



Cooperative Education Report

“Creation of the Ideal Content at Asterisk”

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**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
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Title : Creation of the Ideal Content at Asterisk

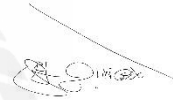
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We have approved this cooperative report as partial fulfillment of the cooperative education semester 2/2022.

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Project Title: Creation of the Ideal Content at Asterisk

Credits: 6

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Advisor: Dr. Jeff Simcox

Degree: Bachelor of Business Administration

Major: Finance and Banking

Faculty: BBA (Finance and Banking)

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Abstract

The internship was carried out for the partial fulfillment of the Bachelors of Business Administration (BBA) program under Siam University and Kathmandu College of Management. This report provides all the information about the work and the details that were learned by the intern at Asterisk Digital Pvt. Ltd. The general objective of this assignment includes: (1) Conduct a detailed survey on industry-related topics, (2) Calibrate the content for errors and inconsistencies, (3) Edit and polish existing content (4) Identify customer needs and recommend new content to fill gaps. The internship was for a period of 9 months starting from 2nd September 2021 to May 2022. Among several departments in Asterisk, I was assigned to work as an intern in the department of content creation and reporting, where I got a lot of opportunities to understand several concepts related to professional writing. I have been assigned a variety of tasks to create content related to industry research and prepare reviews, edit books, and write reports containing recommendations or strategies to grow and improve my business. I am responsible for closely being supervised by the project manager and overseeing the business. My responsibilities include

updating my supervisor on the assigned tasks daily, composing progress emails regarding tasks assigned to supervisors and project managers, completing them correctly within the assigned timeframe, researching and preparing reports, and making final edits. Upon the completion of the internship, it was found that problem was resolved by utilizing specific social skills and self-determined learning. Finally, this report is prepared based on the experiences and observations at Asterisk Digital.

Keywords: Content Creation, Digital transformation, Communication skills.



Acknowledgement

The adequateness of this report would be incomplete without mentioning the people who made it possible. I wish to express my deep sense of gratitude to Asterisk Digital for allowing me to undertake this internship program at their premises. This program has aided me to understand the organizational culture and practical implications of theoretical knowledge in the workplace.

I would also like to express my gratitude to Ms. Somya Kumari, Assistant manager, and Mr. Shashank Lohani, Head of the HR department for their constructive guidance and support despite their busy schedule. The supervision support that they gave me, truly helped in the progression and smoothness of this internship program. Their co-operation and feedback have been very much appreciated. Likewise, I am very grateful to meet such dynamic experts who helped me during this internship period. Special thanks and appreciation go to Dr. Chanatip Suksai and Dr. Jeff Simcox for their patience, supervision, and assistance. Attending a Co-op program conducted by marvelous Professors has a lot to do with the success of this internship program and report. I would also like to thank Dr. Simcox for his persistent suggestions, guidance, and encouragement.

Along with this, I would like to take the opportunity to express my thanks to Siam University and Kathmandu College of Management for making this study treasured by providing consultancy, encouragement, and a congenial atmosphere to complete it. Lastly, I humbly extend my acknowledgment towards all the efforts of the many individuals who helped me make this internship possible. My heartfelt thanks to all.

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List of Abbreviations

ADMIN	Administration
BOD	Board of Directors
CEO	Chief Executive Officer
CO-OP	Cooperative
HR	Human Resource
Pvt. Ltd.	Private Limited
SWOT	Strengths Weakness Opportunity and Threat
KCM	Kathmandu College of Management
UX and UI	User experience and User interface design

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Chapter 1 INTRODUCTION

1.1 Company Profile

Asterisk Digital Pvt. Ltd is a digital and software development-based startup. They provide various services of digital marketing solutions such as creation, hosting, and maintenance; they also provide services related to UX and UI design, branding and marketing, and e-commerce. The company serves domestic and international clients.

Since this is a digitally-based business, I'm a content writer at Asterisk and have a matching opportunity, so I can get experience working from home. Asterisk Digital aims to help its individual and institutional customers to grow and protect their wealth with quality service, stability, and expertise. Through strong business fundamentals, consistent vision, and value it makes efforts to generate long-term value for the stakeholders.



Figure 1: Company logo

1.1.1 Mission of the Company

Asterisk Digital is dedicated to providing its designated services with quality, stability, and expertise. The mission statement states to be regarded as a reputable company that transacts with integrity and transparency and to create long-term value for the stakeholders through strong business fundamentals. Its mission is to deliver smart ideas with authentic results. They aim to assist customers with current technology needs.

1.1.2 Vision of the Company

The company's vision is to create simple and great creations for the masses. The company aims to challenge its competitors by building simple yet useful content for its target customers.

1.1.3 Strategies of the company

The company focuses on using advanced information technology to provide fast and reliable service to the client and to reduce the time and cost to connect with all respective branches. The growth strategy of Asterisk is aiming toward qualitative service in the future rather than increasing the quantitative reach of the country. To mitigate the risks associated with the business operation the company has involved a strategy to make its internal control system more efficient and effective.

1.2 Organizational structure

The Company has a structure of directors, promoters, and public directors. Among the directors, the chairperson is elected. The corporate office operating wing is headed by the Chief Executive Officer. He is assisted by the Deputy CEO/Company Secretary and Chief Manager including the departmental heads of finance, information technology, HR/Admin, and marketing department. There is business support staff such as Project Managers, Public Relations officers, and specialists, followed by Supervisors, associates, then finally the regular employees and interns. The intern worked under the supervision of related department heads.

