



Co-operative Education Report

Analyzing effective marketing strategies to boost admissions and find ways to increase revenue from existing clients so as to increase revenue in Himalayan International Ideal.

Written by

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This Report is Submitted in Partial Fulfillment of the Requirements for Cooperative Education, Faculty of Business Administration Academic Semester 2018-2022 Siam University

Project Title: Analyzing effective marketing strategies to boost admissions and find ways to increase revenue from existing clients so as to increase revenue in Himalayan International Ideal.

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We have approved this cooperative report as a partial fulfillment of the Cooperative Education Program Semester 2018-2022.

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ABSTRACT

The report entitled “Analyzing effective marketing strategies to boost admissions and find ways to increase revenue from existing clients so as to increase revenue in Himalayan International Ideal” focuses on how Himalayan International Ideal an educational organization are managing their accounts and planning and budgeting their expenses and sources of revenue and various factors affecting these areas. This cooperative education report contains the working experience of different tasks carried out as an accountant intern. The objectives of this report include:

- 1) To implement theoretical knowledge learned from undertaken courses
- 2) To have a better understanding of how an educational organization function
- 3) To provide effective feedbacks to the department heads that might promote better operation or increase efficiency

Working as an intern my main duties were data entry for expenses and income on a daily basis within the organization, I was also assigned to open and close out the accounting department at the end of the day and check if the accounts were balanced for the day. Some other minor duties included inventory management of various itineraries. Later on, I also had some insight on developing and handling the organization’s website and social media pages.

All the duties and responsibilities that were assigned to me during the internship period are explained in detail in this report. Various problems faced were solved with the help of other

established team members of the organization. Working for this company has mainly taught me how transactions incurring even slightest of costs are recorded and balanced in order reflect upon the expenses at the end of the day. This practical cooperative education program and internship has helped me to understand internal activities and procedures of different functions within a company and how the data are stored and reflected upon in future. Budgeting and analyzing was another aspect that was reflected upon.

Keywords: Budgeting, increasing revenue, Cutting down expenses, Data Analysis

Covid 19 pandemic effect

The school operated through virtual classes. However, a major drawback during this period for the school was that parents were reluctant to pay bills and fees during online classes as they felt that the students had not gained much benefit during this period. They were hesitant to pay the fees even when it was heavily discounted. However, with the help of teachers agreeing to be paid less during this period, the school was able to operate even under harsh financial restrictions. Virtual classes were mainly conducted when lockdown was imposed.

Taking part in interschool competitions was a major part of the new marketing strategy formulized by the firm but this was not achievable anytime soon as other schools as well as this institute was recently coming out of harsh COVID environment which limited their extracurricular activities overall.

Acknowledgement

This internship journey I had with Himalayan International Ideal was a great learning experience and one filled with professional development. Therefore, I would like to extend my gratitude to Kathmandu College of Management (KCM) for providing this cooperative education period for their graduates.

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I'd also like to take this opportunity to express my heartfelt gratitude to my friends, colleagues, family and everyone else who have helped me complete my internship directly or indirectly.

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Chapter 1: Introduction

1. Company Profile



Figure 1 Logo of Himalayan International Ideal School

Himalayan International Ideal School is an education institution that has established in Sep 26, 1995. The institute is located in Bhanimandal, Lalitpur, Nepal. Successfully lead by an enthusiastic team of famed academic personalities, the motto of the institute is “Quality Education Better Citizen”. The aim of the school is to impart quality education in a real manner and is committed to preparing students strong foundation from different angles to meet future challenges. The school welcomes students from Play Group to Grade Twelve. The school was started with the goal of providing high quality education at a lower fee compared to other institutes. It was founded by Mr. Tom Rana who had been to various countries and had returned to Nepal with the goal of establishing a school which would provide quality education to students.

1.1. Organization’s Vision

To be a well-recognized institute for all levels of educations within their community and locality.

1.2. Organization's Mission

Our mission is to provide quality education for students from a young age.

1.3. Organizations Strategy

Himalayan International Ideal School Strategy

Himalayan International Ideal School has undergone a complete change in their board of directors and shareholders and have changed their previous approach to strategic growth to stay competitive in the education sector.

The board of Management has formulated the following strategies to follow for the upcoming years:

1. Digitalization: ‘

The organization have identified their marketing problems as being less known and having less brand awareness among potential customers. Though the company has been for around 25 years, they are less known in that aspect. They have understood the importance and use of internet and social media to increase brand identity and awareness, so they will be looking to improve their social media presence in the coming days.

