Cooperative Education Report

LED Farm, The Future of Farming

Written by

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Siam Universityy

Title: LED Farm, The Future of Farming

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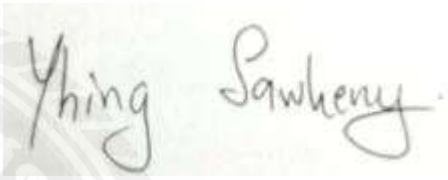
We have approved this cooperative education report as s partial fulfillment of the cooperative education program semester 2018-2022.

Oral Presentation Commities



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Abstract

The report entitled “LED Farm: An eco-friendly future of farming” focuses on how LED Farm has been evolving to create a sustainable future in the agricultural sector. This cooperative education report contains the working experience of different tasks carried out as a marketing intern.

The objectives of the study include:

(1) to implement theoretical knowledge learned.

(2) To have a better understanding of the agricultural industry.

(3) To have a better understanding of supply chain management in the agricultural sector.

(4) To gain technical knowledge about the hydroponic system.

Working as an intern main duty performed was to increase brand awareness of LED Farm, generate leads and traffic on the website, and do a competitor analysis to reverse engineer their strategies.

All the duties and responsibilities assigned during the cooperative education are explained in detail in this study. Problems faced were mostly cultural barriers which I overcame with time. Other technical and work-related problems were solved with alternatives from the team members of the company. Working rigorously for the organization has taught me to be adaptable in any tough situations, working individually as well as overcoming cultural obstacles. This practical cooperative education program also helped me understand the technical aspects of Hydroponic Farming along with creating different marketing strategies. Since this is my area of interest, I was rigorously researching different working mechanisms companies adapt in different parts of the world.

Keywords: LED Farm, Hydroponics, sustainable farming, brand awareness

Acknowledgment

The internship journey I had with LED Farm was an excellent opportunity for me to explore more in the Hydroponic sector in Bangkok and reflect on the learning in my future project in Nepal. Therefore, I would like to express my gratitude to Siam University for providing a cooperative education period.

I would like to thank everybody who helped with this project, whether directly or indirectly. I am grateful to Miss. Valentine for believing in my ability to contribute to the organization despite cultural and linguistic hurdles. I'd also like to convey my heartfelt gratitude to my coworkers and the entire LED Farm team for their unwavering support and advice throughout my internship assignment. My sincere gratitude goes to Miss Sonia Yhing, my SIAM University supervisor, who has guided me through this cooperative education report and provided me with frequent feedback.

This opportunity presents itself to me as an open door in my professional progress. I will make every effort to put my newly acquired skills and knowledge to the best possible use, and I will continue to work on improving them to achieve my career goals.

Thank You Sincerely,

Sindhuj Thapa

Student Id: 6108040101

Table of Contents

List of Figures

List of Acronyms

POP - Point of Parity

POD - Point of Distinction

CHAPTER 1 : INTRODUCTION

1. Company profile

LED Farm is a mission-driven group of creative problem-solvers, activators, and builders. They work together to reinvent farming from the ground up to eliminate trade-offs between quality and quantity, sustainability and scale, and nutritious and delicious food.

LED Farm's fresh vegetable plants are grown in a closed system called Plant Factory with Artificial Lighting, or PFAL, with light from LED lights.

Pesticides are not used on the farm, which is supervised 24 hours a day. Planting with less water Because it can be cultivated, it also minimizes carbon dioxide emissions from long-distance transportation. in the metropolis

1. 1 Mission

Its mission is to provide superior fresh vegetables that are clean, safe, and devoid of hazardous chemicals. It doesn't need to be washed before eating. with cutting-edge cultivation Environment-friendly and long-lasting

