



COOPERATIVE EDUCATION REPORT

Developing Social Media Marketing Strategies for Subha Shanti Jewelers, Nepal

WRITTEN BY

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Abstract

This cooperative report entitled “Developing Social Media Marketing Strategies for Subha Shanti Jewelers” aims to understand the importance of social media marketing and sales strategies for jewelry business, how to create brand awareness and more brand visibility, how social media marketing impact customer engagement and make sales accordingly at Subha Shanti Jewelers. During my Co Op Studies, I was posted to the marketing department, where I operated under the direction of both the marketing and sales heads. The main tasks were social media management, marketing strategy, and sales plan development. I was also given the task of figuring out how to advertise the goods both online and offline. After completing the internship, I saw that marketing and sales methods were only used to handle a few problems. In this case, due to a shift in market structure and a completely different market in the country, businesses must focus on marketing and going head to head with competitors that are acting aggressively. My contributions to Subha Shanti Jewelers were to handle social media accounts and act as an online sale person. It was my part of job create content for TikTok and Instagram. As for acting as an online sales person I just had to report and reply the quires of the customers in online platform.

Keyword: social media marketing strategy, brand awareness, brand visibility, marketing plan

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Apurva Jung Thapa

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List of acronyms

KCM: Kathmandu College of Management

BBA: Bachelor of Business Administration

Apps: Applications

Geo: Geographical

Vs: Versus

PR: Public Relation



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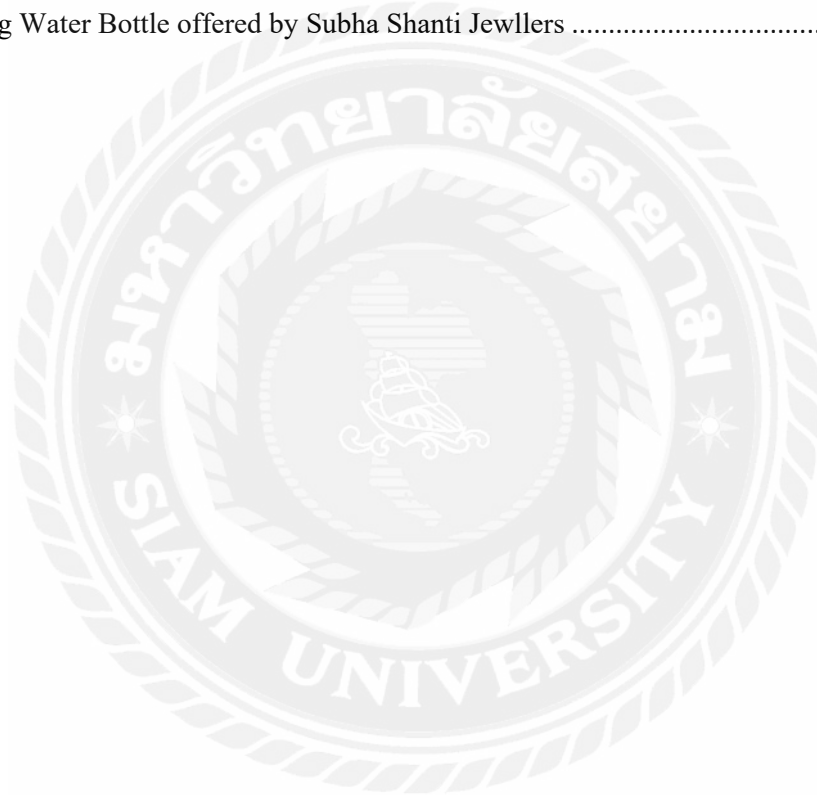
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CHAPTER 1: INTRODUCTION

1.1 Company profile

Subha Shanti Jewelers was founded in 2021 with the goal of beautifying the world with finely made fine jewelry and inspiring moments of happiness and celebration.

Bandwagon effect amplified by their mere popularity and by conformity or compliance with social pressure while purchasing the jewelry (Gomathy & Devi, 2015). The firm aspires to be known throughout Nepal as an "affordable luxury" jewelry brand by creating sophisticated and stylish jewelry that blends attractive design with excellent quality at a profitable business model.

Subha Shanti Jewelers selected a suitable location on Tokha Road 10 since they do not have to worry about their competitors being close by. They are concentrating on camera work, digital marketing, and marketing itself, which has allowed them to stand out from their competition in the market. The company a dynamic business plan that has allowed itself to grow over time. The Subha Shanti crew enjoys thinking outside the box and surprising clients with their originality. The firm is embrace changes and strives to be innovative. Above all, the firm acts in an honest, trustworthy, and ethical manner at all times.