1.2.1 Diagram of the Organization Structure

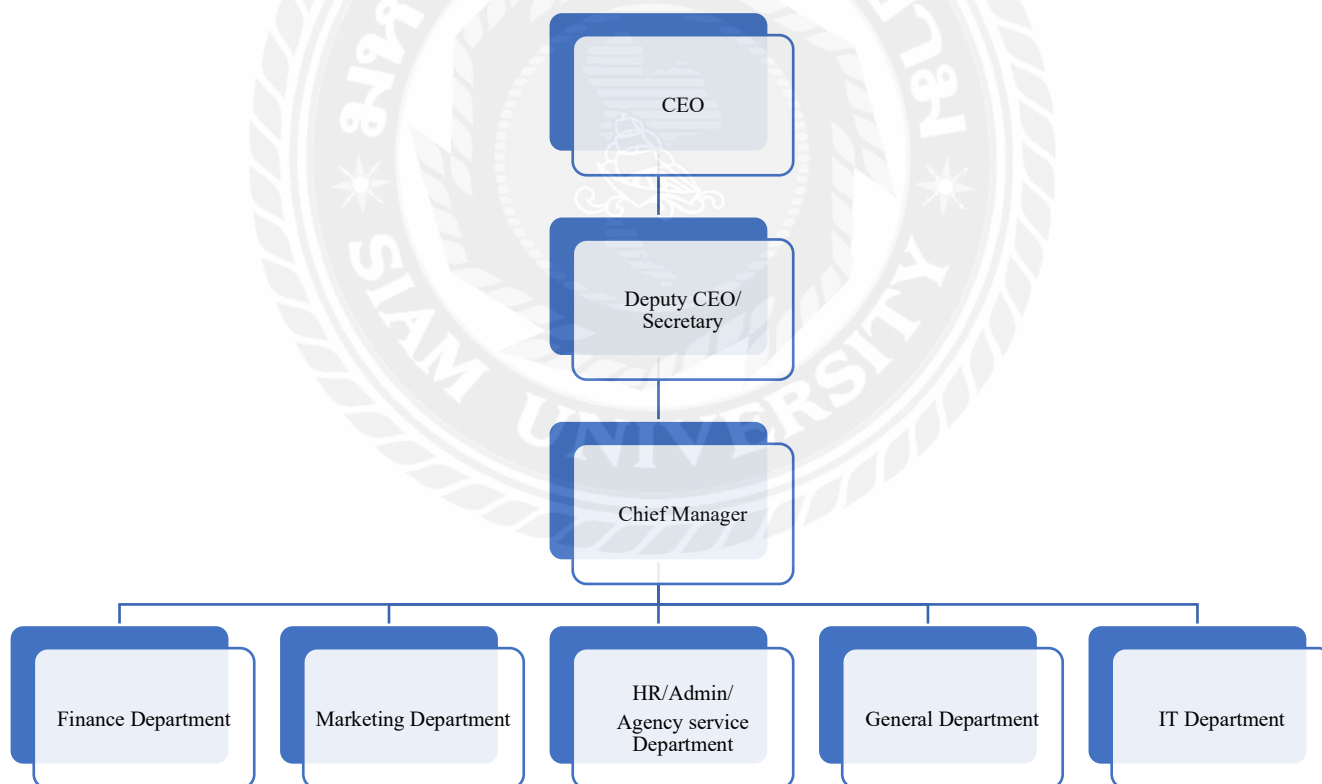


Figure 2: Organization Structure

1.2.2 Job Position and Placement Details

Address	Jwagal, Kathmandu Nepal
Job position	Content Writer
Departments	General
Working Duration	September to May (9 months)
Work Hours	7:00 am to 3:00 pm
Name and Designation of Internship Supervisor	Ms. Somya Kumari

Figure 3: Job placement details chart

1.3 Intention and Motivation to join this company

Considering the significance of the internship and its positive aspects of it, students need to select an organization that would give them a better opportunity to understand their area of interest and their commitment. My intention to join Asterisk Digital as an intern was to acquire experience in the sector and sharpen my skills through it. Since this company is one of the growing general companies in its sector, its effective services and reputation tugged me to join the company.

If there is no prior experience in online operating systems or virtual work, this becomes a very good opportunity to test and familiarize yourself with the field. It gives me a glimpse of how

virtual or distant works have been made in Nepal. Flexible working hours and surroundings also become promising for undergrads like us. Moreover, the pandemic and containment problems have prevailed in most cities of Nepal and the world. Along with that, the concern of Covid becomes additionally one motivating thing for deciding to work online.

1.4 SWOT Analysis of Asterisk Digital

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> ● Flexible working period with hybrid working systems ● Experienced, well-trained, and highly motivated Human Resource Management ● Located at the heart of the capital city. ● Offers a variety of general schemes and policies suitable for different types of individuals and corporate houses. ● Large network inside and outside the valley. 	<ul style="list-style-type: none"> ● The company hasn't given much emphasis to reaching people from rural areas due to rural communication challenges. ● Centralized organization structure. ● Mismatch in the number of staff in various departments. ● Poor layout
OPPORTUNITIES	THREATS

<ul style="list-style-type: none"> ● A strong individual client-based. ● The firm’s future plan of expanding its branches in rural and industrial areas will provide an opportunity in capturing the new market by taking advantage of weak competition. ● A growing population can increase general business as more population means, people will seek more facilities. ● Recruitment of specialized professionals. 	<ul style="list-style-type: none"> ● An increasing number of competition in the market. ● The unstable political and economic condition of the country. ● Global recession indirectly affects the economic condition of the country.
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1.5 Objectives of the study

An internship program aims to provide a platform where students get practical exposure to the functioning of the organization, understand the challenges faced by the organization in the real business environment, and learn to deal with various problems. Therefore, the study is conducted with certain objectives and serves a specific purpose. The main objective of this report is to explain the insurance process and to assess various policies provided by Asterisk Digital. The specific objectives are enlisted below:

1. The first chapter describes my purpose in writing this report on the business of my coop workplace. This includes company profiles and the general purpose of this document.

2. The second chapter is an overview of my job description, roles, and responsibilities as an intern. In addition, this chapter provides an overview of my contributions to the company.
3. The third chapter is a talk about the obstacles encountered and my practice journey about improving, focusing, and learning by doing.
4. The last chapter summarizes the entire internship with recommendations and an analysis of the company and my experience.