1.2. Vision

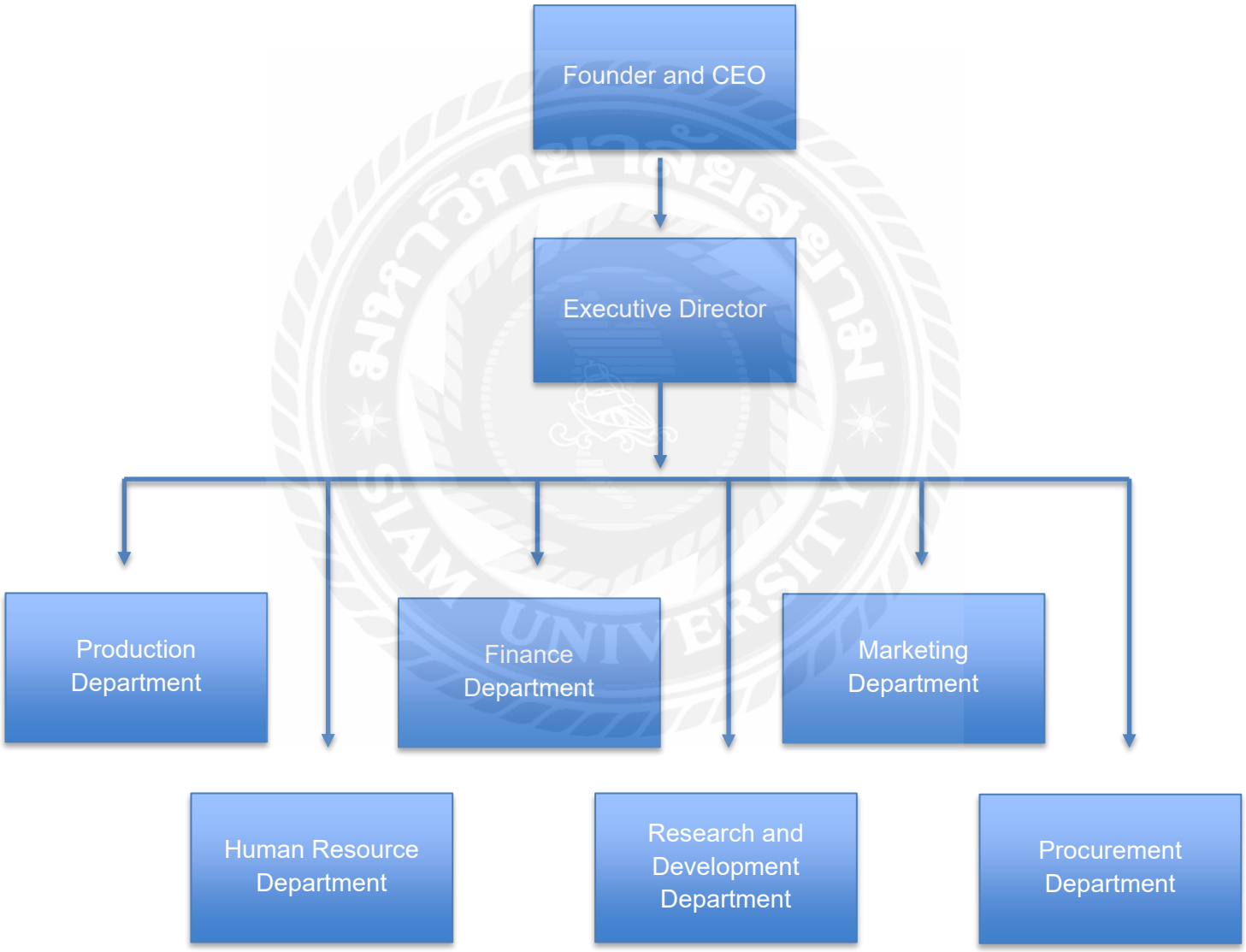
The Vision of LED Farm is to provide greens from farm to plate in all the houses of Thailand.

1.3 Strategies

Civic Media is the parent business of LED Farm. Civic Media Company Limited has been a pioneer in the media industry for 29 years, from 1991 to the present. And Thailand's leader in the LED Screen industry. Civic Media Company Limited is committed to continuing to develop as a leader in sustainably delivering LED technologies throughout the period. We are experts in LED Full-Color Screen Display, LED Sign, LED T8 Tube, LED BULB, LED Street Light, and other relevant LED products research, development, manufacture, and distribution.

2. Organizational Structure

2.1 Diagram of Organizational Structure



2.2 Description of Organisational Structure

The structure is very simple. The founder of the company looks after the main organization overall. Under the CEO works executive director and under her works different department heads or department managers. Production managers, Procurement Department, HR Managers, Finance Managers Marketing Managers, and Research and Development managers, all work under the Executive Director and look after their respective departments. The production manager generally looks after the factory and the production of the vegetables. Along with that, they also ok after the storage and distribution of vegetables to various outlets. HR looks after the employees and works towards the betterment of the employees and ensuring all the given tasks are done timely and properly. The marketing team creates brand awareness across all the channels. The R&D Team is constant research new vegetables that can be added to the farm and also ways to improve system productivity. Finance looks after all the transactions and recording of financial information. This way, the entire department looks together in harmony to take the company to the top spot.