1.2 Organizational structure

The company's hierarchical system is well-organized. There are positions ranging from marketing director to finance director to CEO who all do an excellent job. There are also additional supervisors and operational units reporting to them, demonstrating the company's correct structure and hierarchical organization.

1.2.1 Diagram of the organizational structure

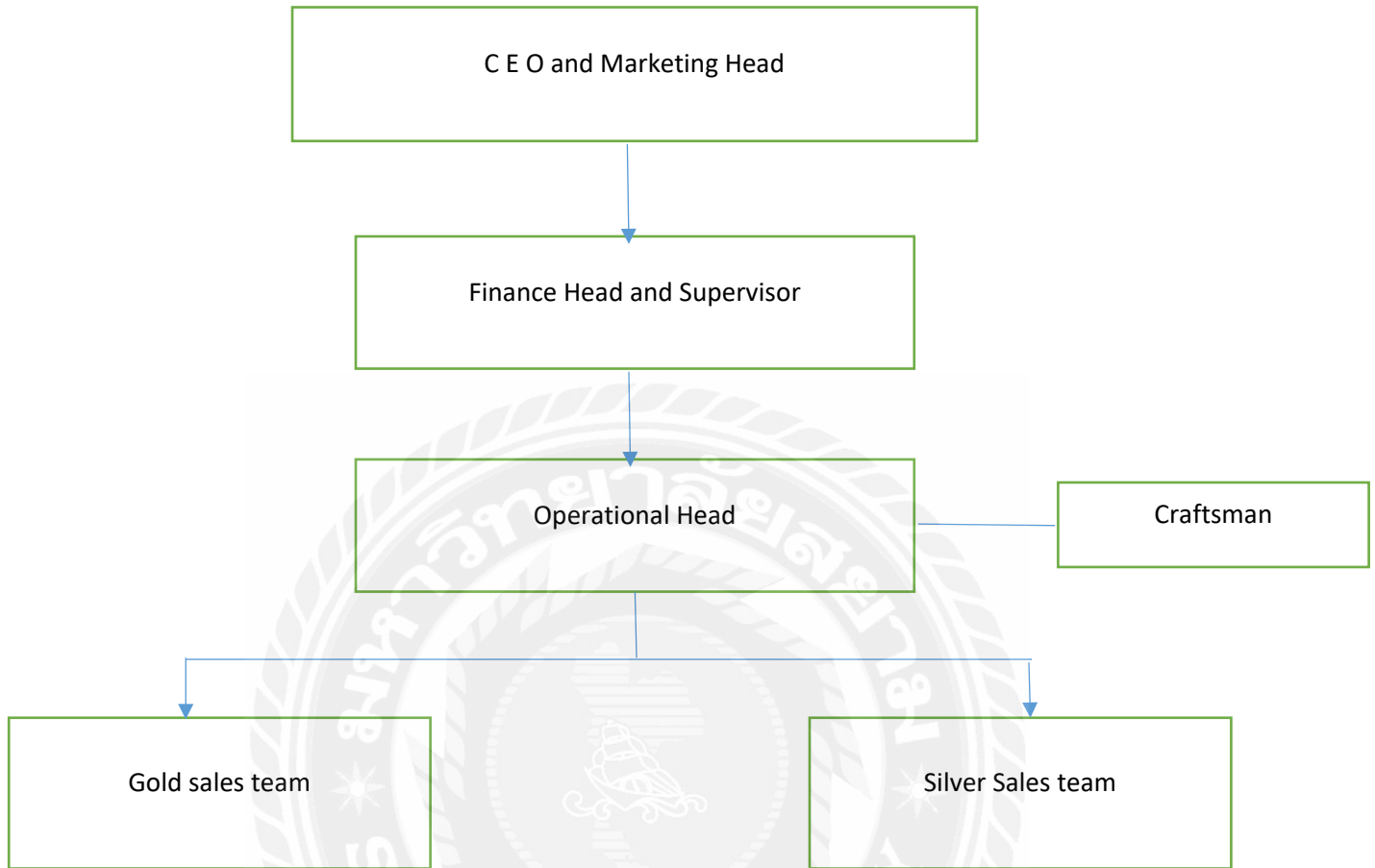


Figure 1: Organizaational Structure of Subha Shanti Jewellers

1.2.2 My job position

As an intern I don't have a specific job title to hold on to. However as for my interest and ability the firm as assigned me with the role to handle the social media and deal with online queries. I am in direct control of the operational head which means I'm an operational unit for the firm.

