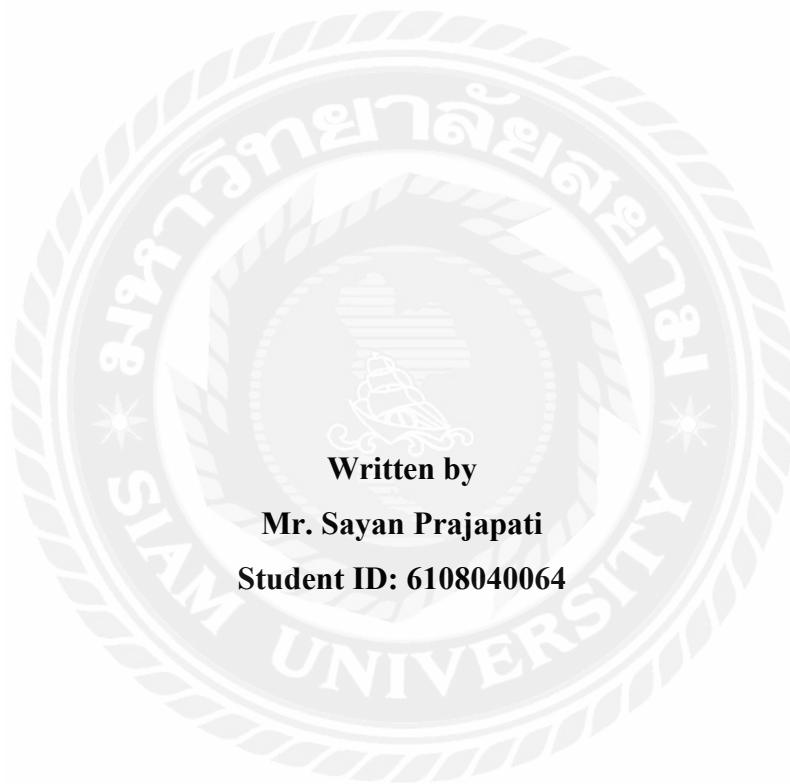




Cooperative Education Report
Marketing Intern at Krish Home Studios



Written by
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This Report is submitted in Partial Fulfillment of the Requirements
for Cooperative Education. Faculty of Business Administration
Academic Semester 2/2022
Siam University

Title: Marketing Intern at Krish Home Studios

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Academic Advisor: Mr. Parham Porouhan. Ph.D.

We have approved this cooperative report as partial fulfillment of the cooperative education program semester.

Oral Presentation Committees



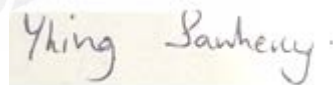
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Faculty : Business Administration
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Abstract

This Cooperative report entitled “Marketing Intern at Krish Home Studios” has the goal to study how the marketing department of a Trading. Retail business works. Objectives of the study include: (1) To learn the steps to communicate with the online customers. (2) To understand the process of selling construction materials by online advertising (3) To learn how to create contents for social media page. (4) To learn the campaign analytics. At Krish Home Studios. I was assigned as a marketing intern during the period of 30th January to 7th May 2022. I was given roles and responsibilities which helped me to enhance my skills and to which gave me exposure to the professional world. The responsibilities given to me were to ideate and execute social media campaigns. design stories. create content. campaign analytics. and respond to inquiries on social media. I encountered a few problems during the internship like brainstorming for creativity. incorporating different products from different departments. and choosing the correct campaign objective for a Facebook advertisement. These problems were however solved with the help of my mentors and the guidance of my supervisors.

This report consists of how I solved my problems faced and the learnings that I got from my internship period. This report also includes the recommendations for the company which include. Hiring more staff for the marketing department as they could do a lot more in the market. Investing in the SEO of the company websites and other platforms to get higher reach and accessibility to the company and focusing on after-sales service and create your own customer care department. If these recommendations are taken into consideration. it might help the company to progress forward.

Keywords: SEO. campaign objectives. Facebook advertisements. campaign analytics

COVID-19 Pandemic Situation

How Covid-19 has affect the company and your internship?

After the second wave of the Coronavirus Disease (COVID-19). Nepal has strongly bounced back from the wild spread of infectious disease that has affected millions of people globally yet. the impact of the pandemic has not worn out of its effect. Still. the businesses and various sectors in Nepal are suffering.

The pandemic had directly hit Nepal before the period of my internship. but when my internship period had started. the workplace had already fully opened. The organization where I had interned had been facing the impact of the lockdown and the pandemic. One major issue that the company faced was the liquidity crisis which was the aftermath of COVID. Since Nepal is a country that has been sustained heavily from remittance. Nepal got hit heavily as the workers and laborers were unemployed due to the global pandemic. The remittance of the country dropped yet the imports were significantly high. This caused the insufficiency of dollars in the Nepal Rastra Bank account. Restriction in the imports and 100% margin in LC for trading business.