Chapter 2 CO-OP STUDY ACTIVITIES

2.1 My responsibilities

My job at Asterisk is as a writer and content journalist. My responsibilities include creating content using digital platforms and communicating with supervisors via corporate mail and providing communication channels or messaging apps. Sometimes we also need to talk to other employees to work together as a team on some assigned tasks. As a content creator, my role and responsibility are to check updates on projects assigned by project managers, request and discuss with writers about work progress, and their work, as well as collaborate with other supervisors to discuss tasks for writers based on their skills and abilities, overseeing the writer's work, and reporting to project managers. As a supervisor, it is required to keep records of the tasks writers perform under supervision and to maintain records of their engagement and work performance. My position as a Content Writer aligns with the entire organization as a Content Creator. New tasks are assigned daily or based on tasks or projects to satisfy every requirement. So my role as

a content writer is needed to carry out routine tasks. I had to give timely updates on my work progress, status, and completion.

I had various obligations during my internship as a content creator. Furthermore, they have been indexed with a preferred percentage. The percentage of time spent at work, as reported herein, is calculated, and here are some highlights:

- **Communication (10%):** Communication is usually an obligation along with management in any organization. Although consistent with the calculation, it suggests a priority of 10% out of a hundred in the assessment with different obligations. As a content material creator, I needed to keep up a correspondence with my assigned manager or maybe the task managers thru the conversation channels supplied via way of means of the agency. I could additionally talk with the HR supervisor approximately my challenge payment. Communications have been accomplished through emails, the Element app, and phone calls.
- **Reporting (15%):** I become accountable and had to document approximately the progress, reputation, and entirety of the challenge to my manager. Reporting become accomplished through email or the conversation channel utilized by the workplace regarded as “Element”. I also needed to roughly record and recount absences, absences due to connectivity issues, and power outages. This obligation is calculated at 8% when assessed with different obligations.
- **Content Creation (75%):** My primary obligation is to create content that matches the challenge of using virtual and technical platforms. This bond covers 75% of my base

paint at Asterisk. It is calculated by dividing weekly hours by all (48) hours of the week. Most of the content is created with Microsoft Word, sometimes spreadsheets. But before the content comes out, I have to do a preliminary analysis of the content that I am going to write completely based on the given topic. Industry studies are often mainly based on Australian institutions examining their business type, involving the whole study of agency techniques for business enterprise development, branding, and advertising, and marketing models, information generation systems, inexperienced generations are observed through these organizations, the social obligations of the company met by means of its organizations.

2.2 My motivation for choosing Asterisk for my Coop studies

I started at Asterisk in September and I continue to work there as part of my internship. My intentions and motivations for choosing this company as a workplace for collaborative studies are for the following reasons:

- Curious and comfortable with online working methods or systems
- The pandemic and lockdown issues
- Good working environment and helpful team
- Ability to research various topics such as industrial research and commercial research.

2.3 Strategic analysis of the company

The main goal of this study and this cooperation is to provide students capable of gaining an exhibition and exposure to real professional life, with the app Use of theories and concepts. The concepts have been learned in our courses in real life. The following objectives are the objectives and objectives of this report for cooperative research as follows:

- Learn more about the telecommunications routing system in Nepal
- To learn more about Communication and the efficient process of the online working platform in the Nepali system
- Improve my research skills
- Improve different communication skills such as communication style between individuals and assertive style communication.

