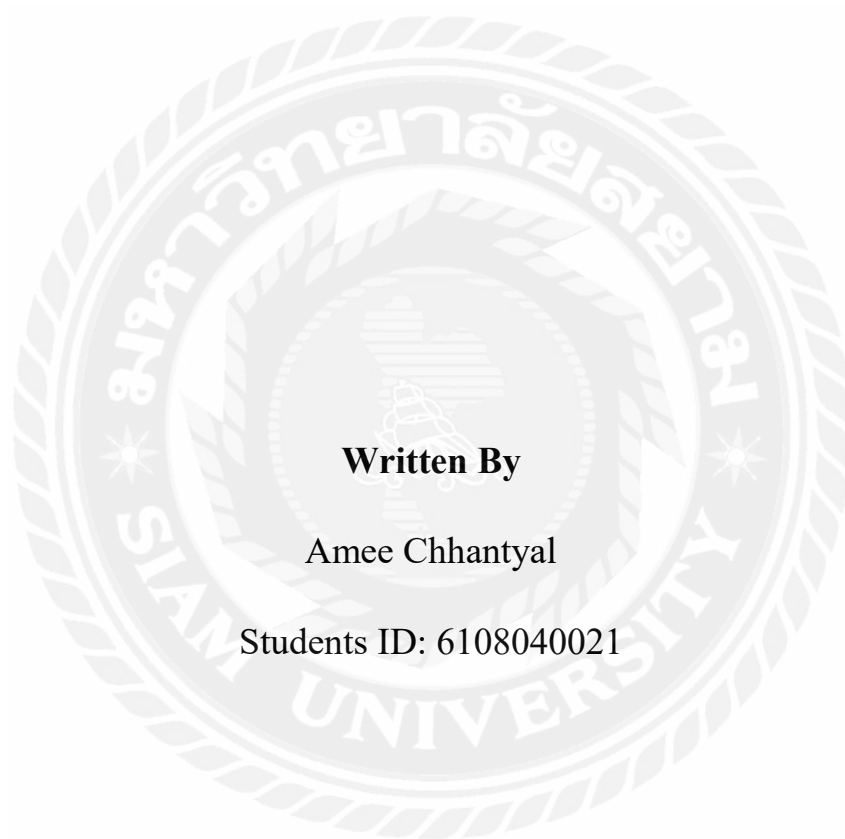




Cooperative Education Report
The Use of Chatbot in Helmets Nepal



**This Report is Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration,
Academic Semester 2/2021
Siam University**

Title: The use of Chatbot in Helmets Nepal

Written By: Amee Chhantyal

Department: Bachelor's of Business Administration (Finance)

Academic Supervisor: Dr. Chantip Suksai

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2021.

Oral Presentation Committee



(Dr Chantip Suksai)

Academic Supervisor

(Mr. Bibek Shrestha)

Job Supervisor

(Asst. Prof. Matuj Limpawattana, Ph.D.)

Cooperative Education Committee

(Asst. Prof. Matuj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

Project Title: The Use of Chatbot in Helmets Nepal

Written by: Ms. Ameer Chhantyal (ID: 6108040021)

Advisor: Dr. Chanatip Suksai

Degree: Bachelor's in Business Administration

Major: Finance and Banking

Faculty: BBA (Finance and Banking)

Academic Year: 2/2021

Abstract

This cooperative report entitled “The Use of Chatbot in Helmets Nepal” has the goal to study the use of chatbot in communication of Helmets Nepal. This report focuses on how chatbot has made it easier between the customer and HsN communication team. Objective of this study includes: 1) engaging oneself in the problem and working environment, one might gain a broader understanding; 2) Being familiar with the operational concepts, manuals, provisions, guidelines, and regulations; 3) Investigating the effectiveness of a chatbot.

The following report is based on my internship at Helmets Nepal. The main purpose of this study is to get useful insights into the corporate world and to integrate theoretical knowledge with actual experience.

The study's major purpose is to get experience in a real-world organizational setting outside of the classroom, as well as to practice communication and interpersonal skills. It's not as easy as I imagined persuading a consumer and providing them with the service they want.

Being a member of Helmets Nepal for the past few months has been an incredible experience in which I have not only learnt about marketing in general but also had the opportunity to create networks and work with a variety of brands. This report details my work as well as my list of duties and obligations.

Keywords: Chatbot, operational concept, communication

Acknowledgment

My internship at Helmets Nepal was a fantastic opportunity for me to learn and grow professionally. As a result, I'd want to thank Kathmandu College of Management (KCM) for allowing me to participate in the cooperative education program.

I'd like to express my gratitude to everyone who helped with this project, whether directly or indirectly. My job supervisor Mr Bibek Shrestha has given me the opportunity to work with Helmets Nepal, and I am quite grateful. I'd also like to thank my supervisor and the entire HsN team for their unwavering support and guidance throughout my internship report. My sincere gratitude goes to my supervisor at KCM and SIAM University, who has guided me through this cooperative education report and provided me with continuous feedback.

This curriculum has helped me greatly enhance my negotiation, communication, and marketing skills. I'll continue to apply everything I've learned to better myself and reach my job goals.

Thank You

Amee Chhantyal

6108040021

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List of Acronyms

HSN: Helmets Nepal

CEO: Chief Executive Officer

KCM: Kathmandu College of Management

CRM: Customer Relationship Management



CHAPTER 1 INTRODUCTION



1. Company Profile

Helmets Nepal began operations in Kathmandu in 2016 as the country's first complete online one-click online platform, with a store in Anamnagar. The same year, they became the industry's first motorcycle safety gear and accessories retail store to introduce the concept of showrooms in Nepal by opening their first one in Maitighar. In 2019, another showroom opened next to our corporate office in Teku.