1.2.3 My job position in the company's organizational structure

As for my position in the company's organizational structure I'm at the bottom as an operational unit where sales team being my subordinates.

1.3 Intentions and motivation to join the company

As digital technology is always evolving, young people like us who are capable of learning and using new abilities must consider how to compete in a fast changing industry by leveraging the most up-to-date digital knowledge and tools to market and build brand recognition.

New and more effective marketing tactics arise as Nepal's market maintains up with the rest of the world in terms of technological improvements. I chose to work for the company in order to broaden my horizons. Over the years, I've found myself seeking to develop more effective marketing tactics so that I can communicate my message to my clients in a simple and transparent manner. Being able to work for such a large corporation allowed me to learn about the company's various marketing strategies as well as how to establish and maintain business relationships in order to survive in a developing industry.

1.4 Strategic analysis of Subha Shanti Jewelers using SWOT Analysis

The company is moving on with mission to be an affordable luxury jewelry brand. They have cut down the manufacturing cost of the jewelry for the customers without struggling to keep the profit margin up. Cutting down the cost and making the product affordable but not cheap has made the firm very competitive in the market.

As being a firm that deals with jewelry the firm has high capital investment since the raw material are expensive. These materials need high security as they are very valuable. The value of gold and silver fluctuates daily however seen through the history is has only been increasing which can be a major asset for the firm in case of crisis.

There are plenty of competitors in the market. Customers are very sensitive with the purchase as they are buying something that is very expensive so it is necessary for the firm to give guarantee to the consumers about the product and distinguish itself by proper branding and promotions.

<p>Strengths</p> <p>Purity and honesty</p> <p>Product can be asset for the company</p> <p>No bargain for the price of core product</p>	<p>Weakness</p> <p>High cost</p> <p>High capital and investment</p> <p>Lack of human resources for crafting</p> <p>Valuable good need high security</p>
<p>Opportunity</p> <p>Online presence has huge potential</p> <p>Occasions such as birthday, anniversary, rituals and mainly marriage ceremony.</p>	<p>Threats</p> <p>Competitor providing similar service in lower price</p> <p>Highly price sensitive customers</p> <p>High competitors</p> <p>Aggressive move by competitors to capture target audience</p>

Figure 2: SWOT Analysis of Subbha Shanti Jewellers

1.5 Objectives of this cooperative study

My foremost objective of this study was to know how a firm starts up and to face the challenges a startup firm faces and be a part of the firm to help it survive. Other secondary objectives were, to understand social media in today's growing business like what kind of digital marketing tools they use for marketing and branding of a company. To understand consumer behavior how to plan sales. Understanding consumer behavior came with knowing the consumer and as well as the firm. It was to know the demand and expectations of the consumer's vs what the firm can provide.

As for the tools social Medias have made it easier as they provide analytics and promote options. These tools have very powerful performance in terms of knowing the status of the social media account and to push our content.

CHAPTER 2: CO-OP STUDY ACTIVITIES

2.1 Job Description

As an intern in the marketing department, I joined the Subha Shanti team and worked under the direct supervision of the Marketing Officer.

During the first several weeks of my internship, I attempted to observe how the organization operates. Then I was given the task of conducting research on the sector and possible clients, as well as developing various sales and marketing strategies for them. Based on my academic understanding of marketing, I began by doing a marketing mix research and a competition analysis for the brand.

So, to engage with the target market, I start with the basics of marketing by defining SWOT analysis and creating distinct brand value propositions. I used social Medias like TikTok and Instagram as marketing tools to establish an online presence and engage customers through a variety of useful and interesting material. As the company's social media was new, I was assigned the task of managing social media in order to boost the company's online visibility.

2.2 Job Responsibilities

With my time in Subha Shanti Jewellers , my major responsibilities for being in Marketing Department were as follow:

- **Creating contents for social media.**
Social media provide an opportunity to present oneself and one's products to dynamic communities and individuals that may be interested (Roberts & Kraynak 2008).It my responsibility to create content for Instagram and Tikok. I had to go visual bookmarking apps like Pinterest, Vsco, picsart .etc to look for ideas for better content and concept.
- **Replying to Direct messages.**
Since most of the salespeople were busy dealing offline. As for handling social media replying any quires on social medias became my part of job as well.

