



## COOPERATIVE EDUCATION REPORT

### Building Brand Engagement of Annapurna Aroma through Digital Marketing Initiatives

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This Report Submitted in Partial Fulfillment of the Requirements for  
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Siam University

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### **ABSTRACT**

This Cooperative report, titled "Building Brand Engagement of Annapurna Aroma through Digital Marketing Initiatives," includes information on developing a digital presence with the goal of increasing brand engagement of Annapurna Aroma, a Nepalese company that specializes in the manufacturing and exportation of essential oils. Its office is located in Shantinagar, Kathmandu, and it handles its operations in Nepal. It manufactures essential oils from medicinal and aromatic plants found throughout Nepal and exports them to international markets, primarily Europe and North America.

The major objective of this report is to identify the issues that arise while a traditional company like Annapurna Aroma transitions into a digital presence and how these issues may be addressed using theoretical and practical experiences. The report also highlights the variables that must be taken into account before undertaking any type of transformation without affecting the company's reputation. Throughout my internship, I was able to gain a better grasp of how businesses work in the real world and how to use my theoretical marketing and branding knowledge in practice. My key responsibilities included managing the company's digital presence, designing social media posts, launching email marketing, and fostering interaction and connection between the company and the brand.

In conclusion, Annapurna Aroma still has to concentrate on establishing a strong digital presence in order to increase brand engagement. The company's objective of being sustainable, ethical, and empowering the local community must be emphasized. To avoid any brand gaps, the same message should be shared across departments.

**Keyword:** Marketing, Branding, Digital Presence, Essential Oil

## ACKNOWLEDGEMENT

This report about my internship at Annapurna Aroma Company Pvt. Ltd would not have been possible without the help and participation of a number of individuals who provided insightful and constructive feedback throughout my internship.

To begin, I would like to express my gratitude to Siam University for giving us with a fantastic opportunity to obtain real world experience and apply academic knowledge to a practical setting. I would also like to thank Mr. Kavin Katanyutaveetip, my Siam Academic Advisor, for his support throughout my internship at Annapurna Aroma. I am also grateful to Kathmandu College of Management, as well as Ms. Asha Bhandari, my KCM Academic Advisor, for constantly guiding me and providing me with all of the necessary help.

I would want to express my gratitude to Annapurna Aroma Company Pvt. Ltd. for accepting my application and allowing me to work as Marketing Assistant in their organisation. I would want to express my gratitude to my supervisor at Annapurna Aroma, as well as all of the employees who have been really helpful and cooperative, particularly Mr. Prasun Satyal, for his continual advice and assistance. I believe I gained a great deal of knowledge, and I would not have been able to learn so much and prepare this report without their assistance, guidance, and collaboration. Their sincere efforts are what I value the most.

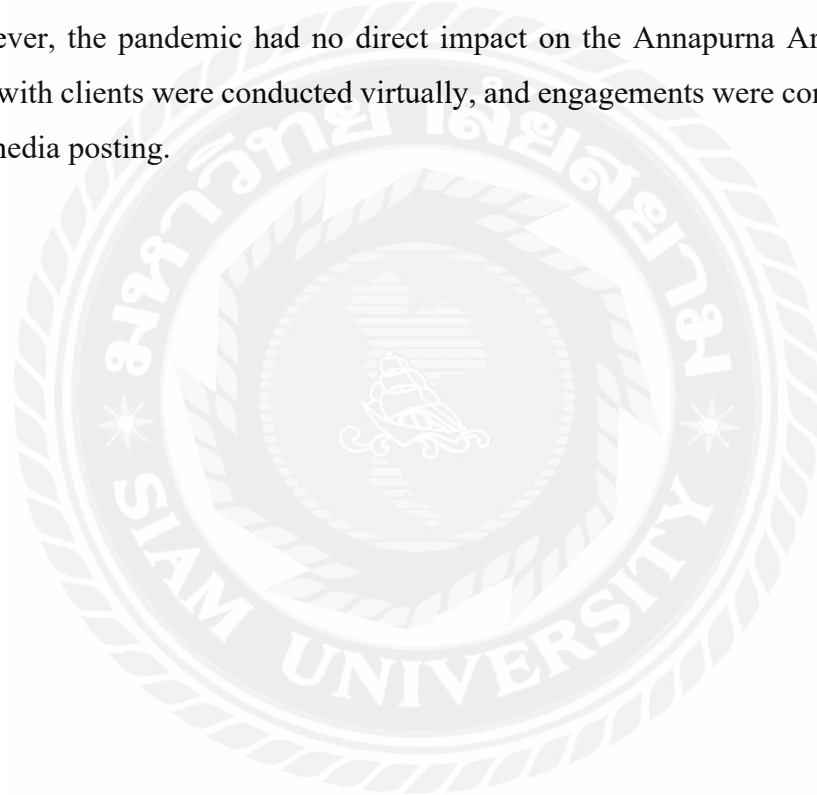
This opportunity presents itself to me as an open door in my professional progress. I will make every effort to put my newly acquired skills and knowledge to the best possible use, and I will continue to work on improving them in order to achieve my career goals.