Although there were no direct consequences of the pandemic on my internship program. I feel there was an indirect impact of liquidity crisis which affected my workplace as we couldn't operate at full potential due to a lack of stocks of the products which was the consequence of restrictions in the imports.

Acknowledgment

I would like to extend my deepest gratitude to the Academic Faculty at Kathmandu College of Management for incorporating 14 weeks of internship as a part of our curriculum which has been a great way to learn about the corporate world. In addition to this, I would like to thank Mr. Kshitiz Gautam, who has guided me as my immediate supervisor throughout my time at Krish Home Studios Pvt. Ltd. and has given me the opportunity to be a part of this project. I cannot forget to mention my mentors Mr. Raman Giri and Mr. Nabin Dhaubanjari who've helped me get well acquainted with the company culture. Lastly, I'd like to thank my supervisors from SIAM and KCM, Dr. Parham Porouhan, Ms. Aastha Subedi, and Ms. Aashmita Ghimire for guiding me throughout this journey of completion of this project. I am grateful to each and every individual who has contributed to the completion of this report

Thank you

Sayan Prajapati

BBA 2018-2022

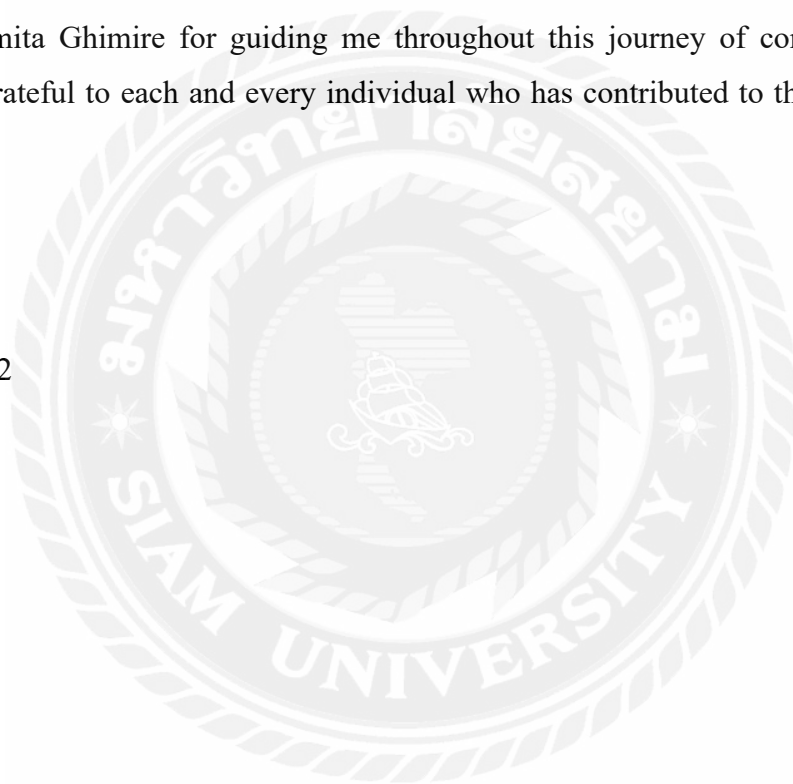


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List of Abbreviations

SEO	Search Engine Optimization
HOD	Head of Department
TVC	Television Commercial
BFI	Banking and Financial Institutes
LC	Letter of Credit
SKU	Stock Keeping Unit



Chapter 1: Introduction

1.1 Company Profile

The founding of Kaushal KasthaUdhyog on July 25, 1997, coincided with a moment in Mr. KeshavPrajapati's and his wife Mrs. SanuPrajapati's lives when they had recently embarked on yet another initiative, not far from the ethos of Krish Home Studios, which was establishing a family.

The couple's first goal was to provide high-quality wood and furniture, but with the help of family and friends, they were able to increase their area of service over time.

As a result, Krish Ply House was founded on March 21, 2006, with the goal of providing exceptional plywood and hardware supplies to our valued clients. On April 27, 2007, the pair took another significant step in the right direction by opening a new location with a considerably broader choice of items such as cookware, sanitary ware, paints, tiles, and so on.

Krish Home Studios marks the beginning of a new era for us. Not only in terms of our triumphs, but also in terms of how far we have come. With the launch of a new identity, we now aim to give unrivaled housing options to striving families around the country and to make every dream home happen.

1.1.1 Mission of the Company

We use our customer-friendly service and array of quality products to create a world where building dreams has never been so simple.