- Creating Captions.

Only picture and videos won't get the job done of communicating the message from the firm.

So to aid this process of communication and engagement captions are written following with the post. It was a tough job to create caption as there are limited words to describe jewelry products.

- Research on camera works and posts from competitors.

Marketing Team had to look around for efficient camera crew for proper camera work and as for the allocated budget as well. Also we took references from global leaders of jewelry product such as Pandora, Tiffany & Co., Swarovski.

2.3 Activities in coordinating with co-workers

My co-workers were the salesteam. Cooperating with the sales team we replied to queries from the customers online, provided suggestions and feedback and ultimately make sales.

We would go through different visual bookmarking medias for references of different jeweler design, photography and videography ideas to post on social media. It was our daily task to come up with an instagram story which helped to deliver a message that the firm is alive and full of life and that we are available at any time.

2.4 Job Process diagram

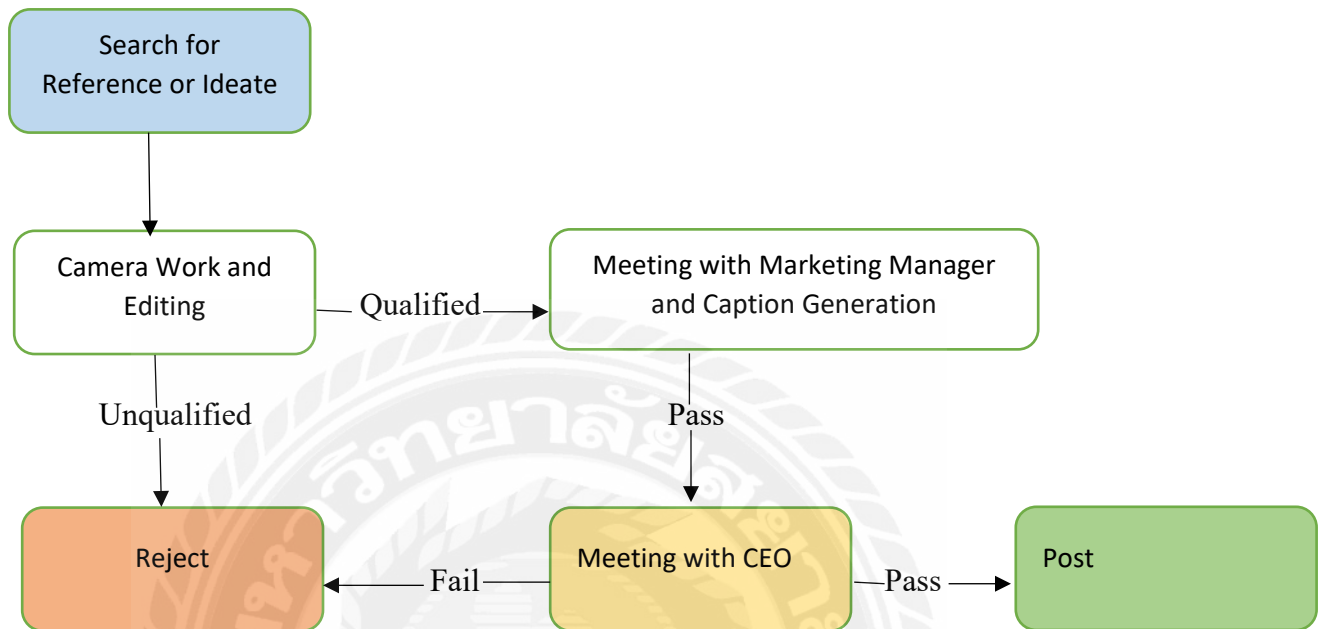


Figure 3: Job Process Diagram for social media content

First we would go through the products that are available for sales. Then we would surf through the internet for a proper way to showcase our product on social media which can be in terms of photo, video or words.

Then after choosing from various ideas we would look at the resources available in the firm that can be the foundation for the camera work. We usually made three contents: creative contents, product contents and community contents. Creative contents consisted of videos with transactions, camera angels and other object than just our products. Product contents consisted of photos and videos of our product and community contents were reply to customers with product details.