Helmets Nepal is the outcome of a digital revolution and a growing e-commerce industry, which inspired them to create "a one-stop digital platform" for bike enthusiasts. They sell fashion with guarantees of quality and dependability. Above all, they prioritize "Road Safety" in their sales. They don't just sell helmets; they also promote ROAD SAFETY.

Their team of motorcycle enthusiasts ensures that they cater to their customers while keeping our company's values of Thinking Ahead, Building Solidarity, and Ensuring Road Safety in mind. And those values are reflected in assisting their customer in selecting the right gear that protects them throughout all of their rides and saves their life in the event of an accident.

1.1 Mission of the company

Helmets Nepal mission is to be one stop solution for all the riding needs

1.2 Vision of the company

Helmets Nepal vision is to become Nepal's largest after sales retail and service chain by giving the best shopping experience and promote passion with road safety.

1.3 Strategies of the company

HSN had a competitive advantage by being the first to market with their boutique showrooms and impeccable service. Being the first to enter a market frequently allows a company to build strong brand awareness and customer loyalty before competitors enter the fray. However, after six successful years, market competition has increased, and many local shops are offering the same product at a much lower price.

In comparison to other local helmet shops on the market, HSN must incur higher operational costs in order to maintain a significant margin on the products offered.

Customers, however, are generally unconcerned about the company's costs; rather, they seek value in their purchases, which HSN has been able to deliver efficiently. Customers receive accidental insurance, free helmet servicing, EMI financing, and excellent after-sales service in addition to the purchase of a helmet. Due to which customers prefer to come and visit the showrooms.

The three showrooms are also designed to follow a specific theme. The Teku Showroom was inspired by off-road riding experiences, the Maitighar Showroom by Nepal's great highways, and the Naxal Showroom by Nepal's Heritage/Durbar Squares. The themed boutique offers customers a one-of-a-kind experience that cannot be found in any other local shop.

2. Organizational Structure

2.1 Diagram of organizational structure

The company has a vertical hierarchical structure, with the CEO at the top, followed by the heads of departments.

