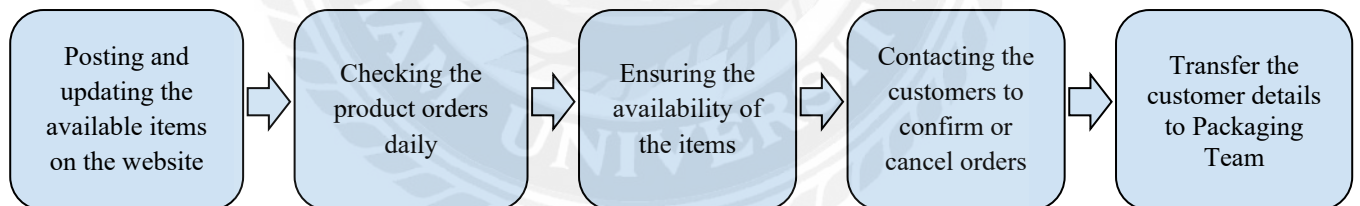


Fig 2.7: Job Process diagram for Official Website Handling

D. Monthly Sale and Offers Campaign

- 7 days valentines day offer

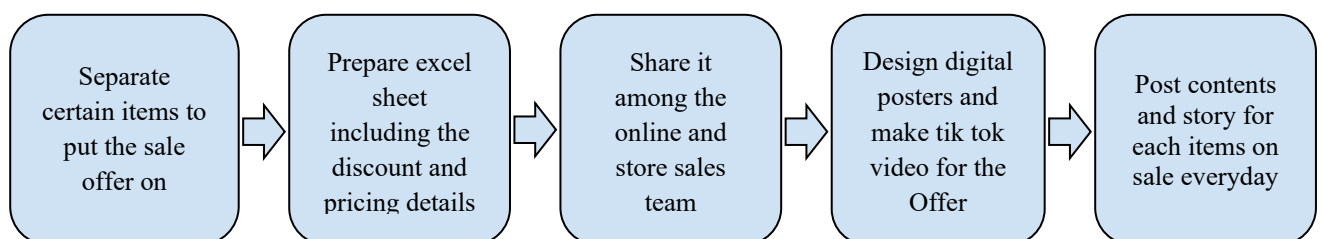


Fig 2.7: Job Process diagram for 7 Days Valentines Week Offer

- **Regular sale offers**

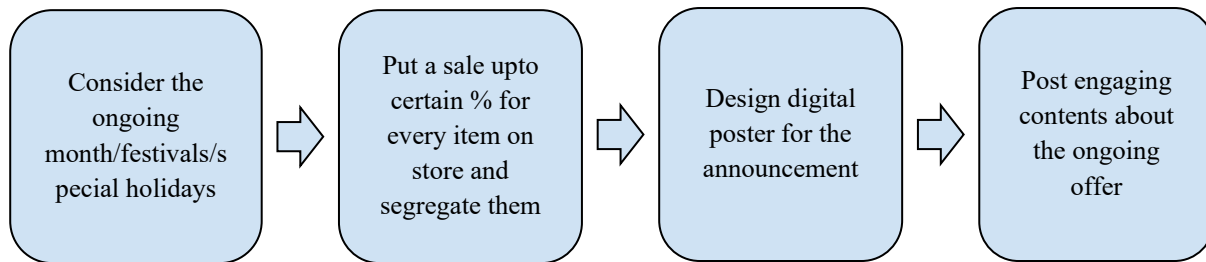


Fig 2.8: Job Process diagram for Regular/Monthly Sale Offers

E. Showroom Management and Supervision

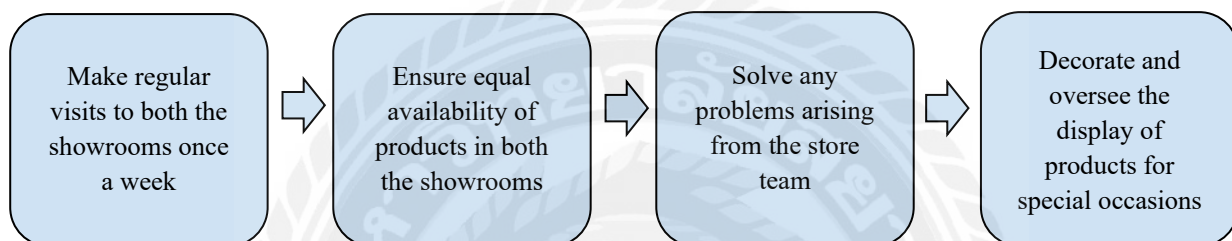


Fig 2.9: Job Process diagram for Showroom Management and Supervision

F. Working with IMS System Software

- **New Products Purchase Entry**

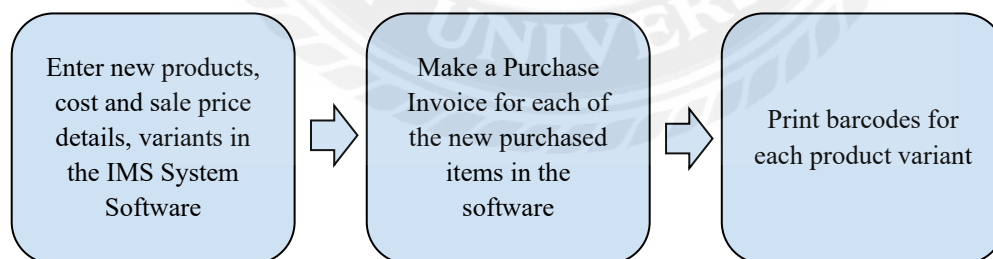


Fig 2.10: Job Process diagram for Purchase Entry in the IMS Software

The above shown diagrams show a typical flow for my various tasks at Baby Tree. Since I worked for the Operations team, various unexpected small tasks would also arise depending on the situation. That would include managing the itinerary for the office team gatherings, buying farewell or birthday gifts for the other employees, getting items for store decorations, contacting the concerned office electric technicians in case of any problems, listening to and solving the minor conflicts among the team members and so on.

The work process for it would be quite simple but decisions would have to be taken urgently. For such circumstances, I would first analyse the situation, understand the main problem, discuss with my fellow colleague to clear out the confusion, prepare requirements, make a decision then review and apply required changes to it.

2.5 Contribution as a Co-op Student in the company