Customer Friendly Service: To smoothen the customer journey and make them feel at home so much so that they recommend KHS to their near and dear ones

Array of quality products: To provide 95% of the products needed for construction

Building Dreams: Caters to building houses to commercial projects

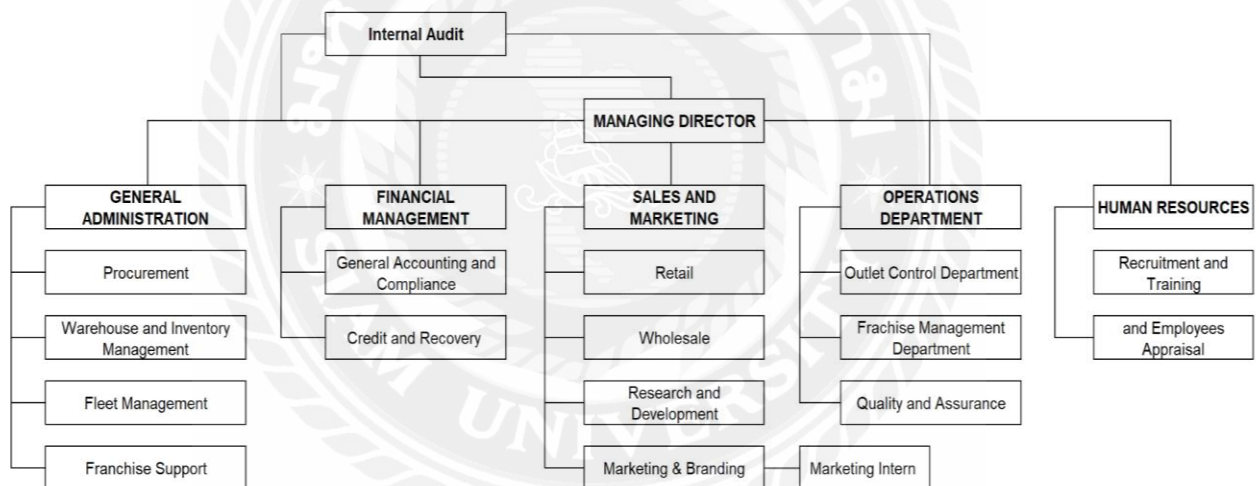
1.1.2 Vision of the Company

"To become a go-to place for all building material supplies and services to a point where our presence is felt anywhere there is construction."

1.1.3 Strategies of the Company

Krish Home Studios has the vision of being synonymous with convenience when it comes to construction and renovation. Since it focuses on retail sales, it has the strategy to cater to as many homeowners and future homeowners as possible. Since they understand that the best strategy to make the company a trusted name in the market is nothing but word of mouth, they try to focus a lot on improving the customer experience and providing quality products and services.

They also understand that one of the most sought things by the customer is convenience and options. Hence they strategize to add as many products to their portfolio as possible and also try to collaborate with as many brands as possible. With these strategies in mind, Krish Home Studios is planning to achieve its vision in the future.



1.2 Organizational structure

Fig 1: Organizational Structure of Krish Home Studios

1.2.2 Job position

The job position that I was assigned during my internship at Krish Home Studios was to handle some parts of marketing. I had to work under the supervision of the marketing head in charge Mr. KshitizGautam. As an intern I had to look into the social media handling, post creations for the social media, content creations, analysis of the posts, and also look into system building such as process mapping, roles, and responsibility charts, and even the branding bit for events.

1.2.3 My job position in the company's organizational structure



Fig 2: My job position in the Organizational structure

1.3 Intention and motivation to choose this company as your Co-op studies workplace

Since I joined my Bachelor's degree, I have come to realize the importance of trading business in countries such as Nepal. Since Nepal is a land-locked country and does not have access to the sea, the importance of trading business is very high. I was very interested in the trading business and its nature of operations in Nepal. I specifically was keen to work in the digital marketing segment as well. Hence, I chose this company, Krish Home Studios. This company is a trading company that imports most of its construction material goods from India and China and Wholesales as well as retails them throughout Nepal.

Krish Home Studios is a growing company that is gradually starting to expand its business throughout Nepal. As I am also interested to learn about how to develop the systems in the organization and also to learn about digital marketing, I felt this was the best-suited option for me to learn and progress into the world of trading business in Nepal.