2.3 My Job Position

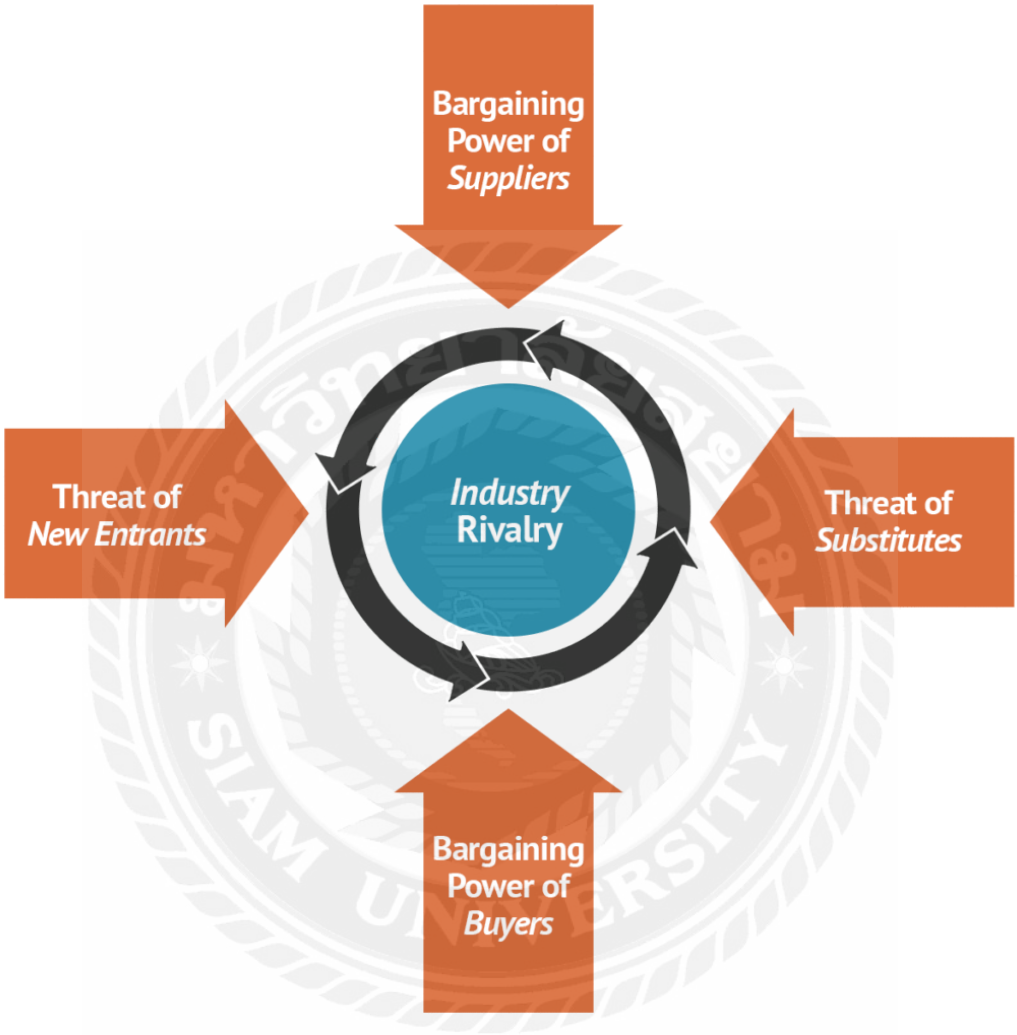
During the Co-Op program, my position was as a Marketing Intern. My major roles were increasing brand awareness through social media marketing, increasing website reach through effective content creation using SEO Optimized keywords, and creating innovative brand awareness campaigns. It also included creating content for Instagram and Pinterest. To research other marketing software and implement that in our brand