During my work period as a Co-op Student at Baby Tree, I have worked in various activities, making some significant contributions. I was able to add my creativity and opinion to any work I was involved in. Below listed are some of the contributions I was able to make during my work period:

1. Quality Digital Presence in Instagram and Facebook

Since one of my major duties was to handle all the official social media platforms for Baby Tree, I made sure to make the official account feed as fine as possible. I made and scheduled an average of 40 posts and stories of the products every week in both Instagram and Facebook. Also for Instagram, I re arranged the entire story highlights.



Figure 13: Official Instagram Page

2. Concepts of Engaging Social Media Contents

Most of the contents being posted in the Social Media platforms of Baby Tree is traditional and monotonous. The vendors send a list of inventory products along with its pictures for the purchase that Baby Tree has made. Then, these same pictures are further used to post in the official social media platforms after putting up the product description in the captions.

What I did differently was, I started photographing and taking videos of the actual products as they are and even made the videos to be more descriptive. I started posting a better angled pictures and detailed videos of the products. This way, there were more engagement like replies, reacts and shares compared to the monotonous pictures being posted every hour with no detailed descriptions.



Figure 14: Snapshot of the video of the product posted for the Valentines Week Offer

3. Increase in the Page Reach and Audience engagement

With the above stated steps, in no time a growth in the page reach and audience engagement was seen.