1.4 Strategic analysis of the company (SWOT Analysis)

<p>STRENGTH</p> <ul style="list-style-type: none"> - Huge array of products - Strong Logistics department 	<p>WEAKNESS</p> <ul style="list-style-type: none"> - Customer care - No multi-brands
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - Franchise outlets in different locations - Marketing and Branding potential 	<p>THREAT</p> <ul style="list-style-type: none"> - Growing competition - Political Instability

Strengths:

Huge array of products: Krish Home Studios has a huge array of products. From doorknobs to bathroom closets, from wall paint to wood veneers, Krish Home Studios offers a classic and contemporary ambiance to one's living space, to the slightest detail. Krish Home studios are a one-stop solution for the customer's house materials and this itself is a huge point.

Strong logistics department: One major issue that people face while buying house materials is that it is not timely delivered due to many reasons such as lack of a proper vehicle for transportation and insufficient quantity of stock. However, with Krish Home Studios, such issues are easily resolved as they have their transportation facilities available and also have a huge quantity of stocks available in their warehouse. An added advantage is also that they use the logistics management software for efficiency which is performed by very few in this industry.

Weakness:

Customer care: Whenever commodities such as construction materials are supplied to the customer, one major factor that the company must look upon is the after-sales service. One major problem that I felt at Krish Home Studios was the lack of customer care service. The brands that Krish offered had the customer care unit themselves and they were dependent

on that unit. Not having the customer care service themselves was a big problem as the customer's problem was not easily resolved and also consumed a lot of time.

No Multi-brands: Although Krish Home Studios has a wide range of products in various segments such as sanitary ware. Ceramic Tiles. Paints. Hardware. Plywood. Wood. and so on. the company does not have an association with multiple brands. For instance. they have brands like Roca and Parryware in the sanitary ware segments but don't have brands such as Jaguar. and Hindware which are the competitors to the brand. Hence. the customers who are willing to buy the products from a specific brand. cannot be well entertained. This is a problem they are facing that might impact them in the long run.

Opportunities:

Franchise outlets in different locations: Krish Home Studios are aggressively expanding in the market and one possible opportunity for them could be to expand their outlets in various locations in the Franchise modality. Krish Home Studios already has two existing and operational franchise outlets which have been supporting the brand to grow outside of the capital city and expand throughout the Nepalese market. This could be possibly a great opportunity for them which would later be a strength for them.

Marketing and Branding potential: Still in the industry of construction material supply in Nepal. there are very few companies that have come out as a brand in the market. Most retail outlets have never marketed themselves. This could be a great opportunity for Krish Home Studios. Although they have been marketing and advertising themselves. they can do so much more to build a great brand value for themselves. They have been present on social media platforms and have sponsored in few events. but in my opinion. they could also go into mainstream media. such as TVC. Radio advertising and even sponsoring events in related fields.

Threats:

Growing competition: One of the threats for Krish Home Studios is the threat of growing competition in the market. As the construction material industry is growing. it is very natural that there is more and more competition. Now. not only is there a threat from similar foreign brands but there are also threats from domestic manufacturers. Krish has been unique in its retail segment where they provide almost all the product segments that are required for house

construction. so there are threats that other competitive companies might come up with such a concept.

Political Instability: The political factor is a very concerning factor for the business in Nepal as there is no political stability in the country. This has caused the business to suffer as the policies of the government are constantly changing and the ministers of various fields are changing in the short term. This also concerns businesses such as Krish Home Studios.

Liquidity Crisis: Despite raising deposit interest rates. banking and financial institutions (BFIs) have been battling a major liquidity shortage in recent months. Massive imports of commodities. along with a reduction in remittance inflows in recent months. according to bankers. are the main causes of the market's persistent liquidity shortage. This is a huge threat for Krish Home Studios as there have been several restrictions on the import of goods. This had also caused the 100% margin on the opening of the L.C for the import of products which has restricted the company from its potential.

A SWOT analysis is a tool for taking a realistic. fact-based. data-driven look at organizations. initiatives. or industry's strengths and weaknesses. The organization must maintain the accuracy of the study by avoiding preconceived notions or gray zones and instead focusing on real-world scenarios. It should be used as a recommendation rather than a prescription by businesses.

By performing this analysis. I got to know in-depth knowledge of the key structures of the trading retail industry in Nepal and what it can do better. and what it should avoid.

1.5 Objectives of this co-operative study

The general objective of the study is to understand how digital marketing is done in the trading business in Nepal. The following specific objectives are to be discussed:

- 1.5.1** To learn the steps to communicate with online customers.
- 1.5.2** To understand the process of selling construction materials by online advertising
- 1.5.3** To learn how to create content for social media pages.
- 1.5.4** To learn the campaign analytics.