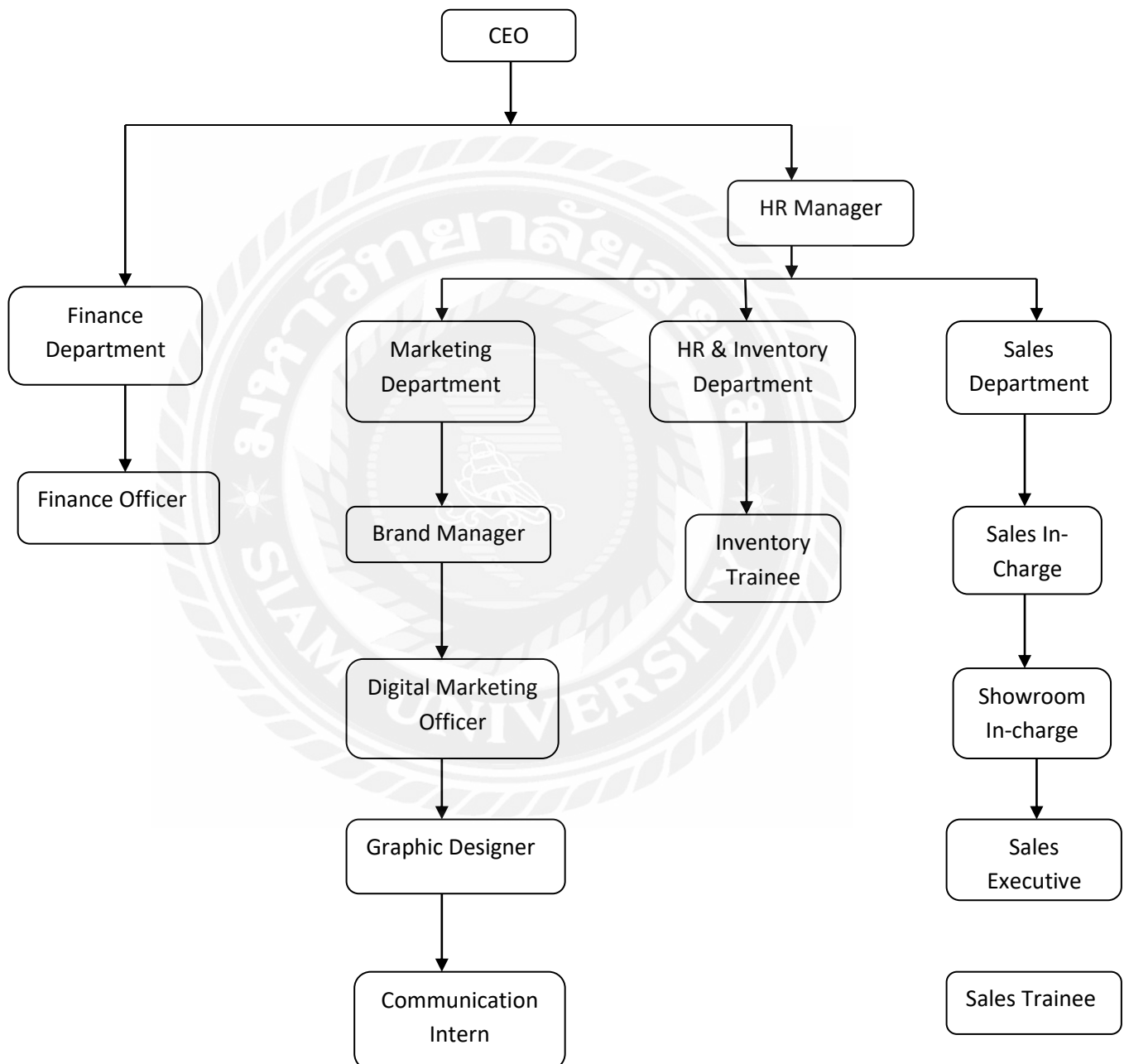


Fig : Organization Structure of Helmets Nepal

2.2 Job Position

For my internship I had the opportunity to work in the head office at Teku. I worked as a communication intern in marketing department.

2.3 Job position in the company's organizational structure

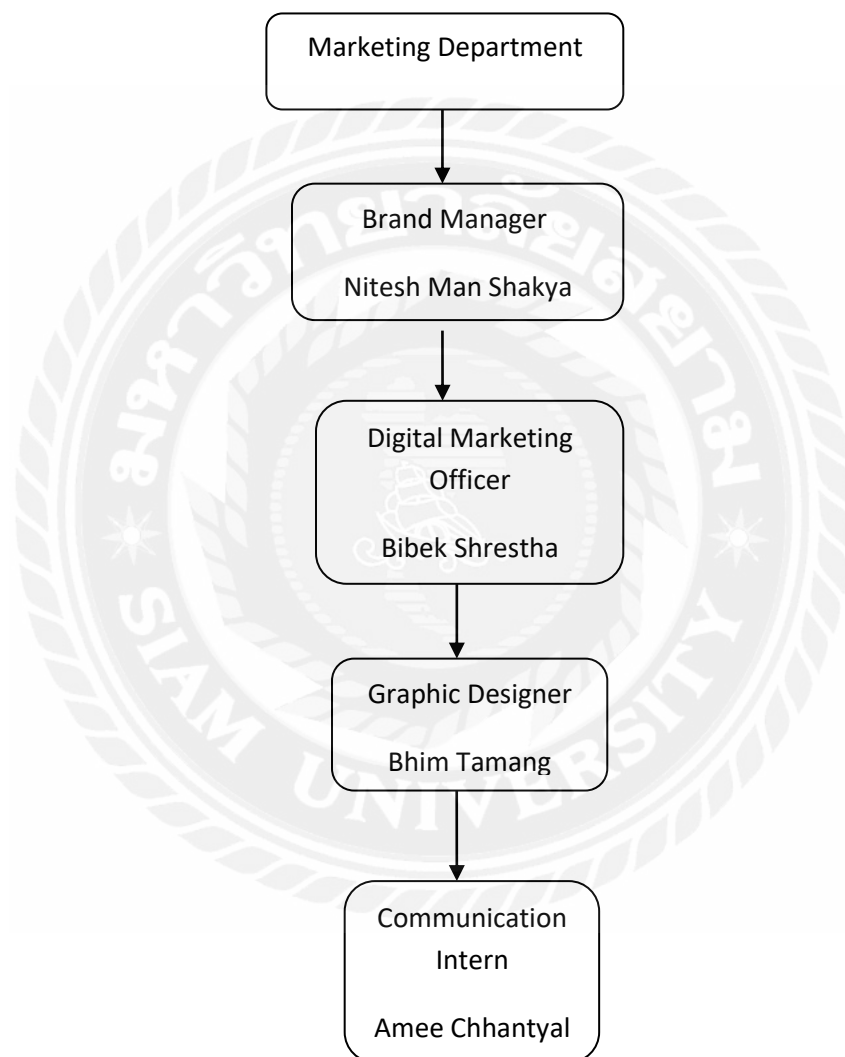


Fig: Job Position of Intern

3. Intention and Motivation

It is never easy to select an organization for an internship program. Because the internship program allows you to learn about the organization and gain a better understanding and more balanced view of it, it should be selected based on your

interests and related fields of specialization. As finance & banking student, I've learned a lot about finance from KCM and Siam University. Nonetheless, I wanted to advance in the marketing field, and I believe I have improved my communication abilities. As a person, I am very outgoing and enthusiastic, so I decided it was past time to put my financial knowledge to use and expand my horizons in the marketing industry.

I always wanted to explore the marketing sector so Helmets Nepal, as a company, was not unfamiliar to me; after all, it was founded by two of our very own KCM students and was regarded as one of the successful ventures that we all looked up to as an inspiration. I realized that despite having a large online and offline presence in the Nepali market, they were still eager to grow and tap into something bigger, and working in a growing organization, in my opinion, would mean personal growth as well.

4. Strategic analysis of the company

SWOT Analysis

Strengths

- **First mover's advantage**

Helmets Nepal was first of its kind in the market to sell helmets as an online as well as showroom based helmet retailer. It started as an online retail market with aim of providing emergency delivery to those in needs.

- **Providing EMI services, helmet servicing facilities and insurance facilities**

HSN also provides facilities like EMI and insurance facilities while purchasing the helmets. They also provide helmet servicing facility as an after service.