2. Host training seminars and workshops for teachers:

The best way to get more students admitted to the school is to target and market the brand towards parents who ultimately decide if the school is appropriate for their children or not. As this plays a factor a major part of this decision by parents will be education and the

quality that the school provides on its main foundation of education. In order to achieve this, the school is hosting seminars and workshops for teachers to polish their teaching skills and ability and making them more aware of present-day scenarios to make learning more effective and interactive and better overall.

3. Host vaccine campaigns for local people:

The school was considered as the best area to provide vaccination program to people due to its large area and ease of accommodation to local people. This vaccine program was carried out successfully and with the help of teachers and some students and staffs. This campaign was also effective from a business point of view as it increased brand awareness and people were curious and some were even willing to follow up and admit their children to the school. They were very curious overall and had various questions and interest in the facilities and services the firm provided.

4. Grow their newly formed Higher Secondary (10+2):

They have recently added a new department to their organization which increases flow of potential revenue. The school which was in the past limited to grade 10 has now started accepting plus two students. They currently only have one faculty which is the management faculty in this Higher Secondary, however they are looking to expand and include other faculties in the near future. Their main target for this plan is students who have passed grade 10 from the school itself. They have used personal marketing as a way to sway students and encourage them to continue their studies in the institute.

5. Marketing

A major part of growing the firm is by increasing brand awareness and marketing to the right audience. In order to do so, the school has planned out an effective digital marketing and social media marketing campaign. They have involved the students to take attractive

and relatable photos to be used in brochures and new admission cards. These will be rolled out in local areas as well as online in social media platforms like Facebook.

1.4. Organizational Structure:

1.5. Diagram of the Organizational Structure

The diagram of Himalayan International Ideal School organizational structure is given below:

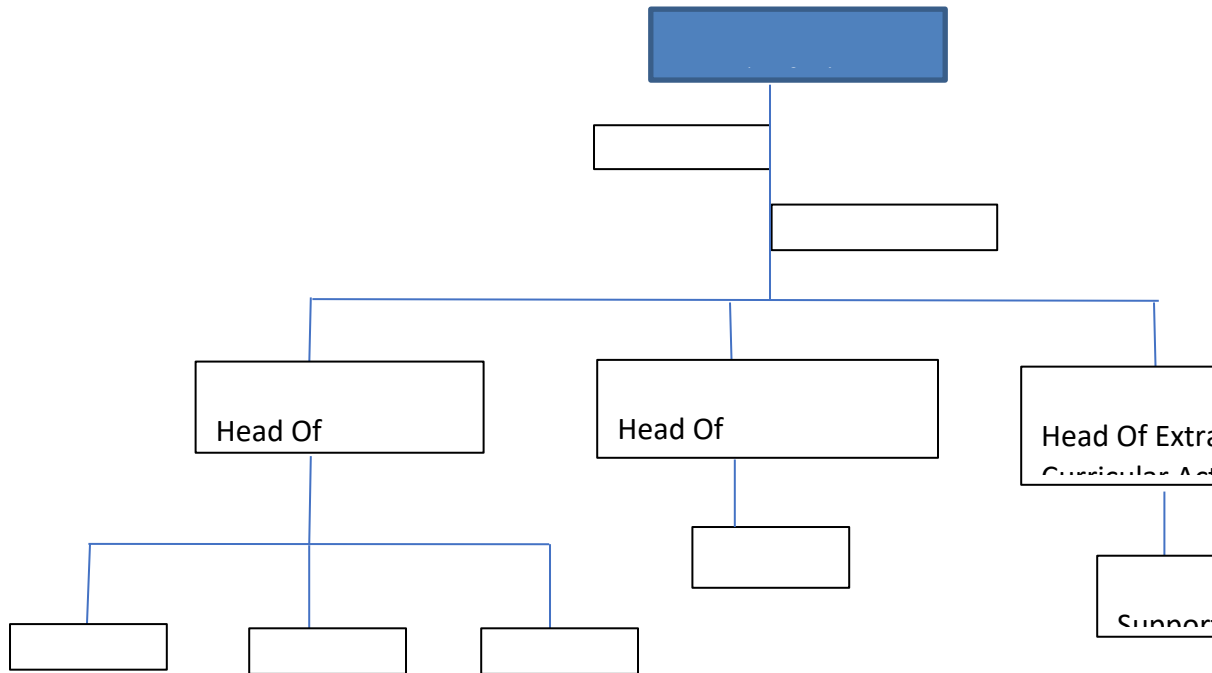


Figure 2 Organizational Structure of HIIS

1.6. My Job Position

My Job Position details are:

Position: Assistant accountant (intern)

Duration: Dec 1st- April 10th

Working Hour: 9:30 am – 4:00 pm [Sunday to Friday]

1.7. My Job Position in the Company's Organizational Structure

My job position as an intern in the company can be seen in *Figure 3*.

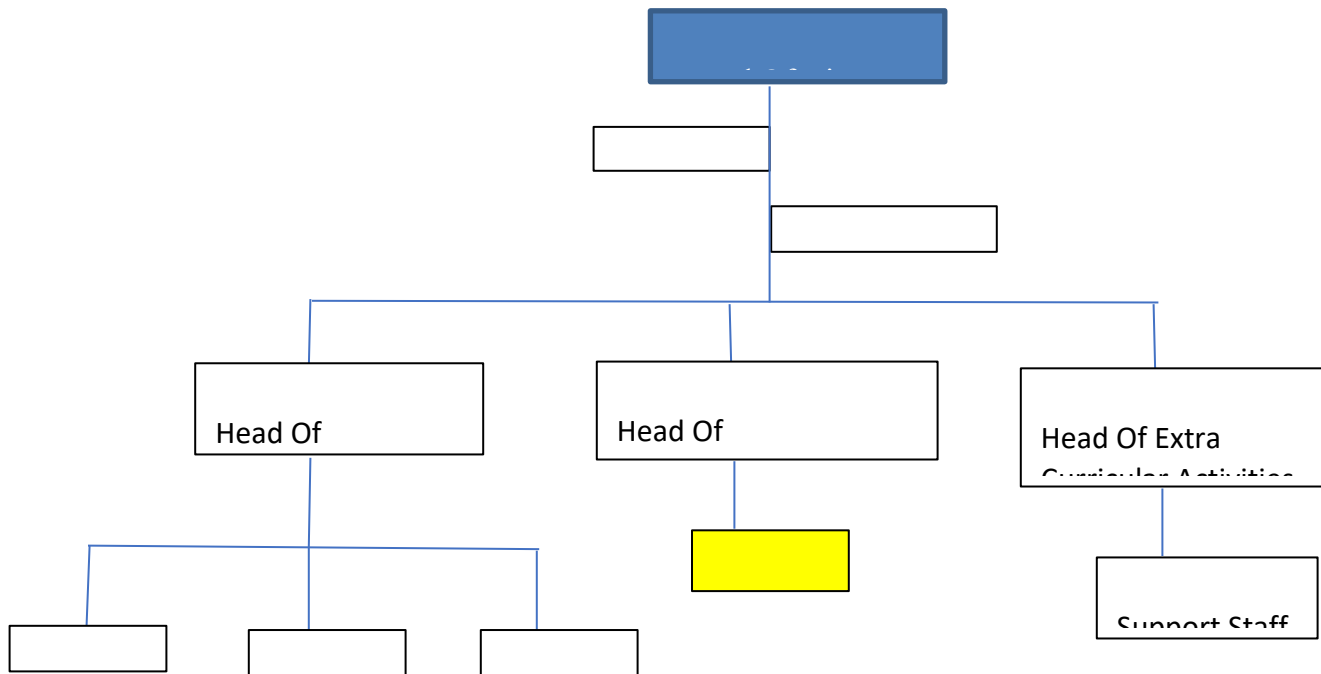


Figure 3. My position in HIIS's Organizational Structure

1.8. Himalayan International Ideal School Management Team

Board of Directors (BOD)	Mr. Tom Rana Mrs. Jit Maya Thapa Mr. Ramkaji Rana Mr. Binod Bhandari
Principal	Ramkaji Rana
Head of Academics	Jib Maya Sapkota
Head of Administration and Finance	Samjhana Rana
Intern	Rajdip Rana Magar

Table 1. Table showing the job roles of HIIS Management Team

1.9. Intention and Motivation to choose Himalayan International Ideal School as your CO-OP studies workplace

I was curious to understand how a big organization with many revenue areas and costs would function on a daily basis and how the company worked in order to make the whole process smooth and uniform, consistent. I was also eager to implement my marketing skills and book-based knowledge in a professional field and this institute gave me the opportunity to do so.