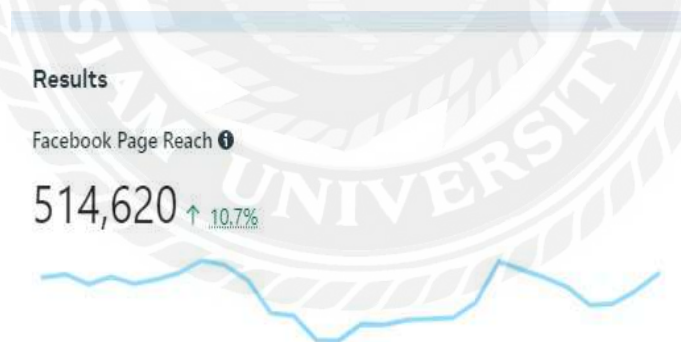


Figure 15: Facebook page reach growth for the month of February, 2022

4. Made 15+ Tiktok Video Contents for Baby Tree

Baby Tree already had their tiktok account but was not much active and videos had not been posted since 2020. So during my time working at Baby Tree, I made more than 15 tiktok videos and was able to gain a good amount of followers as well.

However, the target audience couldn't be reached through TikTok. But these Tiktok videos would get a lot of engagement and inquiries for the products while being posted in Facebook and Instagram.

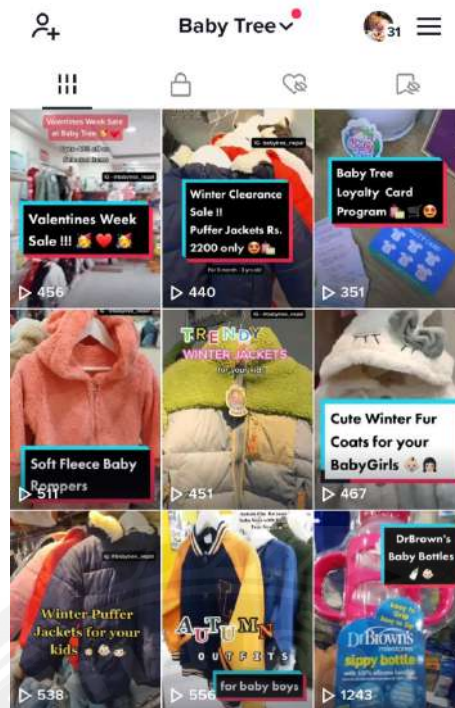


Figure 16: Baby Tree Tiktok Account

5. PR Packages and Collaborations with the celebrities

One of the methods we used for marketing and branding of Baby Tree is handing out PR Packages and collaborating with celebrities, who are mothers. During my time at Baby Tree, I along with my other colleagues were actively engaged in communication, negotiation and gifting of the PR Package worth a certain amount with a top Nepali Film Industry celebrity like Priyanka Karki and for a Youtube video Collaboration with another top Nepali film Industry actor like Reecha Sharma.