- **Boutique Showrooms at major location of Kathmandu**

They is first of its kind to start a boutique showrooms. They have three showrooms at Teku, Naxal and Maitighar. Each of the showrooms is based on different theme. The Teku Showroom was inspired by off-road riding experiences, the Maitighar Showroom by Nepal's great highways, and the Naxal Showroom by Nepal's Heritage/Durbar Squares.

- **HSN has a large following on Instagram and Facebook.**

They have 39.2k followers on Instagram and facebook in total.

Weakness

- **Pricing disadvantage due to huge margins compared to other local stores**
The margin rates are high compared to other helmet stores due to which people prefer to buy products from others helmet store.
- **Unavailability of parts of helmets**
Helmet parts like visor, visor lock, padding is not available on time when customer demands due to import restrictions of the country.

Opportunities

- **Increase in number of riders**
The number of riders is increasing day by day in Nepal. Due to which the demand of riding gears is also increasing.
- **Brand awareness is growing**
People have become more and more brand conscious due to which they only want to buy genuine and branded products. This has increased demand for branded helmets.
- **Increasing public awareness of the importance of road safety**
Campaigns about road safety are being conducted aimed to improve road safety and create awareness among the peoples about it. Government is trying to increase these efforts to create awareness.

Threats

- **New competitors**
Due to growing possibilities in the market a lot of new competitors are entering with new idea and strategies.
- **Pricing problems**
A lot of people are focused on pricing rather than genuineness of the product and safety related to it.

- **Increase in e-commerce sites**

A lot of vendors are present in online platform due to which people have a lot of options available to choose from and even compare the price range.

5. Objective of this Co-op study

An internship program aims to provide a platform for students to gain practical exposure to the organization's functioning, understand the challenges faced by the organization in the real business environment, and learn to deal with a variety of problems. As a result, the research is carried out with specific goals in mind.

During internship periods, many objectives are fulfilled, such as learning organizational practices and regulations and developing conceptual and analytical knowledge about organization. The objective of the report is to display my key roles and responsibility as an intern in Marketing Department at Helmets Nepal. The objectives are mentioned below.

- To get a complete understanding of the operational activities of the business
- To maintain a good relationship between Helmets Nepal and its consumers
- To expand on my knowledge of various facets of marketing and other departments within the organization.
- To acquire insight into how campaigns are carried out.

1. Job Description

I worked as an intern to handle the communication in social media. My internship period was 16 weeks. Internship starting date was 3rd January 2022 and the ending date was 6th May 2022. My main responsibility was to handle the communication between the customer and Helmets Nepal regarding the product or any other query. Replying to emails about the queries related to different products. I used to keep the official Helmets Nepal website updated with new goods. Engaging in CRM calls and research to keep and build customer loyalty and relationship. Going on product shoots for lifestyle pictures for social medias platforms . Creating excels sheets about inquired products in order to analyze and discuss with product team to meet the demands of the customers. Generating ideas about campaigns and discussing about how it can be executed in order to make campaigns successful and meet the targets of the campaign

2. Activities in co-ordinating with co-workers

As a communication intern, I must closely collaborate with product team as well as sales team to be up to date about the products available. I must also work closely with my marketing team members to discuss about different campaigns and events that are going to happen in festivals.