Ashwini Pudasaini

## **COVID-19 Pandemic Effect**

The number of new cases in Nepal was declining, but due to Omicron, cases began to rise again. Despite the fact that the Omicron variant was declared less dangerous than the other variants, the increase in cases had reawakened public fear. On 11 January, 2022, I joined the organization and tested positive for covid on the second day.

I worked from home for a few days, which made it difficult to coordinate with my team members. Because Annapurna Aroma exports essential oils, it encountered some issues when shipping to China and Europe. The company was unable to export essential oil to China due to strict lockdown measures. However, the pandemic had no direct impact on the Annapurna Aroma's marketing team. Meetings with clients were conducted virtually, and engagements were conducted smoothly through social media posting.



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## ACRONYMS

KCM - Kathmandu College of Management

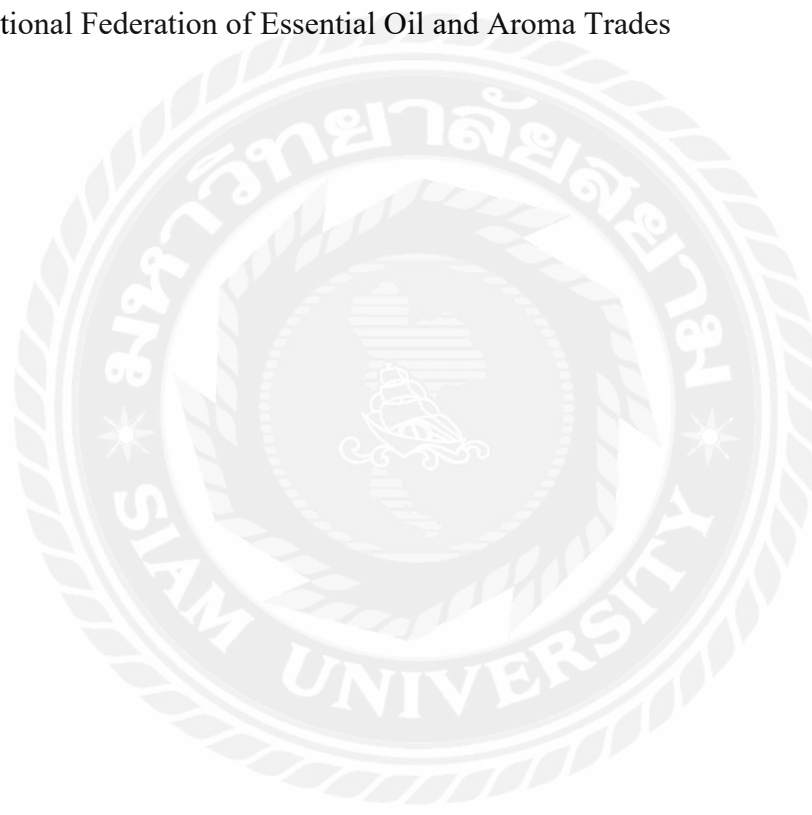
CFUG - Community Forest User Group

USDA - United States Department of Agriculture

CERES - Coalition for Environmentally Responsible Economies

EU - European Union

IFEAT - International Federation of Essential Oil and Aroma Trades



# CHAPTER 1

## INTRODUCTION

### 1. Company Profile

Annapurna Aroma Company Pvt. Ltd. is an agriculture company that specialize in the cultivation, contract farming, distillation, and processing of aromatic and medicinal plants from all over Nepal. They currently offer a wide range of high-quality natural and pure essential oils from unexplored plants of Himalayas.

Annapurna Aroma represents the new generation of exporting Nepalese companies conducting their business on high ethical principles, dynamism, and innovation. The company was born in 2012 with the sole intent of providing lab tested quality aroma-therapeutic oils with established scientific research to aromatherapy specialists, distillers, perfumers and to the flavor and fragrance industry. It is a social enterprise aiming to empower marginalized rural population by improving their social and economic livelihoods. They want to minimize the impact on the environment by providing trainings on sustainable harvesting, plant conservation, efficiency in distillation on the spot, clean processing methods and proper storage.