Chapter 2: Co-op Study Activities

2.1 Job description

Internship Role: Marketing Intern

Intern Worksite Location: Krish Home Studios. Corporate Office. Kathmandu

Length of Internship: 14 weeks

Internship Start Date: 30th January 2022

Internship End Date: 7th May 2022

2.2 Department Description:

The Marketing Department looks after the online and offline marketing and branding of the company. This department directly deals with the mediators of the business (here carpenters, plumbers, masons, and electricians) and communicates with the target group through social media platforms, various exhibitions, and events.

2.2.1 Functions of Marketing Department

- A. Online and offline communication with the customers and mediators
- B. Maintaining digital presence
- C. Carrying out Facebook campaigns for lead generation and showroom visits
- D. Communicating various offers and discount schemes to the customers
- E. Receive feedback from the customers. Forward the complaints and suggestions of the customers to the head of the department
- F. Keep a track of marketing accountability to know which area of marketing is performing well
- G. Monitor door-to-door marketing efforts
- H. Staying up to date on the potential events and exhibitions happening in the market to increase visibility
- I. Focus on the offline branding of the company
- J. Maintain in-store brandings such as stickers, hoarding boards, flex, flyers, and danglers.

2.3 My Job Description for Marketing Intern:

- A. Overseeing and developing marketing campaigns

- B. Promotional activities
- C. Conducting market research activities
- D. Attending and analyzing sales promotional events
- E. Objective to profitability and improvement
- F. Having updated knowledge and timely follow-up with suppliers
- G. Working closely with service team on project development and implementation
- H. Monitor market trends. and analyze consumer market activities to identify opportunities

2.4 My day-to-day job responsibilities

The specific day-to-day tasks that I was assigned during my internship period were:

1. Social Media campaign -ideate/execute
2. Stories design & Content creation
3. Campaign Analytics
4. Responding to inquiries on social media

2.5 Activities in coordinating with co-workers

Initially, most of my work was directly under my supervisor and I had to do everything that was told to me by my supervisor. The activities such as calling the concerned people for any sort of meetings, posting the creatives forwarded by my supervisor, and notifying the messages on social media to my supervisor. After 3 weeks or so, my supervisor slowly taught me how to independently work under him and also coordinate with vendors, ask for quotations, talk to finance for payments and also organize meetings and discuss with various departments for identifying the need to market any product.

2.6 Job process diagram

The day-to-day tasks that I did were:

Social Media campaign -ideate/execute

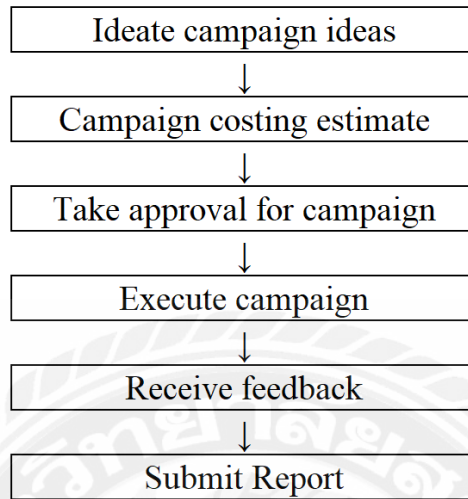


Fig 3: Steps for social media campaign process

Stories design & Content creation

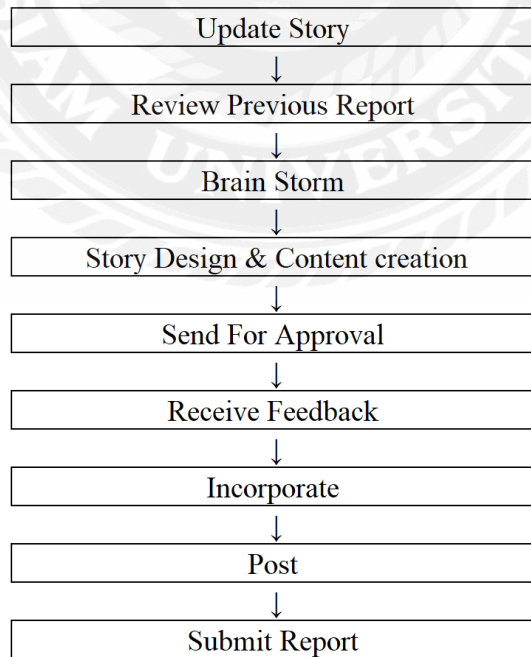


Fig 4: Steps of stories design & content creation

Campaign Analytics

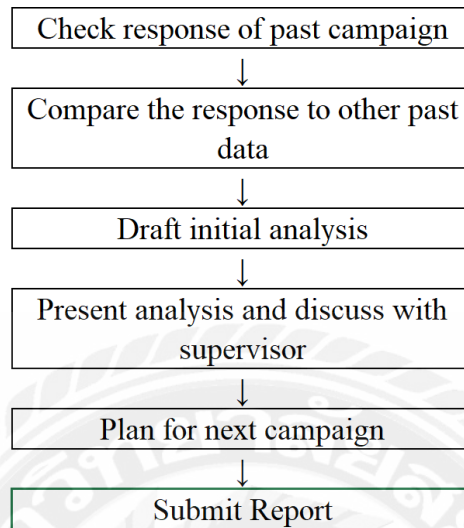


Fig 5: Steps of campaign analytics

Responding to inquiries on social media

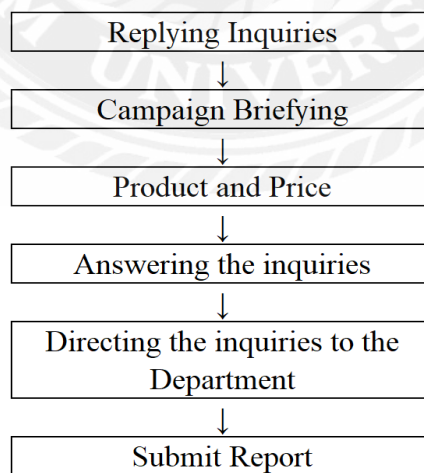


Fig 6: Steps of Responding to inquiries on social media

2.7 Contributions made in the company

The marketing department is responsible for promoting an organization's business and mission. It acts as the public face of the company, organizing and generating all marketing materials. The Marketing Department's mission is to communicate with prospects, customers, and the general public, all while presenting a favorable picture of the company.

My task as a marketing intern initially was only to do the delegated work assigned by my supervisor and that would usually consist of posting the given creatives, scheduling the advertisement on the social media, and replying to the customers through the social media platforms and to pass on the leads of sales generated by the social media platforms to the concerned department. I also had to organize and set up meetings for the employees as assigned by my supervisors. I had to develop my own process mapping and learn how the process would be carried out step by step. I also had to submit a report on the performance of the post. I also had to draft an initial report regarding the weekly social media campaigns for my supervisor which he would finalize and send to the Head of Departments (H.O.D) for the Weekly Indicators Meeting. Later, I had the opportunity to also draft and initiate the campaigns and come up with the analytics for the marketing campaigns. I also got a chance to select and apply a marketing campaign objective. I had also estimated and got quotes from various vendors for the branding and fabricating of various flex and other printing materials for the promotion of the company for the stalls and also the opening of the showroom which happened during my time during the internship. My contributions were only seen indirectly under my supervisor who was the Head of marketing.

Chapter 3: Learning Process

3.1 Problems/issues faced at Krish Home Studios

During my 14-week internship period at Krish Home Studios. I faced a few problems. It was quite hard for me to solve these problems.

3.1.1 Brainstorming for creativity

At Krish Home Studios. one of the major problems that I faced was running out of creativity. I was assigned to post stories every day and that was one challenge for me as I along with the team had to come up with new and impactful posts every day. Since we had to post every day. we used to run out of options and at times the posts would be somewhat similar to the previous posts.

3.1.2 Incorporating different products from different departments

Since Krish Home Studios had around 12 different departments and each department had more than hundreds of SKUs. it was very difficult to include every product in the marketing campaigns or posts. We had to constantly sit for meetings to figure out which products to include and which ones to exclude. We even had to check the optimum level of the stocks before deciding on whether or not to include the particular products.

3.1.3 Choosing the correct campaign objective for Facebook advertisement

Another big challenge that I felt the presence of was choosing the correct campaign objective and strategies for the social media advertisement. I personally got confused for a lot of time as to what would be the end objective of the campaign that we were running on social media platforms like Facebook. It could be the lead generation for the specific campaign. receiving calls could be one. or even getting direct calls for the products could be another as well.

3.2 How to solve the problems with examples

3.2.1 Interact with as many people as possible

For the problem of brainstorming for creativity, the solution was to talk to as many people as possible so that we could get the new ideas and views for marketing various kinds of products. I realized that just by talking to as many people as possible, be it employees, customers, or even friends, I got various new ideas as to how we could creatively post new and interesting stories every day. For example; I started out a conversation with my friends out of work one day and asked them what kind of posts would they suggest to be attractive and attention-grabbing and one of them told me that morning greeting and motivation posts could be useful even though it would not be relevant, people would still want to look at the post for motivation.

3.2.2 Listing products and schedules

For the problem of incorporating different products from various departments, we came up with a solution i.e., listing all the potential products for marketing and scheduling the products according to the time and date. Like we had selected the departments that we could market for a week and within the department, we scheduled the particular product for throughout the week. For example; we started to schedule the items for at least 4 weeks. For instance having 2 posts for sanitary ware, 1 post for tiles, and 2 posts for decorative sheets per week.