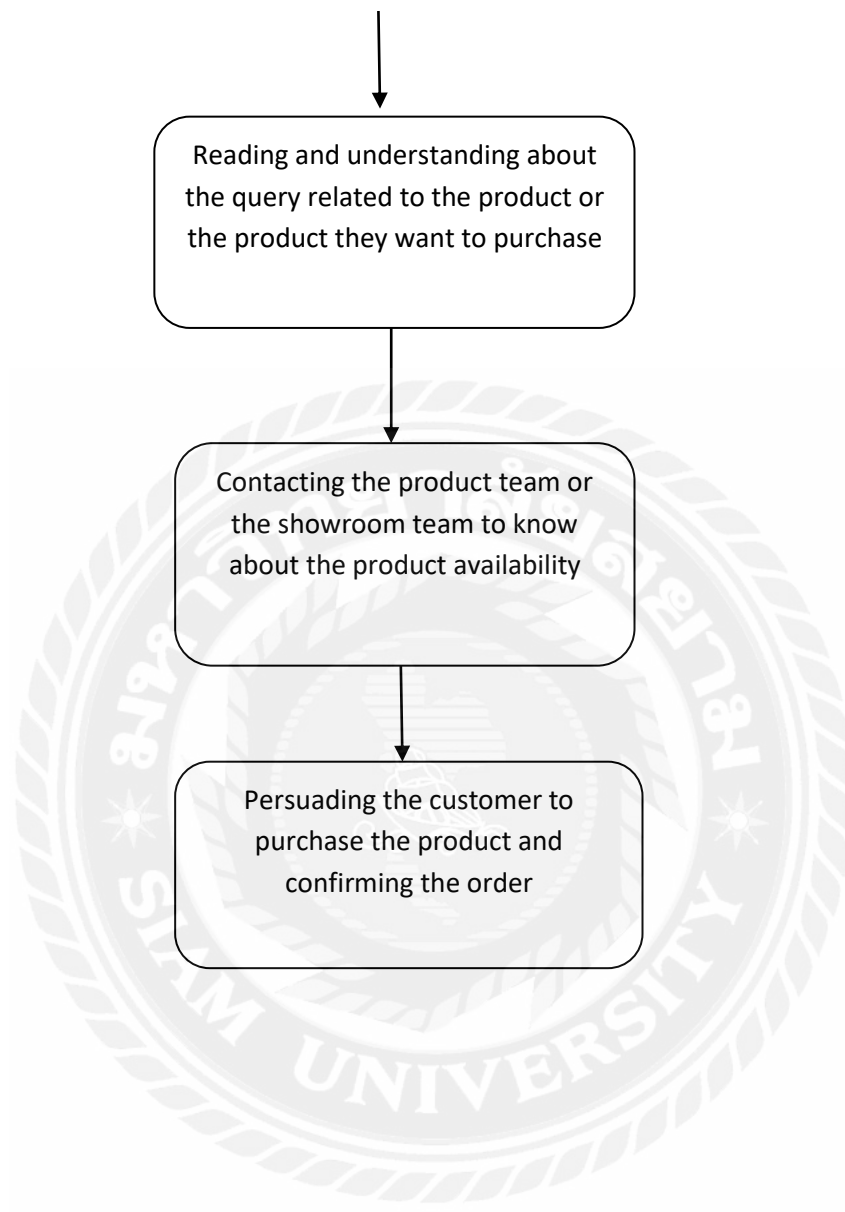
3. Job Process Diagram

The key responsibilities are shown in the diagram below:

- Answering queries related about the products to the customers
- Brainstorming ideas about campaigns
- Engaging in a CRM call to increase client loyalty and improve your brand's image.

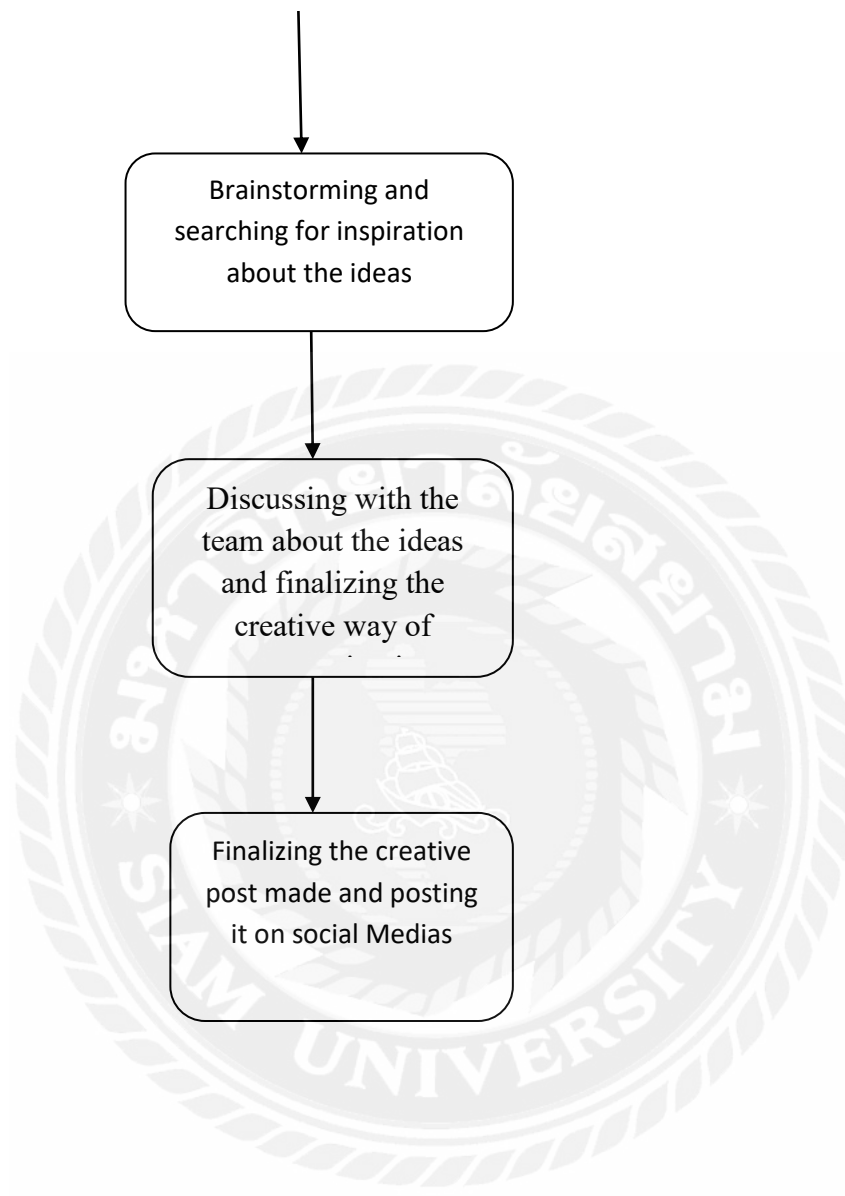
Answering queries related about the products to the customers

Filtering through social media to identify queries related about products posted on social media sites