3. Intention and Motivation to Choose LED Farm as CO-OP Study Workplace

I have always been fond of Businesses that create and Impact and are sustainable. During my 3rd year of college, I came across this sustainable future of farming which is achieved by hydroponics. I have been an enthusiast in this particular field since then. Back when I was in Nepal it was and still is my ambition to start a hydroponic business. I started doing rigorous research on this topic and was keen to learn more. Although I had theoretical knowledge about how the system works I wanted to gain more practical experience right from the ground. LED Farm is a company that sells hydroponic vegetables and is the leading hydroponic business in Thailand. They not just sell vegetables but also have some of the most interesting products like Kale Sticks, Ice-cream, smoothies, bakery items, and more. They are quickly expanding into some of the top retail stores and supermarkets in the country. Being a market leader, I believed that I could learn a lot from this company which I can later improvise in my own business. Apart from gaining skills and knowledge I also thought the network that I will be able to build in the same industry will help me with my future venture. Other than that, I would also be working directly under the executive director of the company so I would be able to learn more.

4. Strategic Analysis of the Company

4.1 Porter's Five Forces



The Threat of New Entrance

The threat of a New entrance is low for LED Farm. The Thai Government protects agriculture in the country by price guarantees, income support, subsidized insurance, cheap credit, and trade restrictions. LED Farm cannot sustain itself if it has to sell commodities within the set price. If a competitor can sell cheaper it can easily be replaced. However, in the present context,

it is extremely difficult to win the competition with LED Farm. To tackle this issue LED Farm has created a high switching cost for its customers by introducing a subscription model to the customers. Customers can now subscribe for platinum, silver, or gold subscription card. Under this loyalty strategy, customers will be getting various discounts and will be receiving certain packages of vegetables every week according to their cards. LED Farm has also been trying to lower the per-unit cost as the company grows by leveraging economies of scale. Since the factory of LED Farm is situated on the outskirts of Bangkok at Samut Sakhon it has easy access to all the distributors. All this will be hard for competitors to overcome anytime soon. Another factor is that since LED Farm is a child company of CIVID Agrotech which produces its own full-scale complete package types of machinery for vertical farming the initial cost will be very low for LED Farm. Hence it is easier to reduce the price of vegetables rather than the competitors. Therefore due to all the reasons mentioned above, it is safe to say that threat of new entrants is low for LED Farm.

Bargaining Power of Buyers

Although LED Farm is in the agriculture industry the target market of LED Farm is premium customers. The customer base does not price sensitive but they want quality products with good taste. LED Farm can provide a high-quality product fresh to customers in less time. Since the majority of LED Farm's customer base does also not price sensitive this leaves low bargaining power to buyers. However, they also want a variety of products and not just leafy greens so if a competitor can provide that this leaves less bargaining power to LED Farm.

Threat of Substitute

Vertical farming is a growing business and there are a lot of emerging businesses in Bangkok. However, it is the quality that other competitors are failing to meet. Creating a good quality product requires a high level of technical knowledge and competence regarding the composition of nutrients and all the factor that goes into the plant. LED Farm has invested in an R&D team that researches and produces the best quality products. LED Farm's products at the moment beat all the competitors in the market concerning quality. Other than that since the target market does not price sensitive the higher cost of LED Farm's products than the competitors is also not a huge threat. LED Farm has also introduced loyalty cards and subscription models to retain customers and increase the switching cost.

Bargaining Power of Suppliers

LED Farm does not outsource its machines. They produce everything in-house. Other than that only thing they outsource is the raw materials which have the price that is usually set by the government or it has a lot of suppliers to choose from. Due to the in-house production of all the machinery and equipment, we can say that the bargaining power of suppliers is extremely low in the case of LED Farm.

Rivalry Among Competitors

There are a lot of competitors in the market for LED Farm like Flexi Farm and Vege Factory. They are all selling the same products like leafy greens but their target in terms of geographical area and marketing approach is different. Since they are not big companies at the moment this might not be an issue but shortly it will be a huge issue. The other farms don't have a lot of diversity like LED Farm does in terms of products. Apart from green vegetables LED Farm also has a wide range of products like 5 flavors of Kale Smoothie, 5 flavors of Kale Juice, Kale shot, Bakery items like bread, cake, Kale sticks, and even ice cream. Due to a wide variety of products LED Farm beats the competition lowering the rivery at the same time. However, there are other growing hydroponic businesses that might be able to produce a variety of products if they use a semi-indoor hydroponic system increasing the competition in the market.

5. Objective of this Co-Operative Study

The main objective of the internship or cooperative education was to familiarize students like me with the corporate world and have a first-hand experience of how different industries and companies work.