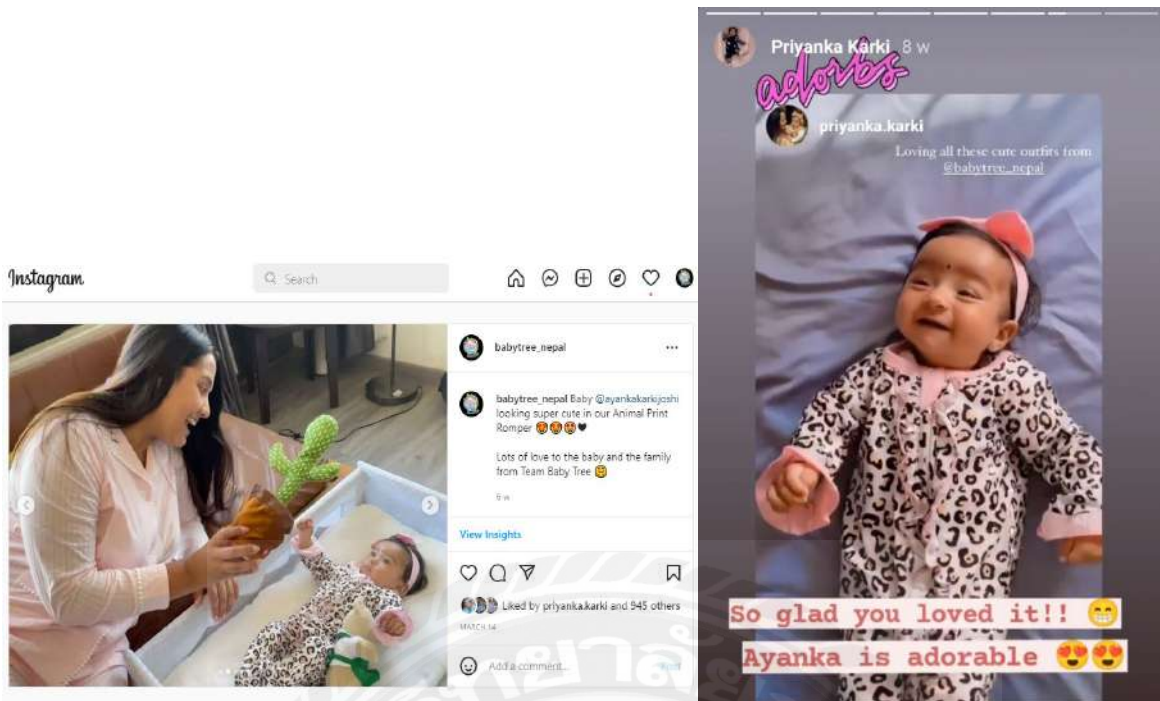


Figure 17: PR Item posting for Actor Priyanka Karki

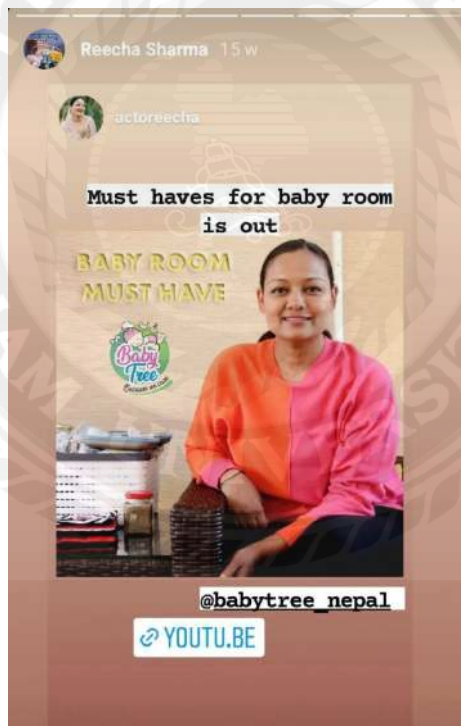


Figure 18: Youtube video collaboration with Actor Reecha Sharma

Chapter 3: Learning Process

In this chapter, the readers can find the list of problems I experienced throughout my work period and how I was able to resolve them. I also discussed theories and related research on the topics, which assisted me in resolving the challenges. As a newcomer, I learned a variety

of new abilities and acquired new professional experiences that will benefit me in my future career.

3.1 Identifications of the problems encountered

Online businesses are flourishing day after day in this digital era. On top of that, the scenario for the e-commerce businesses and its online presence has drastically changed especially after Covid-19. There were a few problems encountered during my work period at Baby Tree and these have been divided into two categories: within the organization and on a personal level. The major problems faced within the organization are as follows:

1. Difficulty in maintaining the audience engagement

Baby Tree started its e-commerce business in early 2019 and during that time, not many online platforms were there to target the parents for all their baby needs. Most of the parents' go to place to shop would be either "Peanuts", a private limited company and a shopping store that has been running since decades, Bhatbhateni Supermarket or any other random shops in New Road. Since the products sold in Baby Tree were unique and not easily available in the Nepali market, the online audience engagement had always been amazing in the past.

But over the last few months, due to increasing competition in the online businesses for the same products, traditional method of social media postings and the new instagram algorithm, there has been a lack of audience engagement in the contents posted online.