2.5 Contribution as an co-op student at Subha Shanti

The management of the company's overall social media presence was my primary duty. I concentrated on delivering a variety of material to keep the sites busy and interesting because the firm was new to social media. I have to monitor TikTok and Instagram every day for customer messages and inquiries. To avoid mistakes, I send a draft of the post to my supervisor before posting it, and then I publish it on social media networks after getting clearance. When corporations and social media users connect online, it provides information for product promotion.

I used to follow all of the company's comparable accounts, both locally and globally, to stay up to date on competitor activity and to get ideas and expertise from their postings.

Our team went around the valley to look for our competitors and also looked for their online presence. Accordingly I was able to know our point of parity and point of difference. This helped us to realize about our brand and what move we should make to gain competitive advantage. In the verge of doing things different I came up with the idea of creating a calendar of our own and distribute it for free to our customers as New Year was approaching.

As it was wedding season during my internship, I launched a marketing campaign in which we offered items at a reduced price so that individuals could come to us and purchase things in bulk for their wedding. This was really beneficial to us as a young firm because a 1-2 percent difference in product pricing makes a major difference. Now as for the strategy, it was summer so we also made our own water bottle including band logo color and contact detail so that people were able to take our water bottle making us more visible.

CHAPTER 3: LEARNING PROCESS

3.1: Problems of Subha Shanti

Subha Shanti was a startup company. It was expected to have many challenges as being a new firm in jewelry business in terms of product, service, management and competitors.

As the company was new. Customer felt a little skeptical about our product offering and our services. Being a subject of expensive product as gold and silver it is normal for people to know what they are paying for and what they are getting. Being a new jewelry store the firm had not expected such high demand. This caused the firm to lack in their ability to deliver products at stated time which made customers to be skeptical again and also lose their cool at times.

The order for products were coming in fast. This really amazed the firm for being a new born business. This gave arise to a new problem for the firm while manufacturing. The manufacturers that firm were depending on were not able to meet the demand on time also they were not specialized for some particular product. So the firm had to search for other manufacturers as well.

Since the firm believed in traditional business practices and was uninterested in social media marketing. It was tough to come up with a marketing plan because social media was severely lacking.

3.2 How I successfully solved the problem

Today's world is more technologically advanced, and as a result of these improvements, every company is becoming more cost efficient. I looked at a variety of possible methods for promoting the product. I did a lot of research and came up with marketing concepts for the firm at this time. I started by redesigning and marketing the social media pages. Then I started regularly publishing social media posts. The company's retention and positioning were enhanced as a result of this. Targeting customers with social media to boost visibility was an effective strategy. This helped with brand positioning and reaching more potential customers.

Seniors and sales team were too busy on dealing with customer's offline. As being a social media marketing team I was usually the one dealing with the customers online. For this I had to learn about every product and their prices with this I was able to relief the firm from dealing with

customer online so that they can focus to valuable customer's offline more effectively and efficiently.

3.3 Provide some examples

As previously stated, the corporation was less engaged in both digital platforms and sales performance online. My job involved managing social media, where I uploaded material in order to attract new consumers and raise brand recognition. As a result, I began to generate social media postings that assisted in the advertising and branding of the organization. We were also able to create an ideal post after continuously visiting competitors' social media profiles and learning the difficulties of various businesses. Finally, after making the post and altering the platform to make it more user-friendly for the consumers, we were able to get clients.

Another thing was realizing that tiktok prefers people rather than product only itself. This was verified after we made a video content featuring our Chairman with the product. We were able gain thousands of followers and views with this strategy of featuring beautiful women and products.

3.3 Recommendations to subha Shanti

Subha Shanti teams were operating with the traditional way of marketing offline. It was it my recommendation to the firm to use social media, as the firm may reach tens of thousands of consumers locally and millions of customers globally.

Additional advertising might also help the firm reach a wider audience. There's no better approach for a local shop to dominate their own marketplace and attract new jewelry buyers than with geo-targeting and customers insights.

Social media allows you to stay in front of your audience at all times. When it's time to buy, they'll think of the firm. Basically, Customers have the firm on their palm whenever they have the urge of buying. Having online presence can me a scale up to the firm by reaching and commutating with more target audiences which eventually helps in promoting sales ad branding as whole.