2.4 Job Process Design

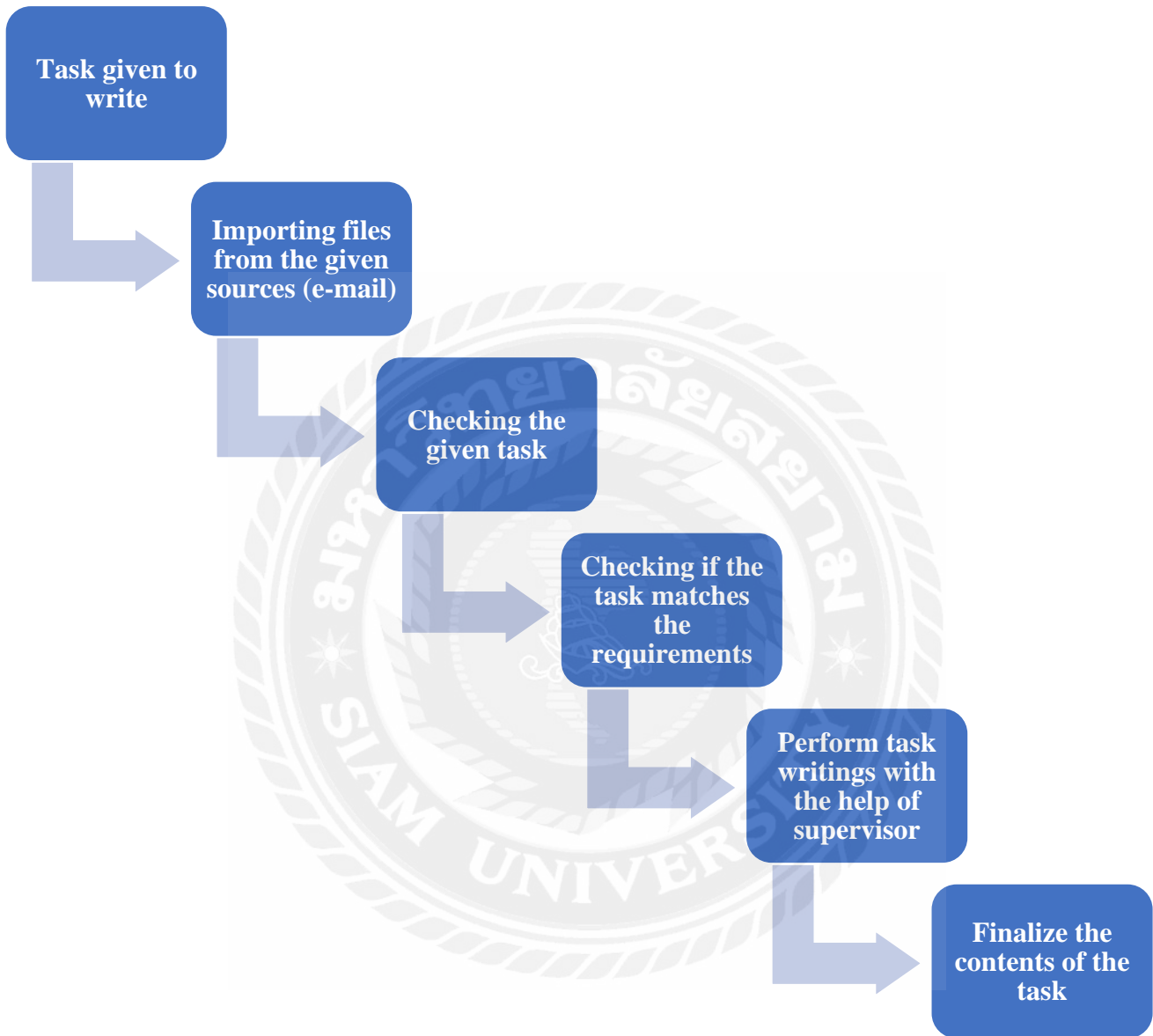


Figure 4: Job process diagram

My workflow diagram is shown in the figure above. At first, I took on the day's work and consulted my superiors. Talk to the supervisor: First, the supervisor consults me about the task, asking if I can do it. Then if I take the job, I will have a certain time or deadline to get the job done. You can see it in the attached photo:

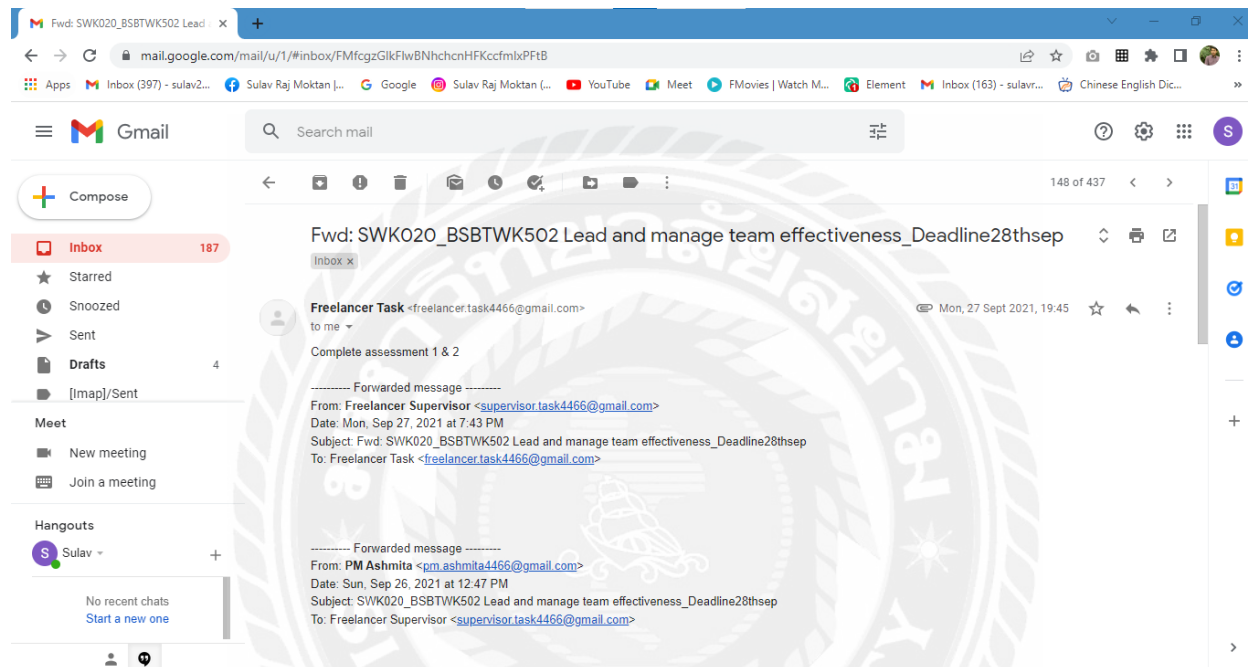


Figure 5: Screenshot of the task received via email

Then I would study some of the information provided by the supervisor and write a report on it or follow the instructions during the assignment. Sometimes the task is related to finance and this is an advantage for me as a student of banking and finance. I will then provide a mid-day checkpoint, along with daily updates on the task, whether the task is in progress or completed with the exact word count. It can be seen in the attached photo:

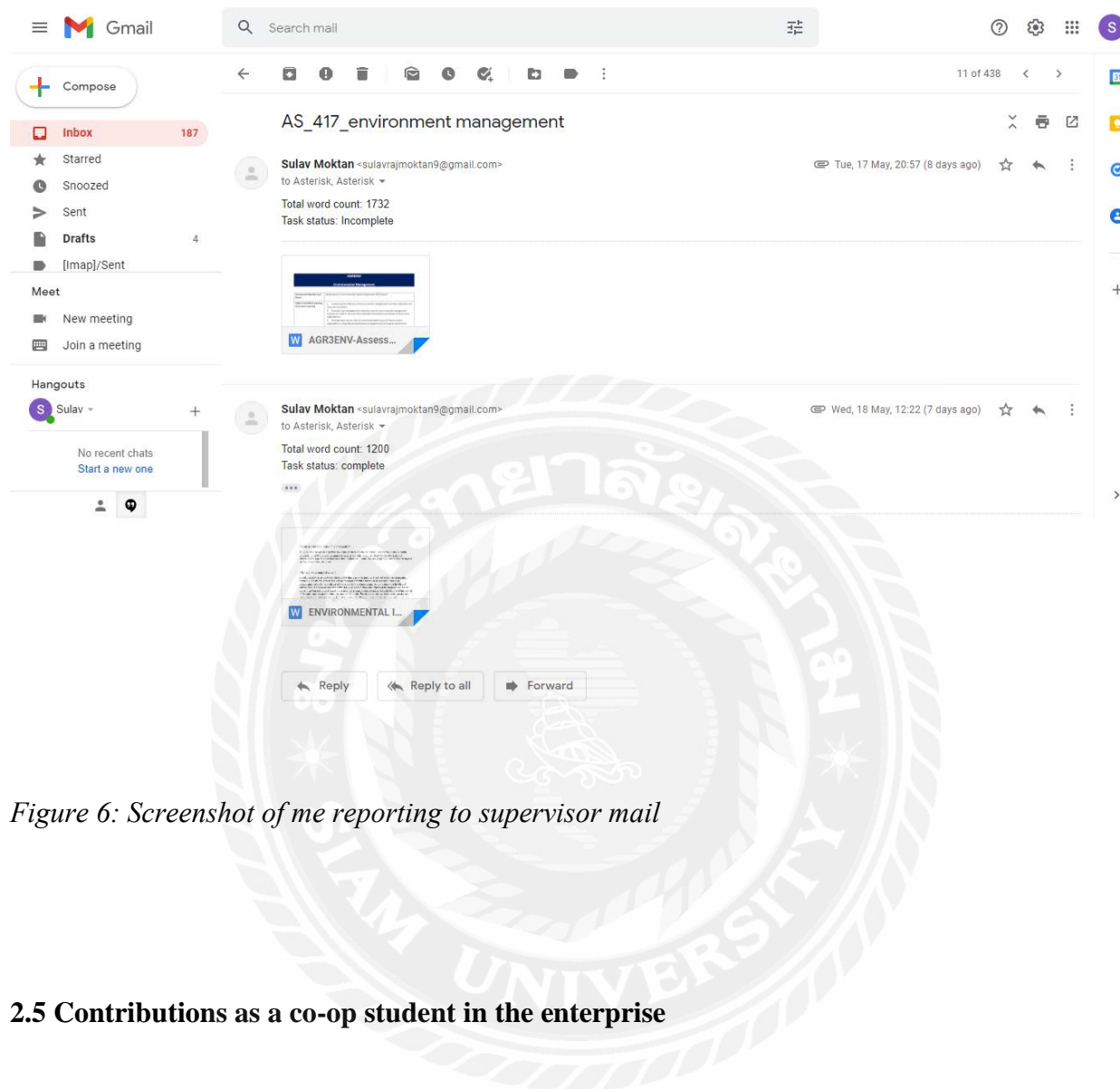


Figure 6: Screenshot of me reporting to supervisor mail

2.5 Contributions as a co-op student in the enterprise

2.5.1 Content Creation

As a co-op and KCM student, I have prior research experience. So I was able to bring my research experience to the company. As a business student at KCM, we are used to studying the business field and analyzing business operations using different analytical theories such as SWOT, PESTEL, and others. Second, my contributions to the business resulted in the

preparation of financial statements, which was made possible as a finance student at KCM. I was able to help and contribute to the organization with my academic skills and knowledge. Visible in the image below is a screenshot of the industry research mission on Blue Healer Spa, a coffee shop.

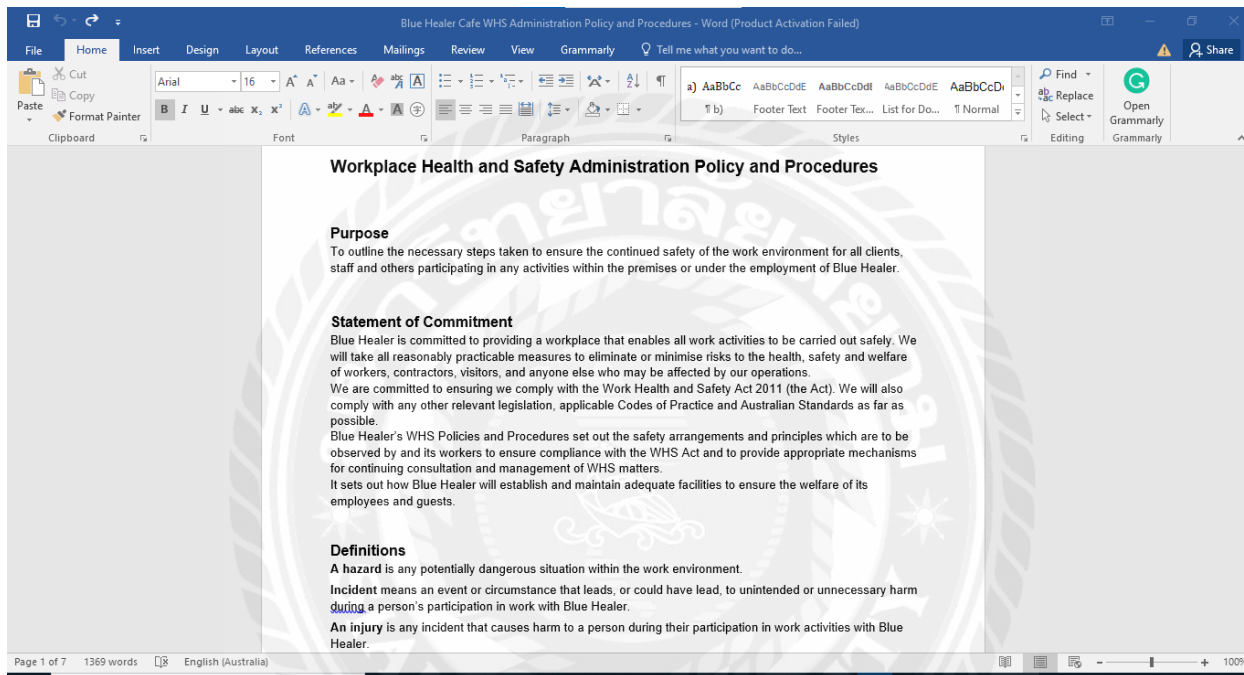


Figure 7: Screenshot of the industry report task

2.5.2 Technical Abilities

I can contribute to the business with my technical skills and abilities with good knowledge in using various technical tools, Microsoft Office packages like MS Word, MS Excel, and PowerPoint. The majority of tasks and content creation are done using MS Word or Google