#### 1.1 Mission of the company

Enhance and empower the lives of our customers and communities by sharing the benefits of essential oil, one drop at a time.

#### 1.2 Vision of the company

To place Nepal on the world map of Aroma by offering the purest, finest, and highest quality essential oil while also improving the social and economic livelihoods of Nepal's marginalized rural populations.

#### 1.3 Strategies of the Company

In order to achieve their goal of finding the best approach to use the country's rich natural resources, Annapurna Aroma is constantly researching of methods to fully explore the therapeutical potential of the medicinal and aromatic plants found in Nepal's Himalaya range. They strive to produce high-quality essential oils using sustainable practices and demonstrate their love for nature by conducting business in an ethical and responsible manner. They have also been

working to benefit all the communities with which they collaborate by launching various CSR initiatives.

The organization has embraced the Growth Strategy, focusing on Geographic Expansion and Diversification, to fulfill their goal of making essential oil accessible and affordable to everyone. They hope to provide best-in-class products to customers not only from Nepal, but also around the world, as well as establish new consumer segments and partnerships. They also intend to broaden their offering by catering to clients' demands in the areas of flavors and fragrance, health and wellness and beauty and cosmetics.

## **2. ORGANISATIONAL STRUCTURE**

Annapurna Aroma has been the largest provider of essential oils in Nepal since 2012. They have established a client base in over 70 countries. Each year, they produce approximately 20 tons of essential oils from their own farms and through collaboration with their contracted farmers and Community Forest User Groups (CFUGs) in various regions of Nepal. Community Forest User Group (CFUG) is a state-sponsored and community-based resource management organisation that brings together individuals to manage local forest resources. The activities established around Community Forest User Group (CFUG) includes forest care and protection, ecotourism, and the cultivation of other forest products. Their main sourcing method for plants is through wild crafting method or crop. They work with a very short and transparent value chain by business partnerships with more than 9 Community Forest User Groups (CFUGs) and women's farmers groups. They always try to provide fair prices to harvesters and fair wages to the farmers ensuring health, safety and well-being of the people working with them and try to become involved in local community issues.



Figure 1: Annapurna Aroma collaboration with farmers from different regions of Nepal