1.10. Strategic Analysis of the Company

To strategically analyze Himalayan International Ideal School, I'll be conducting its SWOT (Strengths, Weakness, Opportunities and Threat) analysis, which is displayed below:

Strengths	Weaknesses
<ul style="list-style-type: none"> - Centrally located and easily accessible to the general public - History with experience of over 25+ years - Experienced teachers - Affordability 	<ul style="list-style-type: none"> - Less area for physical and extracurricular activities - Large amount of loan leaving less capital for asset investment - More traditional style of education - Low salary
Opportunities	Threats
<ul style="list-style-type: none"> - Recent introduction of plus two - Society level programs conducted within the organization which increases brand awareness 	<ul style="list-style-type: none"> - Lots of educational institutions competitors within the location - High volume of bad debts and uncleared revenue

Table 2. SWOT Analysis of Himalayan International Ideal School

1.11. Objectives of the study

The objectives of the study are:

- To boost and promote extra-curricular activities in school
- To look into the expenses of the school and see where cost can be minimized
- Take a similar look into revenue and increase revenue to support and sustain
- How effective marketing can be carried out to increase students in the future

Chapter 2: CO-OP Study Activities

1. Job Description

My role at Himalayan International Ideal School was that of an assistant coordinator. Some of my major responsibilities were focused around the accounting section however my overall work was flexible and I also gained insights in marketing department and IT sector. I was working under the supervision of Mr. Netra Khanal and later was supervised by Mrs. Jibmaya Sapkota.

I was also given some roles when organizing extracurricular activities and programs. My ideas were welcomed in such areas.

2. Job Responsibilities and Work Duties

My major responsibilities during my internship period were:

- **Website and Social Media Handling:**

The use of the Facebook page of Himalayan International was almost nil. But I suggested that they use the page to increase connectivity with their students and keep parents informed about various activities that are occurring in the school. This also helped the school build an online presence. I have also suggested the school to make an Instagram page soon.

- **Managing activation programs and campaigns and extra-curricular activities of the school**

- I was also given the responsibility to plan out a farewell program and coordinate with the students to make it interactive. The activities during this program were published in our Facebook page and parents had good reactions towards this.

- **Looking into daily expenses and providing insights and feedbacks**

My main responsibility was to track and look into the main expenses that were incurred daily. This also involved keeping track of revenue that were being generated into the school on a daily basis.

3. Activities in coordinating with workers

As a coordinating intern I was told to be familiar with the staffs in all faculties and department and coordinate with them when organizing extracurricular activities and activation programs. My thoughts and ideas were flown directly to the decision makers and they appreciated my insights and considered them. I was also coordinating with my supervisor directly on various aspects like ideas for programs.

4. Job Process Diagram

My job process diagram was as follows:

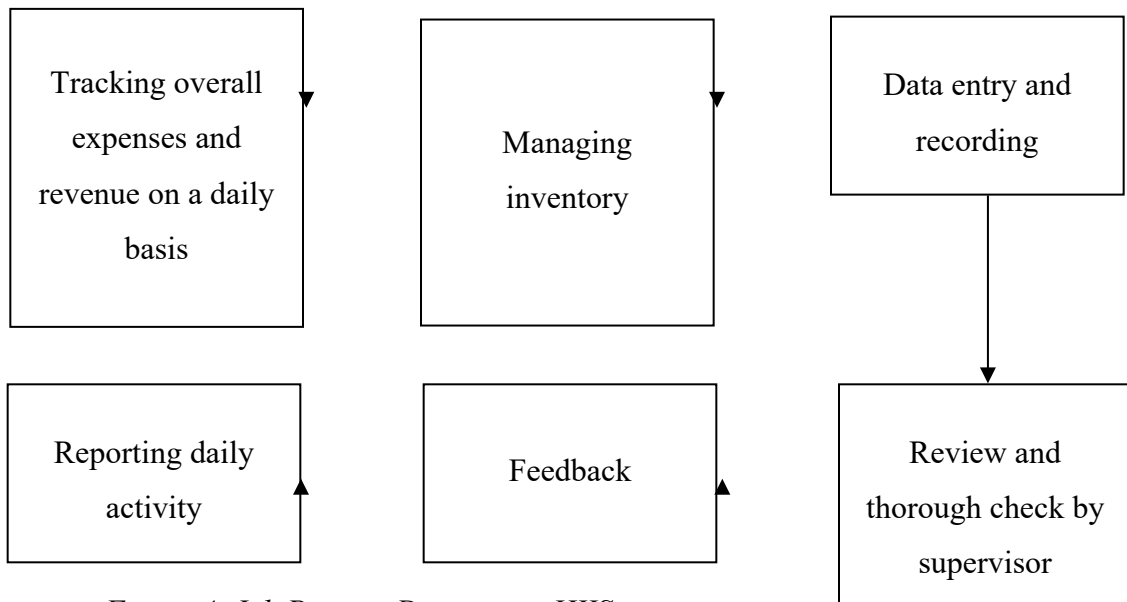


Figure 4. Job Process Diagram at HIIS

5. Contribution as a CO-OP student in the company

During my 16 weeks' internship program, I was not limited to one single department. I was allowed to share my own creativity and ideas to various forms of work to increase efficiency. Some contributions I have made are as follows:

- Supervised social media page on Facebook which was at one point no longer used
- Was heavily involved in a farewell program for grade 10 students
- Actively participated in campaigns for vaccinations
- Increased productivity in accounts department and increased efficiency by making some minor tweaks in the traditional approach
- Made some advertising brochures using Photoshop and editing tools which were posted and boosted on social media
- Contributed to making the website more aesthetic and accessible

Chapter 3: Learning Process

1. Problems of the Organization

During my internship period at HHS, I observed a few problems. Some of the major problems that I faced and the institute is struggling with were:

1.1. Core infrastructure

Due to low financial base, the institute is reluctant to make some major changes in their infrastructures. The assets of the school are outdated and many are even unfunctional. This is a major problem as infrastructure plays a big role in bringing in new applicants and students and catching their attention.

1.2. Bad debts:

- The school has a lot of pending tuition fees to be collected. Some students who have a lot of pending fees have already left the school. This is a major problem as it reduces the revenue completely and results in less cash flow.

1.3. Traditional teaching methods:

The school still employs traditional methods to teach their students. Entire education system is based on old book knowledge and rote learning. Though the school has some assets like projector, an audiovisual room, the use of these facilities is minimal.

1.4. Failure to promise better outcomes in the future to clients:

A major problem of the school is seeing large number of dropouts from the school. This is due to their inability to improve in a quick pace and keep up with the expectations of the parents. They need to understand the expectations and try to match it to see less dropouts.

2. Solving the problem

In my opinion Himalayan International Ideal's main problem is low brand awareness. They have been on the map since 1995. They should have had very high brand awareness by now. However, very few people know about the institute. Only local people are aware of this organization.

2.1. Attract new shareholders and people who can invest more and provide more capital to the school:

Currently post COVID, many companies struggle due to some restrictions in their operation or revenue streams. The school faces a similar problem as parent's are unwilling to pay the full tuition fees for classes as they believe it has not been quite effective and worth the fees that have been induced to them. The school looks to develop and open up ways to make their assets more valuable and useful to their students however in order to do so they need to generate more capital. Therefore, taking out loans could be a viable option however getting new shareholders interested by pitching the ideas to them could be helpful to generate capital.

2.2. Get students more involved in national level extra-curricular competitions

The school has promising and exciting students who excel in different fields. Their talents should be showcased and utilized by the school. In order to do so I would suggest them to organize competitions internally within the school and use that to filter out and pick up on students and their various talents. This could involve sports as well as literature and any other form of activities.

If the school is able to, organizing inter school competitions within the school would also be a great way of generating interest from students and people. However, in order to do so the school should have the appropriate assets available to them to carry out such activities and competitions.

3. Recommendations to the Company

My recommendations to HIIS are:

- They need to find more investment and capital to invest in assets
- They need to increase social media and online presence; my recommendation would be opening up Instagram page and even a TikTok account and make it practical for viewers to increase brand awareness.
- The school also needs to get modernized and update their techs to make it easier for their clients to carry out transactions
- They need to conduct various training programs for the teachers to improve their skills and make them more qualified to educate students
- They need to improve their IT departments meaning computer labs
- Not just looking at what new assets can be used, the company must also look to capitalize on assets that are already present. I would highly recommend the school to use their library that has a ton of books more effectively.
- I would highly recommend the school to organize inter school competitions like sports competition and also take part in competitions organized by other schools.