The effect of it could be distinctly noticed in the social media postings. Some posts would reach a large number of accounts and have great audience engagements, while some posts would not even reach 1000 different accounts in spite of the official account having 18k + followers on Instagram and 125k likes on Facebook page. This would directly have a negative impact on the online sales and many announcements, offers, and new arrivals would remain unnoticed. Hence, despite the regular social media postings, it was difficult to maintain the consistent level of audience engagement in all the posts made.

2. Emergence of other similar online businesses with cheaper price rates

Since the growth in the digital era and more familiarity with online shopping, more people started coming up with their own online business for baby products as well. Unlike the office set up e-commerce business with a team of 15 staff like Baby Tree, where the fixed and variable costs would play a big role, these new small online businesses had their cost advantage.

When the customers come across the same or the similar looking products that Baby Tree were selling at a lower price in other online stores, customer dissatisfaction was observed.

3. Incompetent official company website

In comparison to the websites for other online shopping, what Baby Tree has is quite simple and incompetent in some ways as well. In this competitive time where every business is trying to beat the other and provide the best services and convenience to the customers, Baby Tree seemed to lack a bit with its official company website.

The users need to wait for a few minutes for the website to load and get access to the product image and the details. The layout of the website for the shoppers is also not very appealing and many items look to be jumbled up together.

Besides this, from the company website handler point of view, there was no option to view the full order details of the customers. We could only have access to the name of the product order and the customer details. The other details of the product like the size, color, quantity could not be accessed. Therefore, the official Baby Tree website was incompetent in many ways.

4. Frequent Errors with the IMS Software

The IMS Software was brought in use by the company, for faster, efficient and convenient flow in inventory and finance management, billing and cash management and full barcode integration for the prompt billing. But since the software was brought in use after 2 years of the traditional record keeping and operations, all the remaining old inventory and its transaction details were to be entered into the software again.

There were not many noticeable errors with the software entry of the new purchased items and the new inventory record. However, many old inventory items were still unrecorded and these would create a lot of transaction entry errors in the software while recording the present day sales. Frequent errors could also be observed in scanning the barcode of the products while doing the day to day sales entry. This would make the job process of the store sales team lengthy and the customers had to wait a long time for their billing to be completed.

Since my task was to oversee the sales team and solve any problems they face, this was also a part of the daily problems I, along with the company, faced while working.

5. Delay while working with the Baby Tree App Development

The Baby Tree App had just completed its first stage of its development and had the 1st draft APK (Android Package File) file, that is used to distribute applications on google's android operating system when I first started my work at Baby Tree. Our goal was to work on the app and get it launched by Mid April.

Co-ordination process with the Baby Tree Team and the App developers team was being led smoothly for the first half and a lot of drafts and samples were being sent back and forth. But after a few weeks' progress, there were some conflicts and misunderstandings with the third party of our app development team. Due to this reason, the work progress was greatly hampered and the App Development project was left pending for a long time without any updates of the progress details.

Here, I have also highlighted some of the challenges that I faced based on the personal level during my internship period. The challenges that I had to go through are given below:

1. Adjusting to the Office Environment
2. Different Academic Course Background
3. Limited people to look up for the guidance
4. Repetitive and monotonous task

3.2 How to solve the problems

For the above discussed problems at work, the following steps were taken to solve it. Most of it was not fully solved but the team just came up with a better alternative method for it. The steps taken were as follows:

- In order to maintain the audience engagement on all the social media sites for Baby Tree, I, as the Marketing analyst, started photographing and capturing better angled videos of the actual products and posting them. Surprisingly, these videos and images of the real life products received more views and engagement rather than posting the images of the product found on the internet.