The main objective in terms of personal growth was:

1) Developing Cross-cultural communication skills.
2) Technical knowledge of Hydroponics
3) Market understanding of Hydroponic Business.

The main objectives of the study were as follows:

1) To understand the consumer preference and their views on Hydroponics
2) To develop effective marketing plans and campaigns for LED Farm.
3) Collect information and analyze data from the food industry
4) Overview of promotional and marketing campaign

CHAPTER 2: CO-OP STUDY ACTIVITIES

1. Job Description and Responsibility

During my internship, my major roles were increasing brand awareness through social media marketing, increasing website reach through effective content creation using SEO Optimized keywords, and creating innovative brand awareness campaigns. It also included creating content for Instagram and Pinterest. I was also responsible To research other marketing software and implement that in our brand. Some software that I used were, JIRA, Clickminded, Geru, Similarweb, Videoz, and Doddle.

The ClickMinded SEO course is one of the most comprehensive courses on SEO out there. It is very thorough and covers all the aspects you need to know to start working on the SEO of your site. It even has specific bonus modules to learn more about SEO for YouTube, Amazon, and Pinterest. And if you don't have a website yet, this course has you covered. It includes a module on how to start an SEO-friendly site from scratch. It was great learning using this software.

Jira Software is software built for teams to plan, track, and assign tasks. It makes it easier to keep track of all the tasks and organize the organization.

Similarweb is a digital intelligence provider for large and small businesses. The platform delivers online analytics services and provides users with data on the web traffic and performance of their clients and competitors.

GERU makes it drag-n-drop simple for anyone to quickly plan, optimize, and understand Digital Marketing sales funnels & ad campaigns.

1.1 Activities in Coordinating with Co-Workers

During my internship, I was directly working under Miss Valentine, the executive of LED Farm. Boosting brand recognition through social media marketing, increasing website reach through effective content production employing SEO Optimized keywords, and building new brand awareness campaigns were among my significant responsibilities throughout my internship. It also includes developing Instagram and Pinterest material. I was also in charge of researching and implementing various marketing software in our company. JIRA, Clickminded, Geru, Similarweb, Videoz, and Doddle were some of the programs I used. I would be reporting about my new content directly to my supervisor and I would post once she approves it. Other than that I also had to correspond with the entire marketing team to create content and develop new strategies for the campaign. My job also required me to collaborate with the production team when I needed some product to create new content. The collaboration was extremely smooth and everyone was supportive of each other. This is how I was successfully able to collaborate with all the team members of the organization.

1.2 Job Process at LED Farm

I was working directly with the Executive Director of LED Farm. I was responsible for increasing brand awareness through social media marketing, increasing website reach through effective content creation using SEO Optimized keywords, and creating innovative brand awareness campaigns. It also included creating content for Instagram and Pinterest. I was also responsible To research other marketing software and implement that in our brand. Some software that I used were, JIRA, Clickminded, Geru, Similarweb, Videoz, and Doddle. She would assign me tasks every week and I would complete in by the end of the week and then further send her my work for review. Once my work was approved I would post it.

1.3 Contribution as a Co-Op Student in the Company

Boosting brand recognition through social media marketing, increasing website reach through effective content production employing SEO Optimized keywords, and building new brand awareness campaigns were among my significant responsibilities throughout my internship. It also includes developing Instagram and Pinterest material. I was also in charge of researching and implementing various marketing software in our company. JIRA, Clickminded, Geru, Similarweb, Videoz, and Doddle were some of the programs I used. Because of my SEO Optimized blog LED Farm has now increased the traffic on the website. Sales from the website have also been constantly increasing. I have also reversed engineered the different strategies of competitors like backlink and SEO. The TikTok views have also been increasing after I started posting engaging relevant content. It has increased by 100%. There were just two blogs on the website but after 3months we have over 15 blogs.

CHAPTER 3: LEARNING PROCESS

1. Introduction to Hydroponics

Hydroponic is a sort of soilless gardening that can be done both inside and outside. It's a terrific alternative for folks who don't have much space for gardening or who wish to cultivate herbs and vegetables all year. You can grow nearly anything in a controlled atmosphere on this type of plantation.

Hydroponic farming saves space and water compared to traditional soil growing. Weeds aren't allowed to grow in water. Even in space, you can grow hydroponically all year with artificial lights.