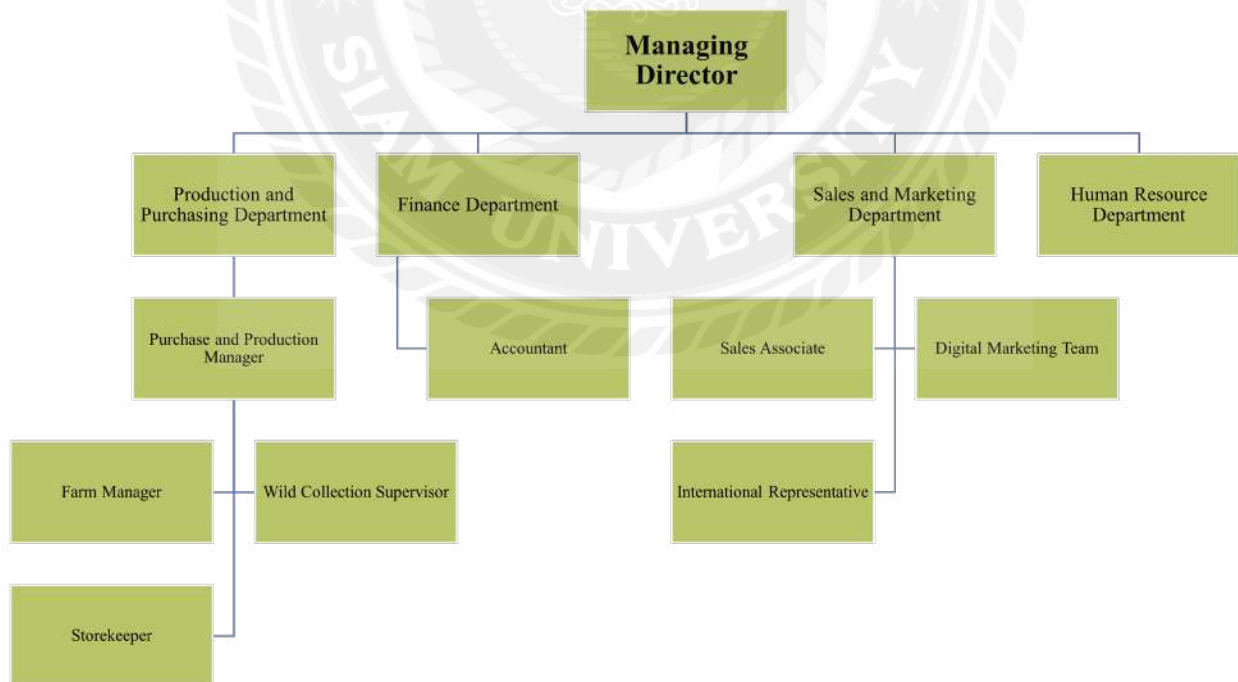


Figure 2: Organisational Structure of Annapurna Aroma Company Pvt.Ltd

## **2.1 Job Position**

As part of my Co-Op education, I had the opportunity to work with Annapurna Aroma, a company that manufactures and exports essential oils, which was a completely new industry to me. I worked as a Marketing Assistant, primarily in charge of the company's digital presence in order to raise brand engagement.

## **2.2 Job Position in the Organisational Structure**

Annapurna Aroma's organisational structure is such that there are responsible departments reporting to the Managing Director, which are, the Production and Purchase Department, the Finance Department, the Sales and Marketing Department, and the Human Resource Department. The company's Managing Director oversees all departments, but each department has a responsible person assigned to it. Annapurna Aroma believes in the talent of youth and prefers peer-to-peer learning in order to develop the working skills of Nepalese youth; as a result, many of the employees working at Annapurna Aroma are between the ages of 20 and 24.

Sales assistants are part of the Sales and Marketing team and are responsible for obtaining new customers and retaining existing ones through effective communication and ensuring that the right product is delivered to the right client at the right time and place. My job as a Marketing Assistant was to promote the brand on social media by emphasizing the company's commitment to sustainability and efforts to improve the lives of the community and its customers. I was in charge of branding the company's digital presence as well as relationship marketing.

## **2.3 Intention and Motivation**

While visiting the company's website, there were two words that really caught my eye, one was "agriculture company" and the second one was "social enterprise". Working as a Marketing Assistant at Annapurna Aroma was a new experience for me because I had never worked in an agribusiness firm focusing on essential oil business. The essential oil market is rapidly expanding, according to a data published by Facts and Factors in 2020, the global essential oil market valued US\$ 6 billion in 2016 and is expected to more than double in a period of 10 years reaching US\$ 14.1 billion by 2026, indicating that this market has enormous potential. I have always believed that Nepal has more potential than she shows and working with Annapurna Aroma taught me that there are numerous ways to utilize the country's natural resources. Annapurna Aroma's marketing team lagged a little behind. Despite the fact that the country has a large number of international

clients, the Nepali market lacked awareness. I joined the company as a Marketing Assistant with the purpose of building brand engagement in digital presence and communicating the advantages of essential oil in Nepalese market by utilizing the most powerful tool available, Digital Marketing

### 3. Strategic Analysis of the Company (SWOT Analysis)

<p><b>STRENGTH</b></p> <ul style="list-style-type: none"> <li>• Quality products that have been lab tested and are regulated by USDA, CERES, and the EU</li> <li>• Strong commitment to research and development</li> <li>• Strong focus on traceability, which has helped the company acquire customer trust</li> <li>• Slowly transitioning to a more modern management style</li> <li>• Active participant at trade events in Europe, North America, and Asia</li> <li>• Significant experience in international markets.</li> </ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>• Forecasting challenges owing to fluctuating oil yields and a lack of internal coordination</li> <li>• Supply may not always match demand</li> <li>• Lack of effective coordination with third-party logistics</li> <li>• Lack of awareness about essential oils in the Nepalese market</li> <li>• Less focus on promotion, branding, and advertisement.</li> <li>• Low digital/online presence</li> </ul>
<p><b>OPPURTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Increasing product adoptions</li> <li>• Growing popularity of different uses of essential oil</li> <li>• Opportunity for growth and expansion through independent representative</li> <li>• The rich biodiversity of plant species in Nepal and popularity of plants found in Himalayas in foreign land</li> <li>• Supportive government policy in agribusiness</li> <li>• Good relationship with farmers can make supply chain effective and efficient</li> </ul>	<p><b>THREAT</b></p> <ul style="list-style-type: none"> <li>• High influence of external factors in the business, especially political and legal factor.</li> <li>• Existence of unhealthy and unethical competition in the market</li> <li>• Existence of price wars</li> <li>• Very little knowledge regarding the purity and quality of the oil</li> <li>• Heavily reliant on farmers for supply of essential oil</li> <li>• Long shelf life of essential oil</li> </ul>