Trying to sell to everyone is a terrible strategy. Different portions have distinct requirements. For example, a lady in her late twenties earning \$37,000 per year might consider different factors while purchasing jewelry than a 45-year-old woman making \$135,000 per year. So you can't tackle both of them with the same technique and approach, can you? This is why going after "everyone" is a bad idea. Instead, identify a few key sectors and devote all of your resources to them. It would be a much better conversion. In a sense, create out a niche for yourself in the jewelry sector, where you cater to specific demographics.\

Maintaining an existing customer is less expensive than obtaining a new one. Have a customer retention strategy in place that attempts to keep existing consumers engaged with your brand and offers. Verify that they feel valued. Providing a positive experience for your current customers may significantly increase your values. Furthermore, this may drive word-of-mouth marketing, resulting in increased sales and profits.

3.4 What I have learned during my Co-op studies at Subha Shanti

By engaging in social media, I learnt a variety of strategies to create consumer connections. Aside from posting consistently, the most important lesson I learned was the importance of having the right brand message and understanding how to position yourself in the market. Engaging with customers by selecting your best feedback and reviews, developing them into readable bites, and composing catchy captions to go with them.

The most significant thing I learnt was how to make a sales pitch and sell the goods online. While marketing the goods, it also aids in the development of confidence and personality. This is how I was able to sell myself in numerous business areas where the networking I developed may be advantageous, and I see it as a terrific means of networking.

I learnt the value of having a marketing strategy and why it is critical in every organization. McCharthy (2011) a marketing strategy specifies a target market and a related marketing mix. It's a big picture of what a firm will do in some market. It also helped me extend my horizons to be able to demonstrate to my supervisor the necessity of appropriate marketing strategy. I discovered innovative ways to advertise the goods, and I learned that thinking outside the box was vital since we had fierce competition.

Light room is an Adobe software that allows you to manage and edit images. Since social media is all about images, it's vital that your company's social media pages have colorful, on-brand images. Light room is a user-friendly tool for creating gorgeous images, even if you don't have much editing knowledge, due to its sliders, filters, and other features. Light room is available on both mobile and desktop, and adjustments made on one platform are instantly applied to the others.

Canva is a simple graphic design platform that allows you to make personalized, on-brand visuals for your business's social media pages. If creating social images from scratch seems difficult, choose one of the website's hundreds of templates, which range from Facebook banners to Instagram stories. Hype Auditor helps you assess your organic reach on Instagram by weeding out fake follower. Hype Auditor also examines your audience to determine where they live, their age and gender, and which of your followers are fake.

3.5 How I applied the knowledge from course work to real working at Subha Shanti

Theoretical knowledge isn't enough to function in the actual world; practical insights linked with the information and learning we had acquired were crucial. During my internship, everything we learnt in our KCM classes, from the foundations to the advanced, came in handy. It has given me a greater awareness of the significance of little elements that we often ignore but that are critical to workplace efficiency and performance.

During my internship, I utilized the strategic brand construction and management method that I studied in my course book to produce strategic analysis, define brand value propositions, and promote through different marketing techniques such as social media and sales promotion.

3.6 Special skills and new knowledge I have learned from the Co-op studies

During my time at my firm, I've gained a lot of confidence in my ability to interact with people. This curriculum has given me a practical grasp of how things are done in the actual world of business, as well as how to apply my academic knowledge in combination with my experiences

and insights to operate a firm and grow it while producing and giving value to prospective consumers.

I learned the importance of having a marketing plan and why it is necessary for any business. It also helped me broaden my views so that I could explain to my superior the value of good marketing strategy. I came up with new strategies to market the products and was able to think beyond the horizon. The most important thing I learnt was how to sell them. It assists in the development of confidence when promoting products.

I focused mainly in digital marketing. Digital marketing which involve any form of online marketing channel through website, blogging, social network, e-mail, database, mobile and digital TV (Chaffey, 2008). I looked at a variety of social media branding tactics as well as digital marketing tools including email marketing, efficient social media usage, hosting, paid social media, sponsored posts, and more. All of these branding methods I picked up along the way, starting with ordinary social media postings and progressively learning how to conduct sponsored posts. Social media has been acknowledged as possibly the greatest medium for relationship building (Bartlett, 2010; Hackworth and Kunz, 2010; Selina and Milz, 2009). Additionally, good use of the ad manager for boosting the content, which includes a step-by-step process for finding the ideal time, audience, and location. This helped me get adequate knowledge and skill in boosting social media presence by utilizing social media such as Instagram and Tiktok, where I learnt a variety of new technical terms. I learned to be more confident and connected with my customers and other vendors.

Similarly, with diverse understandings of marketing activities, sales, promotion, operations, and other marketing activities that I studied during my course book learning and gained real-world experience, I learned the significance of effective communication and collaboration in a business. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). Finally, as a business student, I learned about accounting, as well as business techniques, work cultures, and other skills like communication, socialization, interaction, work ethics, discipline, and teamwork.