Hydroponically produced plants can be nearly anything. Herbs and leafy greens, which are short-season or do not produce fruit, are excellent alternatives for indoor production in the winter. Strawberries, tomatoes, cucumbers, and peppers are all excellent choices throughout the summer. Commercial farmers of these crops are increasingly growing them hydroponically rather than in soil. Because hydroponic crops are not exposed to pesticides or herbicides, they are more nutritious. There are only four components needed for hydroponics. They are:

• Clean water: Plants require filtered water with a pH balance. Water with a pH of 6–6.5 is ideal for most plants.

• Carbon dioxide: It is common knowledge that plants require carbon dioxide to breathe.

• Root Stabilization Even if you don't have any soil, your plant's roots still need something to grab onto. Vermiculite, perlite, peat moss, coconut fiber, and Rockwool are all common materials.

• Nutrients. Plants require a lot of magnesium, phosphorus, calcium, and other nutrients to stay healthy and productive, just like soil and fertilizer do for plants growing in the ground.

• Light. You'll need an artificial light source to cultivate plants if you're growing them indoors.

2. Hydroponics and Sustainability

1. **Reduced Use of Pesticides**

While hydroponics isn't fully pest-free, there are substantially fewer bugs engaged in soil-free farming, as most pests require soil to exist. Pesticides are detrimental not only to the environment but also to individuals, who might be exposed to them through the air or consume them.

Weeds have little chance of growing in hydroponics because of the manner plants are cultivated. Herbicides, which are used to destroy weeds, are no longer required. It also eliminates the need for physical labor when pulling weeds.

2. **Uses Less Water**

With a global water problem looming, water conservation is at the top of every grower's priority list. Hydroponics is an excellent way to cut down on needless water usage. A nutrient-rich water solution hydrates the plants and can be reused for weeks at a time.

3. **Less Land Erosion**

According to popular belief, the planet is 71 percent water. That leaves 29% of the earth's surface as land, more than half of which is unfit for human habitation, let alone farming and gardening. When land is utilized for gardening, the soil must be tilled regularly, and the land eventually becomes unusable.

3. Why is LED Farm “Farm of the future”?

LED Farm uses modern technology of indoor farming called “Vertical Farming”. Vertical farming is a quick and easy way to increase the amount of food produced more sustainably. Vertical farming uses data to grow food three times faster than traditional farming methods while using up to 95% less water. Depending on the crop, a vertically farmed acre can generate the equivalent of four to six soil-based acres, reducing demand on arable land. Furthermore, Vertical Farming production locations can be located near urban areas, lowering transportation emissions and reducing supply chain hazards. These savings, when added together, might boost environmental stewardship and help the UN achieve several of its sustainable development goals.

Sustainable Development Goal 2: Zero hunger

Our agricultural systems must evolve if we are to eradicate hunger. Urban farms and vertical farming technology can help us make the fundamental changes we need in our food systems. Allowing people in any town or location to grow their food at any time of year, in any weather, might go a long way toward helping local farmers and alleviating hunger. Growing food closer to the point of consumption decreases food waste by shortening the route from farm to fork.

Sustainable Development Goal 6: Clean water and sanitation

Water scarcity is a major concern. Freshwater makes up only 3% of all water on the planet, and much of it is frozen in ice or underground. Our Hydroponic irrigation systems catch and reuse water, using up to 95% less water than traditional outdoor cultivation. Because it is a closed-loop system, it also prevents surplus fertilizer from contaminating waterways.

Sustainable Development Goal 8: Decent work and economic growth

Vertical farming is a new business, thus there is a lot of room for employment creation in both rural and urban locations. Entrepreneurship, investment, and innovation opportunities will grow as the industry matures. Urban farming allows agricultural jobs and training to reach a

far wider audience, including people in areas where farming opportunities aren't normally available.

Goal 9: Industry, innovation, and infrastructure

Indoor farming helps us to increase food production without degrading the natural environment. Irrigation technology, LED lighting, and environmental control is all examples of ways to make this business more efficient, productive, and sustainable.

Goal 11: Sustainable cities and communities

Indoor and vertical agriculture has the potential to help cities and urban areas become more self-sufficient. Food security, local economies, and reliance on imports are all improved when food is grown in cities. It also minimizes greenhouse gas emissions associated with food transportation, creates agricultural jobs for new demographics, and expands educational opportunities.