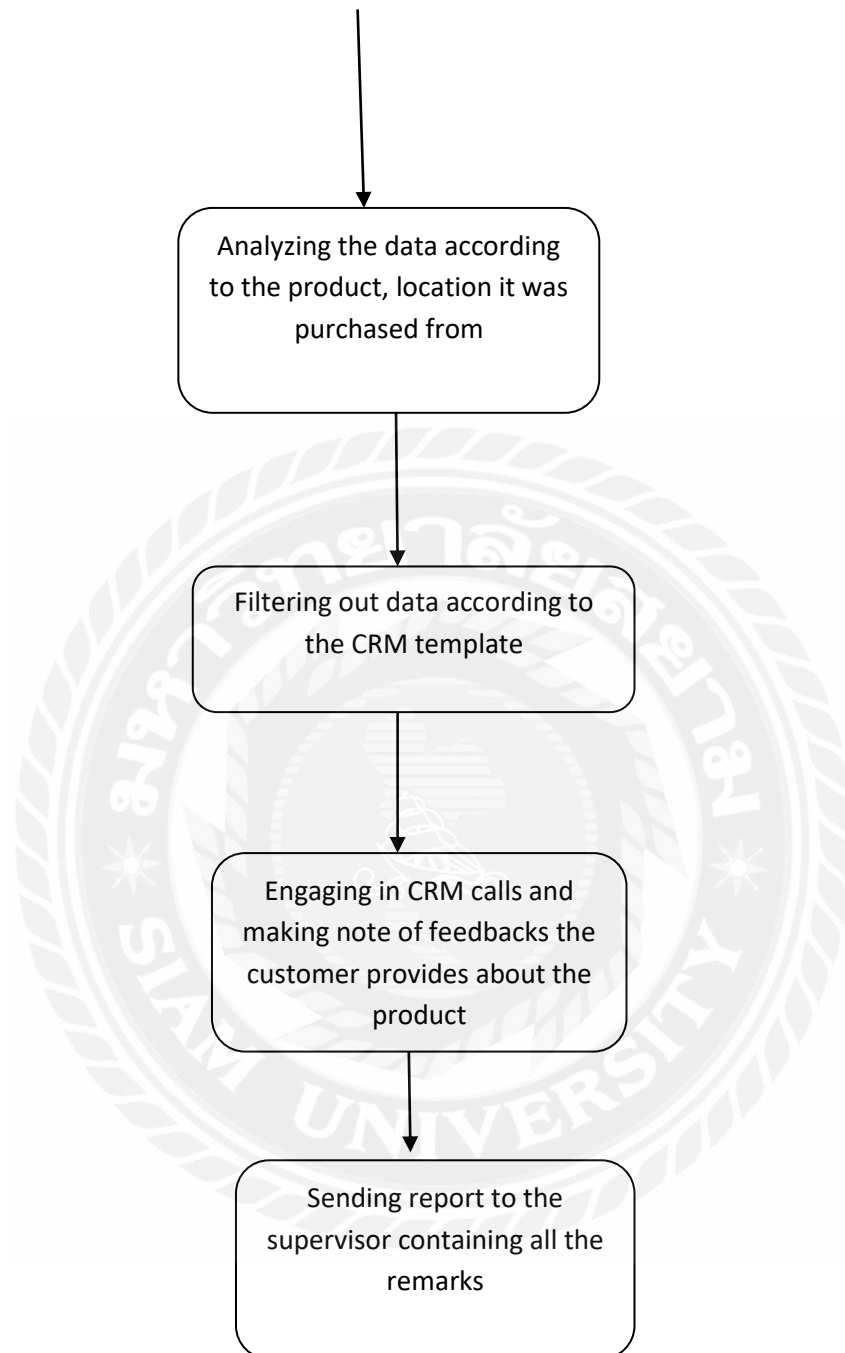
Brainstorming ideas about campaigns

Discussing the campaign that is coming with the team



Engaging in a CRM call to increase client loyalty and improve your brand's image.

Contacting finance department and asking them to provide sales data of last month



4. Contribution as a Co-op student in the company

Working at HSN has provided me with a lot of real world experience as well as greater tasks. . I learned a lot about new things as well as got to experience real world work environment. The contribution made during the internship programs concentrated on customer handling, making CRM calls, contributing in social media and executing campaigns. In terms of assigned roles and responsibilities, I was able to make a significant contribution that was greatly appreciated.

My main job as an intern was to make communication between customers and HSN smooth and fluent. The customers had different queries related to the product that we have, the product that has been launched or products that are not available at the moment. The customers used to message us through our social media as well as send us emails through our official emails. It helped me develop my communications skills a lot.

Another contribution was by making CRM calls which helped to maintain and create good customer loyalty and relationship. It helped HSN to build a good relationship with the customers and help them in research such as what the customer's wants and needs. It also helped to know what type of products customers are looking for. This also helped them know about the products they should bring in future.

Campaigns are the main part of any organization especially those dealing with buying and selling of products. During my tenure I had the opportunity to be part of many campaigns like Winter sale campaign, Women's day campaign, New year campaign. It helped me know how campaigns are done, what happens behind the scene, the preparations that should be done. These campaigns were done in order to attract more customers to the showrooms. New Year campaign was the biggest campaign as we had a lot of sponsors and giveaways.

Other contributions include updating website with the latest products that is available at the moment. Making changes in the website according to the stocks available at the moment. Contributing to a lifestyle photo shoot for product posts on social media. Doing photo shoots for different products like helmets, gloves, accessories, etc. Helping in shooting videos as well as being part of shoots for different topic like campaigns and helmet servicing.

CHAPTER 3: The Learning Process

1. Problems of the company

Every company has its own set of problems to deal with, which can involve any department. A variety of problems and challenges were encountered during the course of this internship program. These issues and challenges are summarized below:

▪ Implementation of chatbot in social Medias

During my first few months working in HSN, I had problem understanding how chatbot works in social media. A chatbot is software that uses text messages to imitate human-like conversations with users. Chatbot was implemented on Facebook for trial basis. But it was difficult for the customer interacting to know either it is the software or the human making conversation with them. As the chatbot was not fully implemented it was difficult for me as well as the customer to understand the software, due to which we lost potential customers.