CHAPTER 4: CONCLUSION

4.1 Summary of highlights of my Co-op studies at Subha Shanti Jewellers

All in all my time in Subha Shanti was very insightful. I feel privileged to know so much about a company and people whom I meet along this journey. Together as a team everyone faced the problems and challenges to protect this new born firm. Ideating and thinking outside the box was fun. Series of mistakes lead us to one masterpiece. That were in forms of social media content, store layout, uniform, accessories .etc. One thing I am very grateful about Subha Shanti is that the workplace environment was very smooth and cool. There was 0 pressure of work. Everyone knew what they were doing and what should be done. In times of mistakes or trouble everyone supported each other.

Design is an important aspect of digital marketing, especially when it comes to designing advertisements and content such as social media postings and blog entries. As digital marketing is such a design-intensive field, it wouldn't be feasible to accomplish it successfully without products like Looka.com, Pics-art and Photoshop, which allow people without substantial graphic design abilities to add dynamic graphics to their material.

Analytics tools are another set of useful tools for digital marketers. These range from Google Analytics to social media analytics tools like Facebook Insights and Tiktok Analytics, which gives insights on online consumer behavior and help marketers improve their strategies, (especially related to transactions, sales, and user demographics).

4.2 My evaluation of work experience

4.2.1 Self-assessment

Over the course of 16 weeks, my internship program was a completely new experience for me. I was given the opportunity to work in a real-world setting. During my internship, I was able to gain a better understanding of how different corporate cultures may be. I also understood that when it comes to creating a competitive edge, human resources are unsurpassed. My internship

activities contributed in the development of my professional and personal skills, as well as the growth of the business to some extent.

I had the opportunity to work in a professional group and gain real-world experience with a sustainable corporate plan as an intern at Subha Shanti Jewellers. This internship taught me more about Nepal's many potential, particularly in technological fields, and how the majority of Nepalese firms rely on software and technology developed in the country. I was able to use what I had studied in my textbook on how huge corporations operate. In addition, I was able to use my academic knowledge of branding in a practical situation. In reality, I had a variety of professional relationships with individuals from many walks of life, which helped to boost my public image.

4.2.2 Contribution to my career development

This internship was quite beneficial and fruitful for me. Communication skills are essential in today's world. The ability to communicate information efficiently, clearly, and accurately is a valuable life skill that should not be overlooked. I've grown greater confidence as a result of my interactions with coworkers, clients, and other stakeholders. I developed a willingness to work attitude. I've also learnt how to work under pressure, which is a highly useful skill in any industry. In addition, I gained actual knowledge, skills, and competence in many aspects of digital marketing and online presence enhancement, such as website design, social media management, and content writing, all of which will be quite useful in my future job.

4.2.3 My personal satisfaction with this co-op studies

I am grateful that I was able to practice even a bit of professional behavior in my daily routine. I started to wake up early and fix my schedule. I now have come to realize the dedication needed to be a professional. I have made new friends and increased my PR with us exposers and engagement in the actual market. I have realized that how little things make a huge difference be it in the physical or psychological aspect. The colors, smell, size, texture, built of a product to how a person appears and their behavior there are many small factors related to sell just a product that seems too simple. Online advertising means to show banner from the company on the webpage from another company. Banners also layer-ads, inter-stitials and videos are used to get users' attention on foreign websites (Naik and Raman, 2003). Brand, PR, Values, Services,

Price, word of mouth there's so many factors that affect the business. I'm glad to have such a cool place for my co-op studies that I didn't have any pressure my entire time working in Subha Shanti Jewellers.

4.3 Limitations of my Co-Op studies

Internships are a major life transition that may cause a lot of disturbance in your daily routine. As a result, you must be ready. Internships are full of unknowns and may not deliver what they promised. I had to perform unpleasant chores, travel, and be regarded as a junior employee or with little regard. My only challenge was the internship had completely taken over my days as all I was doing was working for the firm. I must not miss out that it was very fruitful in terms of learning about social media management for a firm however I have much more to do in my life than must social media management.

4.4 Recommendations for Subha Shanti Jewellers

Subha Shanti's primary purpose right now is to gain more customers, but after 16 weeks on the job, I saw that the firm needs to alter its focus from individually seeking clients to promoting the company.