#### 4. Objectives of the Co-operative Study

Marketing in simpler terms refers to all of the actions that a firm engages in to persuade customers to buy its products. It begins with identifying a customer need, followed by developing a product to meet that need, pricing it competitively, putting it on a platform that customers can access, and then persuading them to buy the product by promoting its value. If this is the case, why do so many Nepalese companies fail despite having a great product or the most economical prices, or even if they locate their products in the most accessible locations and advertise them using the correct communication and promotional tools? As we all know, technology has become The Economy, and the faster a company moves to innovate the customer journey, the faster it will win the race for digital mastery. However, there are still some companies in Nepal that are traditional and use very limited marketing tools. Many aspects of sales and marketing are similar. Although they complement each other, they cannot be used interchangeably. How can a pioneering company transform its traditional system and establish a digital presence? What are the benefits and drawbacks of using digital presence for traditional businesses?

We learn in theory that experience is your brand and brand is your experience, and that your online presence says a lot about you. There are a variety of marketing and branding tools and approaches for establishing a strong digital presence, but how practical are them when the firm has already been created without a defined branding or marketing strategy in place? Can some traditional brand components, such as associated trust or perceived quality, be translated and communicated online without jeopardizing the company's image or customer trust? If a firm has a sizable consumer base, it does not imply it should cease investing in itself and its presence. Therefore, the objectives of this report are:

- To know how marketing works in the real world and how to spot its efficacy.
- To understand how shifting to a digital presence can assist already established company in building their brand based on the images that they wish to project.
- Recognize the implementation of marketing strategies to attract new customers and retain existing ones.
- To understand the who, what, why and how of digital marketing
- To understand consumer behavior from inside-out
- To recognize how creative consistency across various customer touchpoints improves brand perception.

## CHAPTER 2

### CO-OP STUDY ACTIVITIES

#### 1. Job Description

I worked as a Marketing Assistant to manage digital presence of Annapurna Aroma Company Pvt.Ltd where my major responsibility was to use digital channels such as Facebook, LinkedIn, the company's website, and e-mail to communicate the company's brand to target, potential, or existing customers via key messages and relevant content, with the main goal of connecting a customer directly with the brand and organisation, thereby creating a valuable relationship and perception of sustainability and ethical sourcing among Nepalese and international customers. I worked at the company's main office in Shantinagar, where I worked closely with the company's Managing Director.

#### 2. Job Responsibility

Following are some of the responsibilities that were assigned to me during my 4 months tenure at Annapurna Aroma:

- a. Website update and content management by coordinating with the developer: As a member of the Marketing team, one of my primary responsibilities was to oversee the redesign of Annapurna Aroma's website as well as the ongoing improvement of the website's content by collaborating with the developer, a third-party agency. I also assisted in the development of strategies to boost online traffic to the company's website, which I attempted to do by highlighting the company's website on every social media platform.
- b. Social Media Handling/Content Creation: Another key responsibility was to plan the company's weekly social media posts by emphasizing the company's image of being sustainable, ethical, and empowering local communities. Because the organization is manufacturer of the essential oil, I was able to discover how handling social media changes from retail to manufacturing. The main goal of the social media post was to foster consumer trust and transparency, thus I utilized as many raw photos as possible to highlight the company's commitment to building a sustainable business.
- c. Setting up a suitable email service and begin email marketing: Before joining the organization, Microsoft Outlook was being used by all the members of the organization for regular internal and external communication. My first task was to put up an email solution



for the organization that was both safe and user-friendly. I chose Gmail as an appropriate alternative over Outlook and Zoho Mail because of its ease of use and the fact that many individuals are familiar with Gmail. Following the setup of the email service, my next task was to create email templates for routine communication, such as general follow-up or first-time email responses. I also created an email list by categorizing clients into three groups: frequent buyers, interested buyers, and one-time buys. After compiling a list, we used Mail Meteor to send out a mail merge messages firstly informing them about email changes, next greeting all of our clients, A Happy Nepali New Year. We also informed our clients about last production and CSR initiatives, as well as its outcomes via email.

- d. Handle new or existing client inquiries in the company's email inbox: Because of the increased visibility of the company's digital presence on platforms such as Facebook and LinkedIn, many new clients wanted to learn more about the company and our product. I was put in charge of handling the initial interaction with the potential clients.
- e. Design all the necessary documents: Because essential oils can be dangerous if not used properly, a lot of documentation is required when selling them. I had to design all the necessary documents by including all of the relevant details.
- f. Other responsibilities: When hiring a new accountant, I also reviewed the HR section, where I created a job posting on Kumari Job, arranged an interview, and drafted a contract and Non-Disclosure Agreement. I was also in charge of researching about trade exhibitions and events taking place throughout the world in which the company may participate. I also looked over the planning, organizing and implementation phases of company's CSR activities.