▪ Communication between the departments

Marketing and sales are two departments which work hand in hand. Marketing does campaigns so that the sales increase. As communication intern I had to be updated with the stocks available at the showrooms. If a certain graphic of helmet is not available at certain showroom I had to ask other showroom personal about it, which would include texting or calling the personal which in times was difficult due to slow replies or not answering of calls. Due to which I would lose a potential customer.

▪ Lack of proper management of inventory

Inventory management was a problem from the beginning as Helmets Nepal has three different showrooms located in different parts of Kathmandu. The products available were distributed according to the location and customer flow. But due to lack of proper management and communication at times I was not able to provide the customer with the product they wanted to purchase. When a customer calls asking for a specific product I would have to text the specific showroom personals about it which is time consuming.

- **After sales service that is insufficient**

After the customer has made a purchase of the product, they will contact regarding the product parts like visor, visor lock, padding or even the difficulties that they are facing regarding the product. But most of the times the parts are not available due to some reasons which leads to the customer getting irritated as they are depended on the showrooms regarding the parts and after sales services.

2. How to solve the problems

- **Implementation of chatbot in social Medias**

There should be proper implementation on chatbot. It should be improved to reply more like a human than software. It should be made in a simpler version than it is at the moment. So customers are more comfortable with it. This would also help to make conversations more effective than they are now.

- **Communication between the departments**

It was difficult to solve this problem since showroom workers were frequently preoccupied with their different showroom jobs. Checking and updating our IMS Systems and websites was one approach we came up with as a group. To better connect with our customers, we also checked stock once a week and tagged products that were out of stock in all of our showrooms.

- **Lack of proper management of inventory**

A person should be placed on order to manage the inventory and update the IMS system time and again as well as the website also should be updated in case some customer orders through the website. The inventory should also be managed and updated with the list of products available at different showrooms from time to time. This will aid in the proper inventory management.

- **After sales service that is insufficient**

Marketing department had little say in the matter because product information and vendor communication was frequently handled by product team, which was also in charge of procurement. We found that keeping an excel file of customers who

inquired about a specific product via our messaging and CRM calls and passing it on to our product team was the best solution imaginable. We informed clients about the time it would take to purchase the product and deliver it to them so that they may feel secure.

3. Recommendation to the company

Helmets Nepal is one of Nepal's largest online and offline automotive aftermarket retailers, with a mission to promote road safety and foster a strong riding community. I've discovered that there are many possible markets/aspects that HsN has yet to explore, and that once it does, it will be able to expand and prosper to become Nepal's largest online and offline retailer.

I would recommend them to improve the technology that they have like chatbot and keep updating IMS systems. It would provide a better user interface for its clients, and we could not only tap into Nepal's market but also ship abroad, thanks to our newly updated and upgraded website.

HSN might do a pillion rider safety program. There are traffic restrictions for motorcycle riders in Nepal, but no such rules exist for passengers travelling in the rear. It is also important to make people aware about the pillion rider safety. As peoples travelling at the back should also be aware about their safety.

If we look at sales, we can see that half of the market is being disregarded as a form of transportation, especially within the valley, and that if enough awareness campaigns are launched in the matter of pillion safety concerns, helmet sales will double, along with a brand image that would associate "safety" with Helmets Nepal.

I would also advise HSN's product team to keep enough helmet parts in stock, such as visor locks and visors, for after-sales assistance. To convert a customer into a client, we must be able to give outstanding service throughout the product journey, and after-sales are a critical component because it sustains the customer's brand loyalty. The customers play an important role in creating the brand image and uplifting the brand value.

In addition, I would advise the product team to undertake weekly or monthly research on the Nepalese helmet market in order to identify the most in-demand and new goods in order to increase sales. This will help to keep customers interested in the brand, and

customers will have more helmet options available. This will help maintain the demand and supply effective.

4. Learnings

Working in a marketing department of a corporation as finance and banking student was a comprehensive learning experience in and of itself. Working in marketing department gave me a lot of knowledge about how things are done. Here are a handful of the talents I picked up over my co-op study session. They are as follows:

- Learned about data entry and update on website with new products available
- Enhanced my communication skills as well as my sales skills through the communication with the customers
- Learned about different aspects of marketing and how things are done
- Implemented the skills that I have learned in class in real world
- Learned about how an organization works and got to know different departments are involved directly and indirectly
- Learned a lot about digital marketing and how ads are run
- Learned about how a data is analyzed and used in research
- Learned about how a campaign is done from promotion to cost margins are implemented

Theoretical knowledge and practical experience are vastly different. However, there is a link between theoretical knowledge and practical work. Although the theory we learned in class is not directly applied in the real world, the knowledge we gain from it makes the real working situation easier and more efficient.

The theory, fundamental concept, and perception that we developed are critical for success in the real world. Working in a real organization would be extremely difficult without those skills. Coursework such as Strategic Management, Financial Management, Financial Planning, and Principles of Management were extremely beneficial to me during this internship period in terms of understanding finances, marketing, soft skills, and the concepts of building healthy client relationships.

Similarly, a subject like English Usage for Profession helped me draft official emails, letters, and meeting minutes. During this internship, it was discovered that various management theories were proposed with all other variables held constant. However, nothing remains constant in the working scenario. That is, various players or factors play a role in deviating from what is stated in those theories.