As I reach the conclusion of my internship, I'd want to remind my future colleagues that reading books and attending lectures only provides a limited amount of information. When you join the real market, though, things aren't that simple; you'll face lots of new competitors. Despite the fact that we will all have theoretical knowledge, only those with greater experience will be able to market themselves. More skills are always a good thing, but skills learned through textbooks in college are insufficient. You should master a wide range of skills that are now in high demand in the employment market.

This will make it easier for you to get good work in the future. It would be tough for you to communicate with your team and supervisor at first if you are an introvert. Don't be shy; instead, make an effort to speak more with your boss; they are always eager to help. I learned a lot of new skills and was able to collaborate well with people from many walks of life. Internships are about more than simply learning and working; they're also about forming lasting personal ties.

Subha Shanti has been and will be a major part of my life where I look back at my journey of professionalism. I recommend as per my personal experience to work for a new startup firms and

companies where we face a lot of problems which enables us to challenge ourselves to go beyond. Then when to look back after years you can see your footprints being followed by other interns of employees to hold the firm high and strong.

Annex- 1 (Photos)

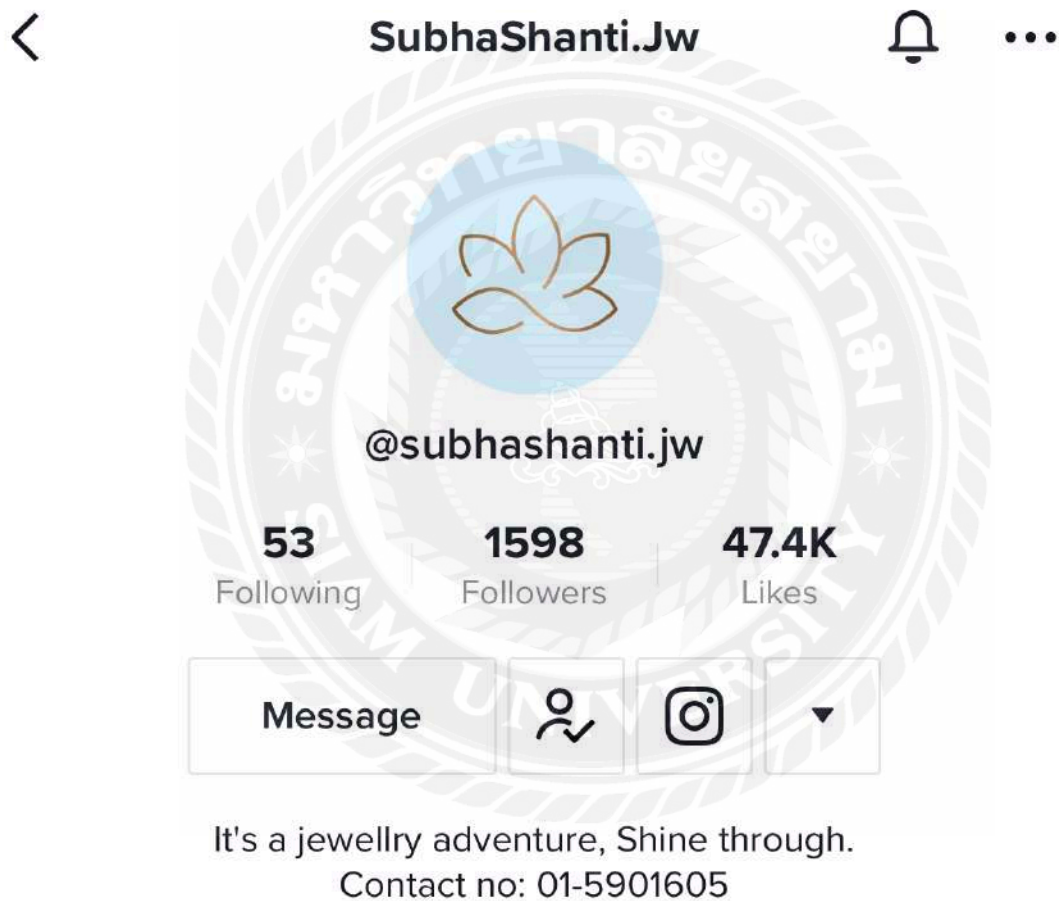


Figure 4: Tiktok Account of Subha Shanti Jewellers



Figure 5: Instagram Content



Figure 6: Drinking Water Bottle offered by Subha Shanti Jewellers

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