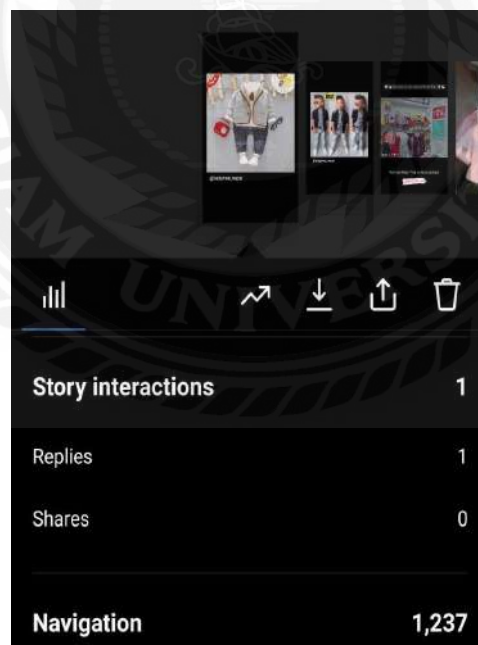
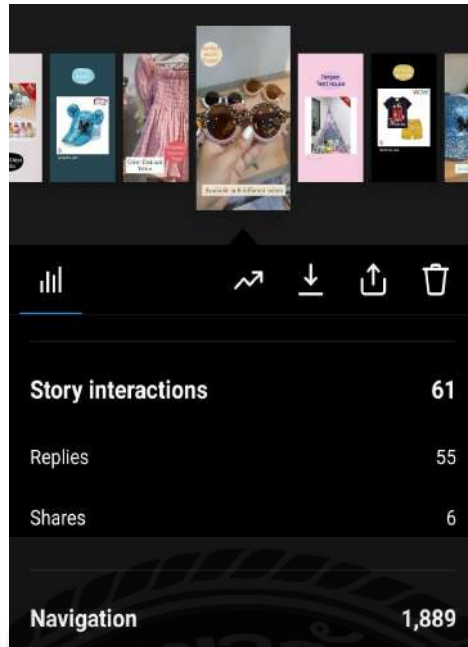


Figure 19: Audience engagement before and after posting the videos of the real product



- For a better audience engagement, I focused more on the content posted in the 24 hours story rather than the Main newsfeed. This is so because the new instagram algorithm would restrict certain posts from the content creators/online businesses to be shown in the news feed of the followers. But the stories would appear top of most of the followers.
- To deal with the emergence of the other online businesses with more affordable rates for the similar products as Baby Tree sold, seasonal and monthly sales used to be put up very often in coordination with the inventory team. Announcement for these sales and each item under sale would be posted in the Facebook and Instagram stories everyday until the offer was over. Heavy sale of upto 40% would be offered every now and then. This further helped in clearing out the old stock items and also created a reputation among the consumers for having sales and offers frequently, which helped BabyTree retain the customers.
- As for the incompetency of the website, not much drastic changes could be brought to solve the above mentioned problems. Instead of not taking an order from the customers just because the details could not be accessed, we started contacting the customers directly and asking them for the details and confirming their orders.
- Working with the IMS Software was the most challenging part of solving the problems at work. A lot of back and forth communication with the IMS Software team needed to be done multiple times throughout the day to solve the problem. If not fixed, the whole process of sales entry would stop and there would be a delay in the work.

3.3 Recommendations to the Company

The recommendations I would give to Baby Tree would be as follows:

1. Consider lowering the sales price by making other cost adjustments

As mentioned in the SWOT Analysis above, the major weak point of Baby Tree that was causing the customers to choose our competitors and other smaller online businesses was due to expensive pricing. Due to various internal organizational reasons, the sales price of our products is comparatively high. The major dissatisfaction of the customers was in the product pricing. So it would be better if the company could consider lowering their profit margins and balancing with other cost aspects in order to lower the sales price of the product sold as well.

2. Take serious consideration of the customer feedback forms

Both the showrooms of Baby Tree are provided with a box where customers are to fill out the feedback form and give their reviews. These review forms are checked every 2 weeks but steps to work in betterment are hardly considered and have not been considered yet. These feedback forms could be of great help in prospering the business further.