4. My learnings and knowledge received

During my internship I learned how an educational institute actually worked and their values to various aspects. The following are my learnings:

- Importance of organization culture: The company works in an integrated and uniform way. They plan all their programs beforehand. Though they may have a traditional approach to operating daily. For example, having the same general assembly in the morning for general announcements. This is a good practice and forms a good organization culture.

- Having a strong foundation to support and sustain: The pandemic hit most organizations hard and they faced various problems, some organizations even had to shut down, however this organization was able to sustain and get on through the whole pandemic even though they faced financial restrictions. The company was able to do so as they were supported by their board of directors who were acting as the financial supporters during these periods. Even though the organization has some debt, they believe they can easily pay it off over time once they are able to function and operate smoothly.
- Adaptability: The organization has been in operation for now over 27 years. They were able to stay this long in the market as they were able to understand and adapt according to new demands from newer generations.
- Brand identity plays a vital role in sustaining in the long run: Some students are children of some alumni of the school and their younger siblings. When the organization introduced the plus two programs, a greater number of students were willing to continue their education in Himalayan International Ideal School. This proves that the company has been able to communicate strong brand value to their students.



5. Application of Coursework Knowledge to Real Working Situation

Originally, I was accepted as an accountant intern and my main roles were around the financial department. However, overtime they needed some input-on marketing campaigns and ideas. So, I decided to give my insights and what I thought would be best for the organization. Overtime, I have come to know about the importance of social media and the influence a good online presence can have on a business. It can totally change the brand image and increase awareness if online presence is strong.

English Usage for Profession helped me in a major way in providing and managing professional documents, communicating well with professional colleagues and networking effectively with many people internally as well as with external parties. As I was also in charge of handling social

media marketing, the brochures that were to be produced and published and overall social media posts, my knowledge in Principles of Marketing were also put to work as it helped me come up with authentic and uniform as well as integrated marketing posts to publish. These publishes were made with respect to the organization's goals. Customer segmentation learned in Principles of Marketing and Digital Marketing was also helpful when boosting and segmenting target audiences for Facebook posts. Introduction to Sociology and Sales management were two other important courses that helped me deal with some clients and people and helped understand their concern and deal accordingly. Some simple expense and revenue calculations were also used in Excel sheets. A major part of our course in IT (Information Technology) helped understand how a well-integrated software could help and promote smooth operation of an organization. This organization also used a software to track and record overall billing systems, invoices and applications which made it easier to record and access data.

6. Special Skills and New Knowledge Learned

A major skill I picked up during this internship journey was the use of social media for marketing, this involved how posts were boosted, how we could identify segmented target audiences to focus our ads on. It helped understand segmentation of audiences and how effectively we can boost posts and stay cost effective and friendly.

Another crucial thing I learned during this period was something beyond my roles and duties which had more to do with the IT field. I learned to publish and make websites in a simpler format and how they could be modified and designed. Some basic skills of Excel, Word, etc. were also used. I also learned to use company specific software for this organization, this software is usually different among organizations, however it gives a rough sketch of how similar software are used among organizations to publish and record data.

I would put communicative skills and management skills as the top skills that I polished during this internship period. I was asked to deal with various clients and assess their needs and queries. This helped me improve my verbal and communicative skills a lot. The organization also helped me manage things more professionally and overall helped me build up traits that will help me in the professional world eventually.

To some extent while publishing brochures and digital marketing content, I partially learned a bit of graphic designing using online platforms and how they could be best used to create attractive and meaningful advertisements. They were made with the help of templates and examples used from other organizations.

CHAPTER 4

Conclusion

In this chapter, I have summarized my overall Co-op study, work experience and limitations of the study. I have also provided some recommendation to the company.

1. Summary of highlights of my Co-op studies at Himalayan International Ideal School

I was hired as an accountant intern however my duties were far greater than that as I was also actively participating in marketing plans and organizing campaigns. My main responsibility was to use the school software to record and generate data and type the data in Excel sheet in order to make a hard copy and printed copy of all expenses and revenue. I always closed a business day by printing and using a hard copy of the transactions during the day and presenting it to my senior supervisor. I was also given a responsibility to manage and keep track of inventory such as stationaries that were sold through the account department.