Goal 12: Responsible production and consumption

By localizing food growing and delivery, indoor and vertical farming can encourage ethical consumption and production habits. Growing depending on demand, for example, would reduce overproduction and food waste. There's also the possibility of advances like allowing customers to pick their fresh food or better controlling and forecasting plant growth depending on distribution and delivery schedules.

Sustainable Development Goal 13: Climate action

To address the climate catastrophe, we must change the way we grow food. Indoor and vertical farms, when used properly, have the potential to lessen the environmental impact of food production by allowing more food to be grown with less area and resources. These farms often use significantly less water, fertilizer, and associated pollutants, as well as reducing fertilizer runoff into rivers and avoiding the use of toxic pesticides.

Sustainable Development Goal 15: Life on Land

Agriculture occupies half of the world's livable land. Vertical farming saves a lot of space while increasing food production. We may relieve pressure on our fast eroding soils by employing vertical farms in specific locations and for specific crops. There would be less need to industrially cultivate our natural environment if food production could be optimized in this way. This would provide greater opportunities and space for biodiversity to flourish, as well as for regenerative or organic farming, rewilding, and forestry projects.

Sustainable Development Goal 17: Partnership for the goals

Vertical farming is only a part of the picture. It's just one solution among many that need to be implemented in our food supply networks and global infrastructure. It's critical to introduce new technologies in collaboration with existing farmers, community programs, or technology providers. There is also the possibility of collaborating with other industries; for example, our food networks would greatly benefit from collaborating with energy-producing companies to reduce food's carbon footprint. Collaboration across existing industries is critical to the successful integration of agricultural technologies into our food systems.

4. Problem/Issues of the Company

Food security will become a major worry for many countries throughout the world as the world's population grows to 9.7 billion people by 2050. Because of its numerous benefits, vertical farming is sometimes viewed as a solution to our food scarcity problems. LED Farm is well-known as a vertical farm, however, it has various difficulties.

The following are some of the issues that LED Farm has to deal with:

Operational Costs are High

Because the process is not yet automated, operational costs will be significant. The hydroponic system requires more electricity to run. Controlling environmental conditions on a farm can sometimes be somewhat costly.

Only Few Crops Can Be Cultivated Economically

LED Farm may be customized to support the growth of any plant species, but only a few of them can be grown economically. Due to its rapid growth cycle, high cost, and strong demand in the worldwide vertical farming business, leafy greens and herbs remain the principal crop.

Operating a Vertical Farm Necessitates a High Level of Expertise

Operating a vertical farm is a difficult task that necessitates significant technological and horticultural expertise that only a small percentage of the world's population possesses. To set up, run, and maintain a vertical farm, highly educated and trained workers are required due to the high tech involved in every stage of the production process.

Pollination is More Challenging

Pollination is the process of transferring pollen from one flower to another's stigma, resulting in fertilization and the formation of seeds and fruits. Bees, birds, wind, and other natural pollinators aid in the pollination process in outdoor farming. The lack of these pollinators in

vertical farming is a significant challenge if not addressed could result in substantial economic losses.

4.1 Recommendations on how to Solve the Problem

The problem LED Farm is a tough challenge for all the vertical farms.LED Farm can overcome these challenges by producing in bulk and trying to plant as many varieties as possible. This will leave customers with more choices who want to switch their consumption habits from traditional farming produce to organic locally grown hydroponic produce. LED Farm cannot sustain itself in the market if they want to target working-class customers. The target customer needs to be customers who have more spending capacity. Since the market is at an initial stage it needs to up its marketing rigorously to create a big customer base and increase brand awareness. LED Farm should also invest in R&D to invent machines that lower the operational cost and increase productivity.

4.2 Learnings during the Co-Op Studies

My internship experience was a great learning experience I was able to gain practical as well as theoretical knowledge about the hydroponic sector. It was a great intercultural experience but above all, I got to be exposed to various tools and software that will help me in any company I join and even when I start with my venture. I was under the great leadership of my supervisor at work which has helped me to learn a better way of working and implement that. I also made a lot of networks in Bangkok as well as all over the world in this field. I have also developed a structural mind self and I was able to solve technical problems while I was there. I also developed soft skills such as responsibility, punctuality, and communication.