3. Follow the time schedule when followers are the most active for making various Product/Announcement postings

Usually, the schedule for all the social media postings to be followed is regular, routine and is to be done from 9 am to 9 pm in every hour. I, as an employee and a customer at Baby Tree, would not recommend this pattern since it can become too much information at a time and cause irritation to the followers to see the posts from the same page every now and then. Rather than this, I believe it would be much better if the social media postings were targeted and scheduled around the time period when the followers are the most active, ie, around 6 pm - 8pm.

3.4 Lessons learnt during the Co-op Studies at Baby Tree Pvt. Ltd

The Co-operative study program provides an opportunity to provide practical knowledge along with academic program. During the internship period, I got an opportunity to explore theoretical knowledge into the real working environment. Overall, the internship program helped me on the following aspect of real-world work and the key things learnt are as follows:

- Maintaining focus at work

During the first few weeks of the internship, I noticed that I was easily distracted by the job and the surroundings because I was not used to it, and as a result, I made a lot of mistakes because I couldn't focus on my work. To acquire the professional habit of focusing on the work I was unable to complete. But, as time went on, I realized the

value of it and began to put the unimportant things to the side when I was doing my work, allowing me to concentrate better.

- **Importance of time management and working schedule**

The importance of time management includes punctuality and performing right work at the right time. So, I had to manage and perform the task in a given time frame. So learnt the importance of time management and working schedule.

- **Team work**

Most of the tasks required to be done in coordination with the other team members. This has developed an efficient team work skill that has helped to solve assigned tasks properly and in a productive way working as a team member.

- **Independence**

At the start of this internship, I expected my seniors to provide me with as much guidance as they could but as time passed, I realized that independence is important in the workplace. Being spoon-fed is not the way to learn. The internship has taught me to make my own decisions and do things on my own. Being able to work independently with little guidance is the most important thing in the workplace

3.5 Application of Coursework Knowledge to Real Working Situation

A notable coursework that helped during my internship was “The Principal of Marketing and Digital Marketing”, where we covered the basics of marketing: targeting, segmentation, differentiation and elements of it such as advertising and customer service. There are many courseworks knowledge that has helped me while working at Baby Tree and has also helped to perform my task better. Few notable subjects that were most applicable were:

Subject Name	Usage in the Workplace
Production and Operations Management	Understanding the overall production process and how an organization is operated and the steps to be taken
Principles of Marketing and Digital Marketing	Recognizing the target market for the training programs and workshops and promoting it accordingly.
Principles of Management	Understanding people at workplace, understanding the organization and to discover a work ethic
English Usage of Profession	Taught us how to create CVs, cover letters, and business letters, as well as how to communicate, send emails, and show ourselves properly in the professional world.

3.6 Special Skills and New Knowledge Learned

This internship has taught me various things, made me ready and more experienced for better things, Moreover, it has provided me better opportunities too. Few skills and knowledge that I have learned are:

- 1. Communication Skills:** I had to communicate with various people inside and outside the country, virtually as well as physically. I have understood the weightage of my words and have gained the ability to mold the conversations as per the need.
- 2. Leadership Skills:** Even though it was my first official job at Baby Tree, I was responsible for guiding and leading the junior store and sales staff in the office. Baby Tree allowed me to work on my decisions and lead the junior staff's team as per my leadership and supervision. This has empowered me and made me more confident in my further works as well.
- 3. Quick Decision Making:** As I was given the responsibility to lead the Junior Store and Sales Associates, they always looked up to me and came to me if any problems arrived along their way at work. Be it any confusion/errors while doing their sales entry in the IMS System software or any problems arising at the physical store, I had to make a prompt decision and settle down the problems within the team and the office.
- 4. Strategic Planning** I have understood how to plan, give attention to details, set priorities and strategize the process. My supervisor sat one to one with me many times to give me feedback and help me improve my strategic planning skills

Chapter 4: Conclusion

This chapter provides the readers a summary of the Co-op study as well as the work experience evaluation, limitations of the Co-op studies and the further recommendations.