Following is the breakdown of day-to-day activities which performed during the internship period at Annapurna Aroma:

#### **Week 1 and 2**

- Orientation and Training
- Assisted in improving the company's website's content
- Researched on CRM software like Pipedrive and Zoho

#### **Week 3 and 4**

- Created and scheduled social media post

- Updates company's documents
- Research on appropriate email services
- Designed company profile and visiting card

#### **Week 5 and 6**

- Created and scheduled social media post
- Implemented Gmail as an appropriate email service due to its familiarity, ease of use and security
- Started designing newsletter by coordinating with a French Representative
- Started writing an abstract for a conference organized by IFEAT.

#### **Week 7 and 8**

- Created and scheduled social media post
- Interviewed farmers to highlight their stories on the occasion of International Women's Day
- Learned Adobe Illustrator for creating a company brochure
- Planned company's CSR initiatives and designed flyers for the program

#### **Week 9 and 10**

- Created and scheduled social media post
- Schedule meeting with a prospective client and attend the meeting with the managing director
- Handle client queries
- Finalise the newsletter based on feedback received
- Finalise the abstract and submit all the require documents

#### **Week 11 and 12**

- Created and scheduled social media post
- Created and scheduled social media post
- Learn how to do mail merge for email marketing
- Develop company specific strategies for managing relationship with key accounts
- Work with HR department to create an onboarding checklist for new recruits

- Advertise a job opening in Kumari jobs
- Contact the applicants and schedule interviews

### **Week 13 and 14**

- Created and scheduled social media post
- Extract all the email from previously used email address
- Send a customized bulk email to clients using “Mail Meteor”
- Prepare a contract for new hires
- Follow up with potential clients

### **Week 15 and 16**

- Created and scheduled social media post
- Prepared all the necessary documents and did document management
- Researched on trade shows happening in 2022

### **3. Activities in coordination with the co-workers**

To ensure a correct delivery of information and product to the customer, the two departments, Purchase and Production Department and Sales and Marketing Department, had to be completely in sync. I was able to communicate information about oil sourcing and its availability to customer with the help of proper coordination and communication with the Purchase and Production department.

The organization is heavily involved in CSR initiatives, with a particular focus on Rural Women's Menstrual Health and Hygiene Management. On the occasion of Women's Day, the coordination between the Purchase and Production Department, Marketing Department, and HR Department resulted in the successful delivery of 90 sanitary napkins to the women of Nepal's Sindhupalchowk area, where my major responsibility was during the planning stage. Along with that I was also responsible for creating content, highlighting the company's initiative. I was also in charge of coordinating with the developer to ensure that the website operated well. In the case of website development, we interacted via email, where they would send prototypes of the application or any modifications. I had to interact and cooperate with the French representative in order to create culturally suitable marketing messages because the company has an international presence too.