3.2.3 Supervisor mentoring

The solution to the problem of choosing the correct campaign objective was to do as much hit and trial as possible. In the initial phase of starting my internship, my supervisor guided me to try and test as many possible campaign objectives and also to analyze if whatever decision made was impactful for the next one. By doing this process I myself developed confidence and experience of things that led to other successful campaigns. It was my supervisor's expertise and mentorship that helped me with this problem. For example; my supervisor taught me by showing the past data of 3 weeks and the hit and trial that we did and concluded the meeting with facts as to what we should do next.

Chapter 4: Conclusions and Recommendations

4.1 What are the things you have learned during the internship?

My major learning from this internship at Krish Home Studios ranges from creativity to technicalities that go into the working of an organization. Following are things I did during the internship period:

- A. I got well acquainted with different formats that are used to keep the system running in an organization. From preparing weekly reviews of social media campaigns to preparing quotations for different vendors, all of these helped me understand the professional route of communicating in a corporate environment.
- B. Being well acquainted with designing creatives for social media. This includes preparing stories, job postings, and feed creatives that are disseminated on all the social media platforms.
- C. Collecting and analyzing customer feedback forms and reporting to the upper management. This helped me understand how the customers perceive the service provided.
- D. Understood the different campaign objectives used in social media campaigns. This helps me broaden my knowledge on which campaign is used for which type of situation.
- E. One of the main responsibilities assigned to me was the work of Facebook campaign analytics which was regarding the analysis of the past campaign and how it did. So I had to look into various aspects in the analytics like the reach of the post as to how many people could this post reach.
- F. The other was to do AB testing, which is a method where we create 2 similar or different post (A or B) and test it out in the market to know about its response and analyze on the basis of the same. The next step would be to figure out which campaign to run. Like there were campaigns like Reach generation campaigns, Message generation campaigns, or lead generation campaigns.
- G. During my tenure as an intern, the company also participated in and sponsored various events such as Nepal Buildcon 2022 and Prarambha 2022 which helped me understand the importance of event sponsorship

- H. Participation in various events also highlighted why branding is so important for companies as well.
- I. This internship also helped me understand the importance of interdepartmental communication. This was especially important for creating content where we have to communicate with different departments to confirm stock quantity and availability of products.
- J. One of the major skills I learned during my tenure as an intern is copywriting for social media platforms.
- K. I have learned to apply the theories we have studied in class to the real world by observing my supervisors.

4.2 Set of skills developed as an intern

A. Feedback Incorporation

One most important skill that I learned was how to incorporate the feedback from the customers in the organization with the help of senior colleagues. Likewise, I also realized the same could be done with myself by incorporating the feedback that was given to me by my seniors.

B. Digital Media Interactions

Another skill set that I have developed in the past week was the skill of interacting through social media channels where I was handling various platforms like Facebook, Instagram, Email, etc. Here we had to communicate with the sales team and revert back to the inquiry from various customers.

C. Taking Responsibility

In the time of fabrication of the event, we had to rush into working with the vendors and get the stall done. In this time period, I felt and learned the importance of taking full responsibility for the work and getting it done by ourselves. We had to stay at the stall for around 3 AM in the morning as the things were not completed and we had very little time in hand. This taught me that when we take responsibility we need to execute it till the work is done.

4.3 Self-assessment as a professional

During the period of internship at Krish Home Studios. I have had the opportunity to work in a professional setting and to witness what it is really like to work in a trading company. Here, for the first time, I also got the opportunity to directly work for any brand's digital marketing platform and also handle it. I feel like I was very properly guided from the very beginning of the internship by my supervisor as an intern and he had taught me the working culture and how to adapt to it. This internship program helped me to build my critical thinking, communication, and my time management skills. This program also helped to broaden my vision of the construction material supply market and the scale of this trading business. My knowledge, vision, ability, and confidence to operate in a real-world setting have all improved as a result of this internship program. I also realized that having theoretical knowledge only isn't enough in the corporate world. What matters the most is whether one can apply such knowledge to enhance performance or bring out significant results in the business. It has aided in the development of my technical, behavioral, and intellectual abilities. It has also improved the fundamental skills and information needed for future professional success. Working as an intern at Krish Home Studios was a fantastic experience. The workplace atmosphere was warm and welcoming. Between the many staff, there was good communication and a strong connection. Working as an intern has mostly provided me with the opportunity to learn about the practical implications of our professional development. As a result, it has provided me with an important foundation for my future careers.