CHAPTER 4: CONCLUSION

4.1 Highlights of Co-op studies

Throughout my co-op studies period, there were numerous highlights that were extremely important to my successful internship; some of them are described below:

- I learned about many parts of campaign management and research. Cost margins, promotion concepts, and a photo/video shoot for the campaign are all examples.
- I learned how to use a website and Facebook shop to enter and update data
- I learned how to deal with customers and communicate with them.
- The real-world working environment and actual exposure differ significantly from what we studied in the classroom.
- Various customer meetings and my supervisor taught me a lot about AI and digital marketing.

4.2 Self- assessment as a professional

I had the chance to work with a variety of marketing professionals during my internship. I was very grateful that my department was made up of a broad group of people, each with their own set of abilities, and I was able to pick up on and learn from everyone.

My time in the marketing department at HSN allowed me to discover my true purpose in the world of marketing. Working on numerous projects, engaging with clients, and collaborating with multiple partners, I discovered that I was being put to the test on a variety of fronts, which sharpened my communication and creativity.

My interpersonal skills were developed as well as the theoretical understanding gathered from customer connections. I believe my time management skills have improved as a result of my employment. Working in the communication department also helped me improve my negotiation, presentation, and networking skills.

During the campaign, I was able to meet a variety of professionals from various firms and grow my network, as well as improve my bargaining abilities by signing sponsorship contracts. Furthermore, I consider myself fortunate to have been allowed to intern at Helmets Nepal.

4.3 Limitations of the Co-op studies

The internship program was a major success, but an intern cannot cover everything in such a short time. The following are some of the limitations:

- I had limited access to software, preventing me from fully understanding the system.
- Insufficient or unreliable data
- The lack of information was an issue because of the need for confidentiality in an organization.
- The report does not give a comprehensive picture of the organization's overall performance.

4.4 Recommendations for the company

The following recommendation can be made based on the above mentioned conclusions:

- The department was found to be understaffed, which explains why the employees are overworked. As a result, HSN should hire more staff to ensure a productive working environment.
- It would also be wonderful if they hosted a monthly team-building exercise in which the entire HSN crew came together to play games and enhance their relationships. This would have resulted in improved communication throughout our working hours, and there would be no reluctance to strike up a conversation or communicate with co-workers from other departments.
- HSN should provide a diverse selection of products at affordable pricing. Customers have remarked about how pricey it is.
- HSN should also concentrate on improving the effectiveness and usability of chatbot.

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Annex



Fig 1: Helmets Nepal Teku Showroom



Fig 2: Helmets Nepal Maitighar Showroom



Fig 3: Helmets Nepal Naxal Showroom



Fig 4: Helmets Nepal 6th Anniversary Celebration



Fig 5: HSN Team with Guest speaker Ms. Eva Gyawali

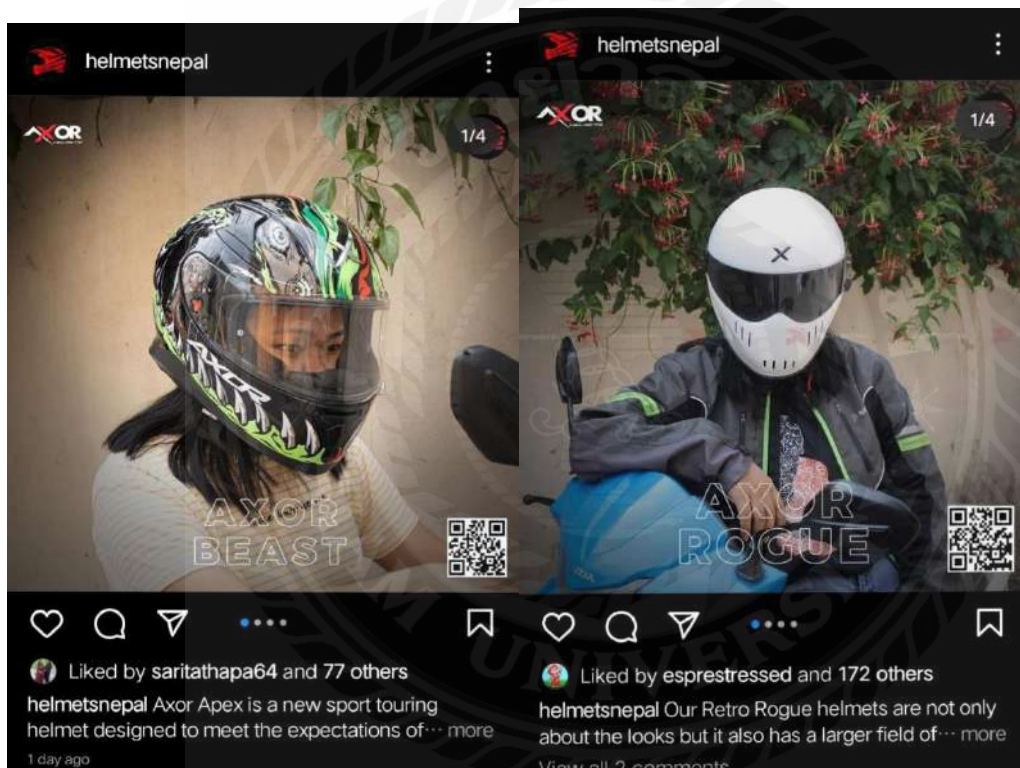


Fig 6: Contribution on product lifestyle pictures



Fig 7: Marketing Department with Our Guest Speaker Ms. Shreeya Giri