After gaining some experience, I was given the responsibly of publishing invoices and bills. This was a major duty as it directly tied to the organization's revenue generating area.

During my internship, I faced a couple of challenges especially in the beginning as I was unfamiliar with the overall system and software that the company used. However, my supervisor was patient with me and explained every level my responsibilities properly and so that I would be able to carry out my responsibilities properly. I didn't necessarily need to make any form of research to provide better outcomes however I did rely heavily on my observation to learn.

This overall internship program provided me with valuable knowledge and broadened my experience in the financial as well as marketing department of an organization. It aided in improving my abilities and skills that will no doubt, be of use in the future.

In a nutshell, my overall internship period at Himalayan International Ideal was very beneficial, fun, professional and involved learning a lot about various departments of an organization.

2. Evaluation of the work experience

Since working at this organization, I've seen professional development within myself. The institute and my supervisor have taught me the importance to detail when completing it, no matter how habitual or regular it may seem. The effects of carelessness to an institute and how small mistakes could end up costing a lot. Cross checking every work and making sure it is ready to be presented is another factor that I picked up during my time as it was an important task on my side to provide everyday tasks completed and the overall report of expenses and revenues.

Overall, I am very satisfied with the knowledge and skills I have picked up during my internship program. I am grateful to the workplace and professional environment the institute has established and my supervisor's willingness to correct my wrongs and guide me throughout the whole process which directed me to learn more and confidently put forth ideas that I thought would be helpful for the institute. I never felt like I was an outsider joining the institute. I felt welcome and my overall journey was a fruitful and insightful one.

3. Limitations of Co-op studies at Himalayan International Ideal School

During my internship period there were not many limitations. It turned out exactly the way I had dictated it to be and I gained a lot of knowledge. I wasn't restricted of any form of information or work even though I was just an intern. The staffs were willing to help me understand the working process and get used to the system. A few limitations during my internship could be as such:

- The digital contents that I had to prepare were harder to achieve as I had to use my own resources as the institute was not well equipped with new and better technology
- Financially the school was going through a rough time so I had to limit boosting in Facebook and social media platforms which did not yield satisfactory results
- Due to the aftereffects of COVID, participating in interschool programs which would have been a way to market the institute was not possible.

4. Recommendations for Himalayan International Ideal School

A few areas I would suggest the organization to improve on are:

- Invest more on workshops and seminars for the teachers who are directly responsible for the student's growth
- Some infrastructures need to be replaced and updated. The company needs to invest in some assets that will give them benefits in the long run.
- I would suggest the company to build a presence on Instagram, Twitter, TikTok, any possible online platforms.

Now looking at some ways to promote brand awareness for the organization, I would suggest the following points:

- Focus more on extracurricular activities and building brand awareness by participating in various inter school programs
- Host seminars more frequently with parents who are their clients to understand their needs and areas of concerns
- Develop a more integrated way of communicating with the students, parents and teachers separately and not rely on a single platform. The company uses Messenger and Facebook posts to communicate with every channels.
- As payments in today's world have been made easy by various online methods available like E-wallets like E-Sewa, Khalti, etc. and FonePay and online banking options, the company should look to make these options available and a method of payment for their clients.

My recommendations for CO-OP studies:

- Arranging a class on Saturday was a bit hectic as that was the only day off, we were getting and was hard to make necessary arrangements and plans around it.
- Various platforms were used to communicate like LINE, Viber, etc. I think it would be beneficial to integrate all forms of communication under one single platform.

References

- Himalayan International Idea School. (n.d.). Retrieved from
<https://www.facebook.com/Himalayan-International-Ideal-School-294297707943365>
- Himalayan International Idea School. (n.d.). *About us*. Retrieved from <https://hiis.edu.np/>

Some advertising Brochures I prepared for the organization:

HIMALAYAN INTERNATIONAL IDEAL SCHOOL

2022

SCHOOL ADMISSION

NOW OPEN WITH FREE REGISTRATION ON THE OCCASION OF SARASWATI PUJA

Apply Now

Play Group Nursery L-KG U-KG

Facilities :

- Smart TV during learning
- Kids care facility, Lunch facility
- Free admission for kinder-garden
- One to one training, etc...

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SCHOOL



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WE OFFER FREE
ADMISSION

FROM KINDERGARDEN TO GRADE IX

**FOR THE ACADEMIC
YEAR
2021-2022**

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