Docs. Therefore, I require little or no supervision when working with the MS Office suite and technical ability/usage.

2.5.3 Communication

As co-op students, we are taught to communicate and build relationships with our colleagues. So I was able to contribute to my team with my effective communication skills and communication skills. I can work with groups whenever I need to. With a team culture that is respected and practiced during our years at KCM, we can easily connect and work with our team members.

2.5.4 Fast project delivery

Working in the company for 4 months, I have experience in writing and delivering projects quickly. I have contributed to the company by delivering projects on time or within strict deadlines in case of urgent assignments. I was able to act quickly in critical situations whenever tight deadlines were encountered, such as whenever additional tasks were assigned to me when I had a previous assignment, I can complete the task with a clear and calm state of mind and realize the target project and deliver it. fashionable.

2.5.5 Analyzing KPIs

As a student and collaborative writer, I can contribute to the business with my analytical skills. By researching and editing work, I am able to provide superior feedback on the performance of

my industry's work, analyzing key performance indicators such as the region or department driving my performance. company and lack of goods. Likewise, as a supervisor, I can provide feedback on my supervised writers. I had to analyze their skills and abilities and their overall writing performance. These helped to understand and critically examine their key performance indicators/drivers.

Chapter 3 LEARNING PROCESS

3.1 Problems Observed and Identified

During the period of this internship program, multiple numbers of problems and challenges were encountered. Those problems and challenges have been highlighted below:

3.1.1 Adjusting to the corporate culture

In the initial days of my internship, I was struggling to interact with staff members in my department. Considering this fact, I wasn't able to properly understand the firm's values and corporate culture. Being a fresh new intern was very nerve-racking for me.

3.1.2 Assignment of fewer responsibilities

Since I was an intern, I wasn't assigned huge roles and responsibilities at the beginning of this internship. But as time passed by, I was assigned different roles and responsibilities according to my capability.

3.1.3 Difficulty in analyzing tasks

Preparing content was a huge deal for me as an intern as I had never implemented theoretical knowledge into practice. Since I had very less knowledge in analyzing both the requirement and the placement of the given task so I was overwhelmed at the beginning.

3.1.4 Improper working conditions

For instance, coordination in the hierarchy was poorly maintained and concerns of the writer were also neglected with no proper working communication system.

3.1.5 Extra burden on staff members

Specialization was found missing in the branch. Everybody had to handle every type of departmental task. Moreover, if one person was absent in a department then the extra burden will fall on another. This could hamper the discipline of the working environment.

3.1.6 Understaffing

At times I would observe understaffing because of the hectic work schedule. This sometimes led to inefficient output and more workload.

3.1.7 Lackadaisical

Since I was working from home, the fear of getting underrated was prominent which led to issues relating to self-management, lack of determination, and enthusiasm.

3.1.8 Missing Customer Details

Sometimes, the forms filled up by the customers, and clients were not understandable or were missing. Thus, as an intern, I was not able to record the information or analyze the document properly.

3.2 Solving the problems with example

During this internship period, several learnings and problem-solving activities were done. In performing day-to-day activities, one needs to tackle various difficulties and challenges. While dealing with such problems, appropriate skills are required to solve the problem effectively and efficiently. During the internship period, the above-mentioned problems were solved differently:

3.2.1 Self-learning and Initiation

- I. My priority was to get the solution of adjusting to the corporate culture. At the beginning of this internship program, I was struggling to interact with the staff members but then I started having small talks with them which ultimately led to a friendly working environment. **For instance**, on my second day at the online conference, the Head HR officer, Mr. Shashank Lohani came to check on me and I asked him about the rules, regulations, and culture. He explained all the vital information which certainly helped me to understand the corporate culture.

- II. As time passed by, the solution to my second problem arrived instinctively. With limited tasks given in the initial days, I was driven to give my hundred percent even in those small tasks and responsibilities. I was properly coordinating with my supervisor and following every instruction given by him which led to an efficient and valid result. **For instance**, in case of any confusion, I would directly seek help from my supervisor and took suggestions from him which certainly helped me gain his trust and confidence and by the end of this internship tenure, I was loaded with specific tasks and responsibilities.
- III. To solve the problem of improper working conditions, I stated to my supervisor that everyone be promptly aware of each other's whereabouts. Having said that, she mentioned that the work was going to be done as soon as the pandemic gets better. **For instance**, I suggested staff members direct this problem to the related department as improved working conditions would enhance the productivity, effectiveness, and efficient workflow could be achieved.

3.2.2 Factor Beyond our control (Covid-19)

- IV. With an ongoing Covid-19 situation extra burdens on employees are generally expected but to solve this difficulty, a proper and efficient schedule of tasks should be established so that the employees who are working don't feel extra loaded with work. **For instance**, I was assigned lists of work in the morning hour which had to be completed within the day. This practice made me more punctual and my time management skill was improving day by day.

- V. As a result of Covid-19 institutions are struggling with the major problem of overstaffing in an online working aesthetic. In this case, nothing much can be done as the priority relates to tasks. **For instance**, there were many staff in some departments which resulted in pressure and inefficiency among employees, so I suggested the proper allocation of available or hiring of willing new staff members at optimal levels.