#### 4. Job Process Diagram

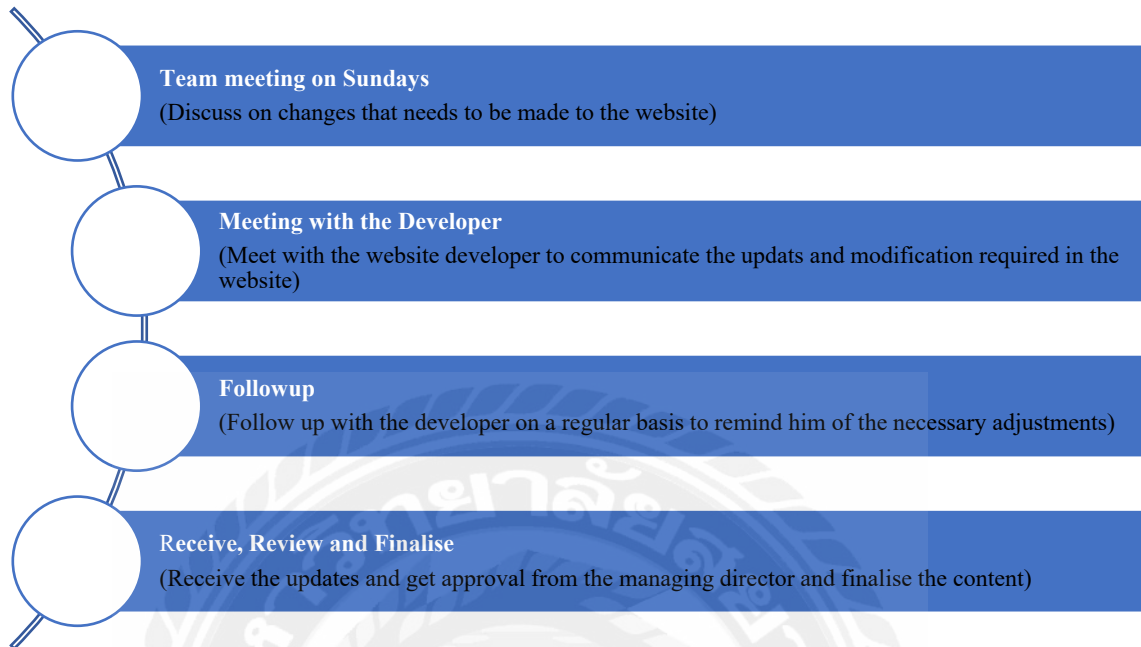


Figure 3: Website update, modifications and management

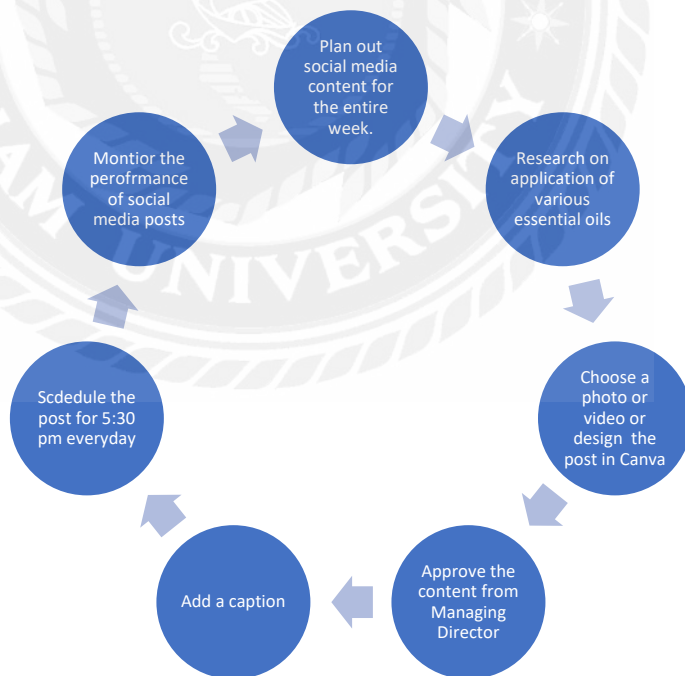
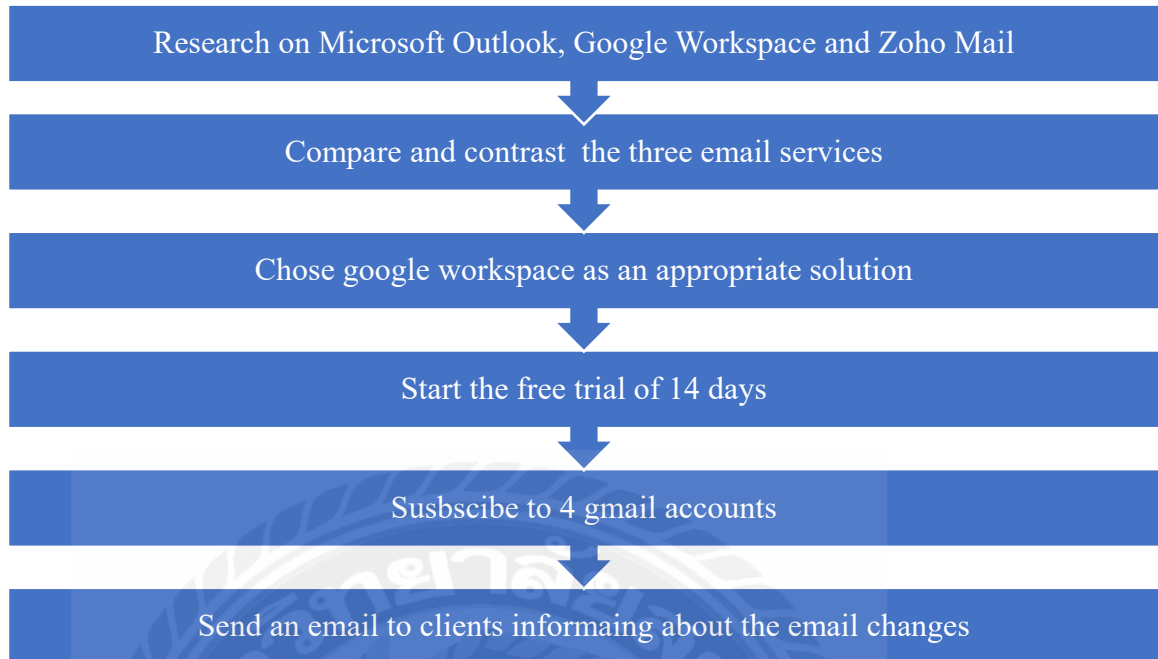