4.1 Summary of Highlights of Co-op study at Baby Tree Pvt. Ltd

As an Operations / Marketing Analyst at Baby Tree, my major duties were catered into overseeing the daily smooth flow of the work operations within the organization as well as maintaining and improving the online presence of the company. My main motive to work at Baby Tree was to understand consumers preference regarding the baby products and understand the market sentiments. I also wanted to learn and understand the complex reality of corporate culture, communication, marketing, business planning, operations and how to produce strategies that drive business results for the company. Moreover, I wanted to prepare myself for higher responsibility by sharpening my leadership, communication and professional skills. And with this opportunity, I believe I was able to do so.

As elaborated in Chapter 3, I encountered various problems during the work period within the organization and on personal levels like difficulty in maintaining the audience engagement in the digital platform, high competitive emergence, frequent errors with the IMS Software, Conflict Management within the team, delay in the App development project during and other personal problems like difficulty in adjusting to the office environment, dealing with the tedious and monotonous task. But most of these problems were handled with tactical decisions, coming up with alternative methods, guidance from seniors and communicating properly with everyone.

The internship provided me with valuable insight and experience into the field of my interest. This internship directly aided in broadening my knowledge and improving my abilities. Overall, my experience at Baby Tree Has been an insightful working experience.

4.2 Evaluation of Work Experience

Working at Baby Tree was an insightful and a positive learning experience. This has taught me other valuable skills like Team Management, Effective Communication, Leadership qualities and other managerial skills besides my main intention to join the company. It was also a great opportunity for me to understand and single handedly experience the background operations to run an organization, workflow process of an online business, management of the employees' sentiments and internal conflicts within them and the importance of following work ethics. Most importantly, I'm happy with the fact that I got to experience and

gain insights on the matter I wished to learn; ie, to understand the market scenario and the trend for Baby Products.

However, I wished there would be a team to work with for the sharing and discussion of any sort of creative ideas, so that something more outside of my single potential could be achieved with the help of group discussion and involvement. Tiktok videos these days have a lot of potential to create a buzz in the market and increase the customer/audience engagement leading to the sales growth. Even though there were a few colleagues with whom I worked together with to enhance the digital presence of Baby Tree, there lacked a proper planning and prioritization to it since all of us already had our own assigned job duties. Many times, these plans would be pending for weeks and not have a proper creative strategy to back it up. Hence, despite the ideas being applied and executed, we could not achieve the desired result. This was one of the demotivation factor to continue working for tiktok contents.

To sum it up, my experience at Baby Tree has taught me to be more independent and confident since I had to work, guide and make decisions usually on my own. And at the same time, I hoped there would be someone I could look up so that I could learn something more and different from my potential and see a growth in my technical as well as personal skills.

4.3 Limitations of your Coop Study

Since Baby Tree is a company consisting of a small team and my role was also involved in leading and guiding the team of the junior staff, I felt like it blocked me from getting the exposure, guidance and directions that a fresh graduate would expect from being involved in the corporate world. Personally, I could not find the area of growth for myself. Although the tasks could get a bit hectic at times, the tasks were quite simple, manageable and not so challenging.

Even though it polished my quick decisions making skills and leadership skills, I feel like the overall experience lacked some group of people I could look upto, get motivated and learn from within the organization as well.

4.4 Recommendations for Baby Tree Pvt. Ltd

I would like to give a few feedback to the company in order to make the workspace and the organization better. My recommendation for the company would be:

- The Store Sales staff should be well-trained, well - spoken, presentable and smart because they are the ones that interact with customers and may either make or break the sales.
- Understanding what customers want is the most crucial task for a company, so in order to do so, the company should undertake regular consumer surveys to learn more about their preferences, likes, dislikes, and areas where the company can improve.

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ANNEX



Figure 20: Work Sight during informal Team Activity



Figure 21: New Year's Office Team Dinner



Figure 22: Annual trip with the Office Team