3.2.3 Proper training in the form of collecting staff and effective communication

- VI. The challenge of missing customer details was solved by calling the clients in the office to correct the false information provided by them.

3. 3 Recommendations to Asterisk Digital

Some recommendations are enlisted below:

- Proper training should be provided to the collective staff to ensure no missing customer details.
- Motivational programs should be incorporated to boost employee enthusiasm.
- The company should create innovative services to capture a high volume of market share.
- Implementation of strong marketing strategies to attract and attain customers.
- The speed of delivering service should be increased, providing needy services promptly.
- The company should try to use new technologies such as telematics devices.
- More emphasis should be given to expanding the business.

3.4 Lesson learned during CO-OP studies

3.4.1 Take initiative and never be afraid to ask

One of the essential things that I learned during my Co-op studies is to take initiative and never be afraid to ask something. Within a few days into my internship, I understood that it is always easier to ask and do it right rather than being confused and having to fix it back. Taking initiative to learn more from the experts leads to the expansion of the horizon and fosters self-directed learning.

3.4.2 Create interpersonal relationships

Being social and interacting with people around you will always assist to maintain quality and friendly work environment. During the Co-op period, I tried to maintain professional as well as personal relationships with people in my department which is a greater extent helped me to open up and adjust really quickly.

3.4.3 It's okay to make mistakes

Before attending Co-op classes I felt making a mistake is an embarrassment but when I overcame this perception, I understood that making mistakes is a lesson itself. We never get to learn without making any mistakes and without trying we cannot make it better the next time.

3.4.4 Recognize your strength and weaknesses

Co-op education provides an opportunity to advance within the potential career field and also helps in recognizing your strengths and weaknesses. In my case when I was an intern at Asterisk,

I understood that I was not an analytical person in the sense that I would not think as a professional while making a decision. I knew that was my weakness so I started working on that particular thing.

3.4.5 Foster reflective practice

Reflective practice is known as the ability to reflect on one's actions to engage in a process of continuous learning. Another essential learning from Co-op education is to foster reflective practice in order to be an active learner and thrive as a responsible professional.

3.5 Application of theoretical knowledge to real working situations

There is a huge difference between theory and practice. However, there is a link between theoretical knowledge and practical work. The theory that we learned in the classroom is not directly used in the real world, but the knowledge that we gain from it makes the real working situation easy and efficient. The theory, concept of fundamentals, and the perception that we built up are essential for the real world.

Without those learning working in a real organization would be very challenging. For me, the coursework such as Risk and Insurance Management, Managerial Accounting, and Financial Management helped me a lot in understanding the finances and the concept of different terms during this internship period. Similarly, a subject like English Usage for Profession aided me to draft official emails, letters, and meeting minutes. During this internship, it was learned that various management theories were proposed on the condition that all other things remain

constant. However, in the working scenario, there is nothing that remains constant. That means there are different players or factors that play a role to deviate things than as stated in those theories.

3.6 Special skills and new knowledge learned from CO-OP studies

I. Achievement of a balanced and focused mindset

One of the important parts of an intern's attitude is to incorporate balance into both personal and professional life. Working with Asterisk has definitely taught me the significance of a focused mindset in the workplace. Similarly, this experience has aided me to focus on the pursuit of proficiency.

II. Confidence build-up

The internship program has really helped me to build up my confidence. During my stay in the firm, I deal with different clients and agents which has helped me to increase my confidence level to a greater extent.

III. The practical implication of the theoretical knowledge

I saw most of the theoretical knowledge has a practical implication in the field. The accounting concept, financial concept, computer application, concept of law, psychology, risk management, human resource management, organizational behavior, marketing communication, business communication, and many other theories were applied practically.

IV. **Development of communication and interpersonal skills**

Regular interaction with the staff members and customers has helped me a lot to develop my communication and interpersonal skills. I came to know about presenting oneself in front of others in such a way so that they feel satisfied with every aspect of their queries that had been presented.

V. **Building competency**

Development of the interpersonal, managerial, and entrepreneurial skills that are crucial in every professional's career development. From this internship experience, I was able to learn various things which are enlisted below;

- a) Advance Excel
- b) Dealing with customer problems.
- c) Learned about the importance of time management and punctuality.
- d) Preparing policies and underwriting the policy documents.
- e) To cope with staff, colleagues, and customers.
- f) Enhancing communication skills, interpersonal skills, analytical skills, and decision-making abilities which are required in the business.
- g) Learned about the requirements to become a task helper.

Chapter 4 CONCLUSION

4.1 Summary and Evaluation of the work experience

Working with Asterisk Digital gave me ample opportunity to gain valuable insights regarding work responsibility, work ethics, and corporate culture. This internship experience provided me with the right set of circumstances to practice various management principles in the real world. During the internship period and the preparation of this report, I learned a lot about the company's operations and policies. This internship has been fruitful in many ways.

Likewise, during this internship period, I found that organizations have a professional working environment and can be a great career opportunity to pursue. Basically, during this internship tenure, I gained knowledge about the workings and became familiar with different types of documents, files, and terms. It also resulted in an understanding of the importance of communication, interpersonal, and information skills. With all the lessons learned, this internship program made me realize that good behavior is the key to success no matter which career is pursued. Beyond academics, I can observe specific skills, like the ability to take initiative and the ability to take proper decisions are gradually developing in me. Not only that, this internship has made me realize that feedbacks are essential for any work improvement and efficiency.

Considering the fact that an internship helps to pre-know the challenges, complications, and compositeness of the real world, it specifically has assisted me to build confidence, professionalism, networking, observing, and speaking skills. I would also like to show my

sincere gratitude to the company for having me involved and believing in me with the assigned roles and responsibilities. Overall, this internship program has enabled me to recognize my strength and weakness while carrying out assigned roles and responsibilities. The team gave me such good learnings and exposure that I will embrace throughout my life. I believe this experience will help me to excel as a proficient in future endeavors.