5. Knowledge from Coursework to Real Working Situations.

While creating a brand different components need to be defined like Target Audience Profile, Value Proposition, Organization Culture, Critical Success Factors, Point of Parity (POP), and Point of Difference (POD). All these factors need to be defined and taken into account before creating any marketing campaign. While I was working at LED Farm I first defined what the target audience of LED Farm should look like, the Value Proposition of the Organization, Organizational culture, Critical Success Factor of the organization, and Point of Parity as well Point of Difference. After that, I also did a strategic analysis of the company such as Porter's Five Forces, PESTEL Analysis, and SWOT Analysis. This helped analyze the company internally as well as externally. I made use of my entire branding class and did a complete rebranding of the company. At last, we were able to tell a story from our social media, website, and all the connecting points. The messages we sent were more correlated and easy to understand for the customers. Overall it was a good rebranding and brand communication was effective with positive results.

6. Special Skills and Knowledge Acquired

I was able to gain practical as well as theoretical knowledge about the hydroponic sector during my Co-Op. It was a great intercultural experience but above all, I got to be exposed to various tools and software that will help me in any company I join and even when I start with my venture. I was under the great leadership of my supervisor at work which has helped me to learn a better way of working and implement that. I also made a lot of networks in Bangkok as well as all over the world in this field. I have also developed a structural mind self and I was able to solve technical problems while I was there. I also developed soft skills such as responsibility, punctuality, and communication.

CHAPTER 4: CONCLUSION

1. Summary and Highlights of my Co-op Studies at this Company

Modernization is growing global interdependence, resulting in the development of new knowledge and the obsolescence of previous information, requiring teachers and students to be flexible and open to new ideas. As a result, working in a completely different atmosphere in a new country has allowed me to see things in a new light. It has formed me as a person, and I've gained individualistic talents and focus that I'll put to good use in the future. Working in a rapidly evolving business like farming has given me a better understanding of what the food industry will look like in the future. It's also taught me about hydroponics' technical features. In addition, I improved my time management and patience. During my internship, I went to a lot of factory visits that allowed me to see the farm closely and understand the technicalities. I also had an opportunity to visit several of our competitors with my supervisor. She allowed me to visit and study what they are doing differently from us. I was able to closely see other competitors and understand the market even better. Overall it was a great learning experience and after this internship and now I can say that I am confident to start my own hydroponic business in Nepal.

2. My Evaluation of Work Experience

Economic, cultural, and societal change creates a need for different approaches to education. Globalization is increasing international interdependence, the creation of new knowledge, and the obsolescence of older knowledge means that teachers and students alike must be open to changes and opportunities. Therefore working in a completely different environment in a new country has helped me look from a different perspective. It has shaped me as a person and I have developed individualistic skills and focus that I will use further. Working in a growing technology the future of farming has helped me to understand what the food industry will look

like in the future. It has also taught me the technical aspects of hydroponics. I also acquired better time management skills and patience. I was also able to expand my professional network beyond Nepal in the field in which I want to work in the future. This way I have male mentors and colleagues from who I can go and seek professional advice in the future. As a whole, I have progressed into a better corporate player and a team worker.

3. Limitations of my Co-Op Studies

Though the entire cooperative was a great help for me, there were some limitations to the study. Some limitations were:

Time Limitation

The study's time constraint was one of its most significant flaws. Because the work required to be completed in a limited amount of time, all of the assigned duties had to be completed fast. More long-term initiatives and chores could have been accomplished with more time, which would have eventually benefited me.

Language and Cultural Familiarizing

Another limitation of the study was the fact I was having a bridge and gap in understanding the organizational culture. The fact that I did not speak Thai was another reason it was taking a lot for me to familiarize myself with the organization and I couldn’t contribute much.

4. Recommendations for Company on CO-OP

I had a great learning experience that I will carry forward through my professional career. Overall it was a smooth journey I had with LED Farm for 4 months.

However few recommendations I want to give the company would be:

1. **A Proper Tracking Metrics:**

   Use of any software like Jira, Hubspot, or even excel would help track the progress made by Co-Op students and keep the supervisor on track regarding what is happening. This would also make the student more clear about the task that is supposed to be done.

2. **A Proper Orientation:**

   An orientation would help the student familiarize themself with the organizational culture and the employees. This would motivate the student to be energized and come to the workplace.

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Bibliography

Annex 1

Annex 2

Annex 3


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