4.4 Limitation of your co-op studies

During my Co-op studies, I have faced the following limitations:

- A. The internship term was not long enough to learn everything there was to know about trading and retail business.
- B. The internship term was not long enough to learn everything there was to know about digital marketing.
- C. Due to differences in organizational sectors, regions, and other factors, this report may not be beneficial to others.
- D. Other value-based learnings have not been included in this report.

4.5 Recommendations for the company

The recommendations I would like to give to the company are:

- A. Hire more staff for the marketing department as they could do a lot more in the market.
- B. Invest in the SEO of the company websites and other platforms to get higher reach and accessibility to the company.
- C. Focus on after-sales service and create your own customer care department
- D. Consider offering multiple brands to customers.

4.6 Conclusion

To sum up this internship report, the 14-week internship program has turned out to be a great platform for me to enter the corporate world. This internship program has also helped me to gain some professional and social exposure which I definitely believe will guide me to greater heights in my professional career. It helped me to understand the digital marketing platforms and the trading retail business in which I have a huge interest myself. Communicating with the customers directly from the social media platforms helped me to build interpersonal skills and also to delegate the work from department to department. I also developed a lot of communication skills and confidence by setting different meetings and keeping my opinions in front of my senior colleagues. I am grateful for the opportunity to pursue my professional goals. It has also given the most crucial lesson about how to deal with conflict and disagreements. I also got the opportunity to learn about the process of selling the materials available at Krish Home Studios by the means of online advertising which was a new thing for me because I wasn't aware that such construction materials could be marketed and sold digitally. I also feel like this program has added creativity to me as I faced challenges and learned ways to think out of the box. All in all, I think I've progressed well throughout this period of internship from a fresh newbie to a certain level of corporate professional.

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Appendices

Marketing terminologies:

1. **Search Engine Optimization-** SEO stands for Search Engine Optimization. and it is the process of improving a website's technical setup. content relevancy. and link popularity so that its pages are more readily found. more relevant. more popular in response to user search queries. and hence rank higher in search engines.
2. **Creatives-** The ad delivered to users on a webpage. app. or other digital environment is known as a creative. Images. movies. music. and other forms that are transmitted to consumers are examples of creatives. In order for line items to serve to advertise. creatives must be added to them.
3. **Digital Media Marketing-** Digital marketing is a type of marketing that promotes products and services by using the Internet and online-based digital technology such as desktop computers. mobile phones. and other digital media and platforms.
4. **Social Media Campaign-** A social media campaign is a planned marketing effort that uses one or more social media channels to reinforce or assist with a corporate aim. Because of their greater emphasis. targeting. and measurability. campaigns differ from regular social media initiatives.
5. **Advertising-** Advertising is a method of communicating with a product's or service's users. Advertisements are messages that are paid for by the senders and are meant to inform or persuade the recipients.
6. **Branding-** Branding is the act of integrating features such as a logo. design. mission statement. and a consistent theme throughout all marketing communications to create a strong. favorable perception of a company. its products. or services in the minds of customers.
7. **Stories-** A story is a feature in social media where a person recounts a narrative or offers status messages and information in the form of small. time-limited clips from many automatically running sequences.

8. **Process Mapping-** The actions involved in establishing what a business entity performs, who is accountable, what quality a business process should be performed to, and how the success of a business process may be measured are referred to as process mapping.

9. **Trading Business-** Trading firms are enterprises that deal with many types of items that are sold to consumers, businesses, or governments. Trading firms purchase a specific variety of items, stock them in a warehouse or store, and transport them to clients.

10. **Retail Business-** A retail sale happens when a company sells a product or service to a single consumer for personal use. The transaction itself can take place through a variety of sales channels, including online, at a physical storefront, direct sales, or direct mail. The fact that the end-user is the buyer defines the transaction as a retail transaction.

11. **Campaign Analytics-** Campaign analytics is information on the outcomes of marketing efforts. Marketing might include sending out promotional emails or using social media. To calculate the ROI of these marketing initiatives, numerous criteria must be analyzed and tested.

12. **Franchise-** A franchise is a partnership formed by a franchisor and a franchisee. The original company is the franchisor. It sells the exclusive license to utilize its name and concept. The franchisee purchases the right to sell the franchisor's goods or services using the franchisor's existing business model and brand.

13. **Copy writing-** The act or activity of writing text for the purpose of advertising or other types of marketing is known as copywriting. The product, also known as copy or sales copy, is written material that tries to raise brand recognition and eventually persuade an individual or group to perform a specific action.

Annex



Pic 1: My working space at Krish Home Studios



Pic 2 : Understanding the basics of project management.



Pic 3: Being a part of the Department Head of Department (HOD) meeting



Pic 4: At Nepal Buildcon 2022 which happened at Bhrikutimandap



Pic 5: At the opening of a new showroom