4.2 Limitations of the Study

- The company's policy of keeping some matters confidential prevented the intern from learning and analyzing different activities.
- Lack of prior research study on certain topics
- Lack of available or reliable data
- The interpretation and conclusion has been drawn within the limitations of individual knowledge and judgments.

4.3 Recommendations for the company

It was an immense pleasure to learn and know about the various department of Asterisk Digital. Besides these learnings, some recommendations for excellence are the most. I would like to suggest the company focus on the timing and efforts of the employees. Furthermore, regular inspection and follow-up should be done in regard to efficient and smooth administration. The main priority should also be given to proper working conditions if the company wants to improve and enhance productivity. I would also like to recommend a proper design layout for an

effective work cycle. Lastly, the software system used by the company should be updated timely as per the requirement.



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APPENDICES

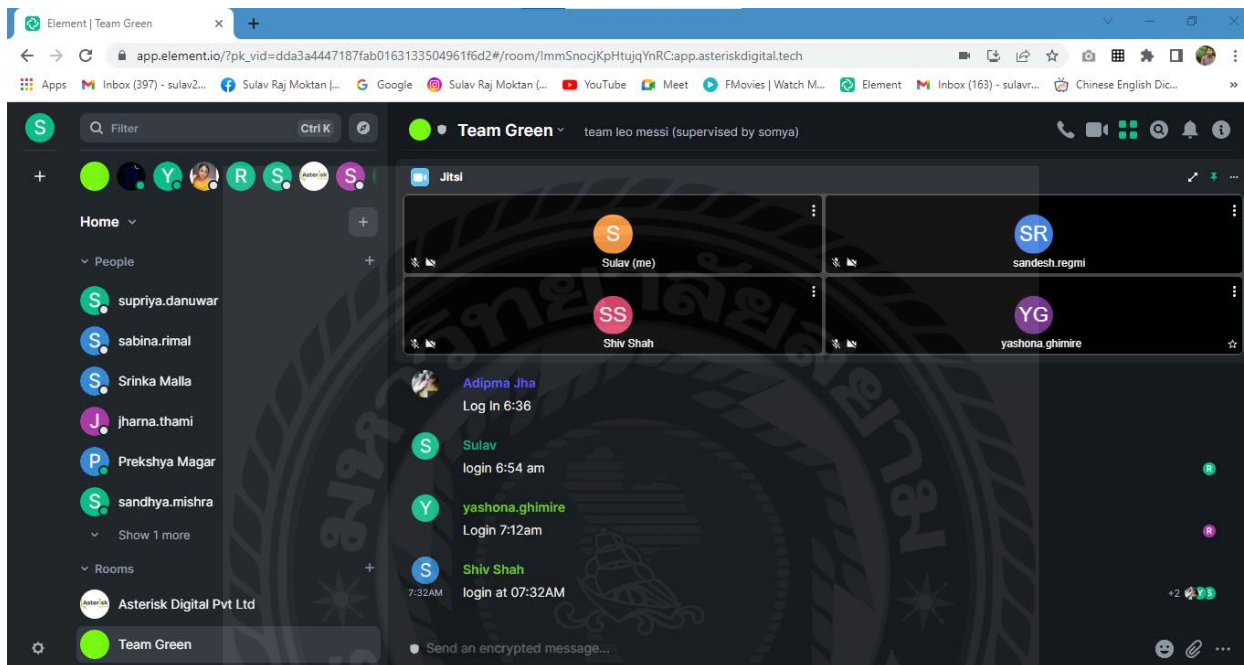


Figure 8: Screenshot of the official company communication channel “Element”.

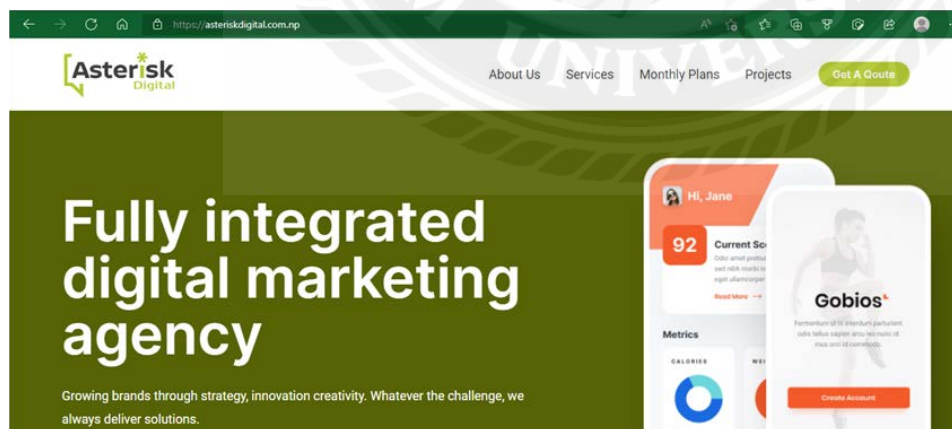


Figure 9: Screenshot of the company website

Fig 10: Staff at the reception



Figure 11: Employees at Asterisk Digital



Date:27/10/2078

To
Mr. Sulav Raj Moka,
Content Writer,
Asterisk Digital Ltd

Sub: Increment Letter

Dear **Mr.Sulav**,

We would like to convey our hearty congratulations for your hard work and dedication towards organization objectives and it is our pleasure to announce an increment of Rs.2,000/- to your gross salary per month, and the revised salary will be effective from 01 Magh 2078.

The new revised salary details will be

- Previous Salary: 15,000 /-
- Increment: 2,000 /-
- New Salary: 17,000 /-

For remaining details and other terms and conditions please contact the HR department.

We look forward to your valuable contributions to the organization and wishing you a great career ahead.

Figure 12: Salary Increment Letter