Figure 4: Content Creation Process



*Figure 5: Setting up a suitable email service*

#### **5. Contribution as a Co-op Student in the Company**

Annapurna Aroma was founded in 2012 with the simple concept of using the country's natural resources to make and distribute certified essential oils all over the world. Annapurna Aroma focuses on creating trust through human connections rather than marketing. After seeing industry trends and recognizing the necessity for marketing, Annapurna Aroma formed a marketing team with the primary goal of communicating their values, mission, and purpose to their target audience. Facebook and LinkedIn Analytics show the most notable impact I made during my internship. The most noteworthy outcomes to emerge from the data since the start of my internship on January 11, 2022 to the first week of May are as follows:

- "Post engagement" on Facebook increased by 49%.
- Created a regular social media post with an increasing number of shares
- Increase in like of Annapurna Aroma Facebook page
- Search Appearances and Unique Visitors increased by 17.7% and 5.4% respectively
- Call for Paper accepted for the largest conference taking place in Vancouver organized by IFEAT, where Annapurna Aroma will be giving a presentation on "Collaboration with Community Forest User Groups: A Tried-and-True Method of Promoting Transparency,

Accountability, and Sustainable Forest Management." I was in charge of writing the abstract for the paper

- Attracted clients using a social media post where I was successful in establishing the impression of Annapurna Aroma being a "sustainable business."
- Lubrizol, a Berkshire Hathaway company, contacted us for a possible partnership.

## **CHAPTER 3**

### **LEARNING PROCESS**

#### **1. Problem Encountered**

This internship at Annapurna Aroma was a lifelong learning experience for me in which I was able to gain new skills; nevertheless, I did face some problems, which are described below:

- a. Inadequate knowledge of the company's product: I had little to no knowledge about essential oils prior to joining Annapurna Aroma so being in a marketing department, I initially faced some problems, comprehending the product itself. I was aware of its various applications, but I had no idea how it was produced, what it was, or how it differed from other oils. It took me some time to become familiar with the product, but once I did, and learned about how the company has aided Nepal by harnessing the country's natural resources and exporting the product globally, I became captivated and developed a desire to learn more.
- b. Lack of experience in B2B channel: I had some experience in marketing for the B2C channel from past internships, but it turns out that B2B marketing differs from B2C marketing in terms of their audience and how they communicate with them. Although I originally struggled with determining how to connect with consumers, I eventually discovered that B2B Marketing is increasingly focused on developing relationships, earning trust by educating clients, and being transparent as much as possible, all of which aided me in creating social media postings.
- c. Process: At Annapurna Aroma, the internal procedure for carrying out any process is still quite conventional, and it takes a long time. New orders for any type of oil, necessitated collaboration between the Sales and Marketing Department and Purchase and Production

team, but no departments were automated to receive instant notification of the new purchase order. To address this issue, during my internship, we began using Google sheets and shared them across departments to enable efficient order processing and communication. This cut down on time spent discussing information face-to-face and eliminated the risk of orders being overlooked or misunderstood.

- d. **Company Policy:** I did not have comprehensive access to important data, particularly customer and competitive information, due to company policy. I had no understanding of who our major and secondary competitors were, therefore, couldn't watch their actions and steps. I had some trouble establishing company-specific strategies due to a lack of knowledge about organizations. Rather of devising strategies based on previous conversations, I had to conduct research about the organization using the internet.
- e. **Difficulties with Working from Home:** I got covid positive as soon as I joined the organisation. I chose to return to work after a few days, but the transition was not as easy as I had hoped. The company had all of its information saved on a computer, which was not shared owing to security concerns, making it difficult for me to work from home. Because the future is unpredictable, we never know when we will need to work from home again; thus, to address this issue, I advised the company to utilize Google Drive to store all of its information so that employees can access it whenever and wherever they require.

## **2. Learnings**

One of the objectives of my internship was to demonstrate how theories actually work in practice. During my internship, I was able to get experience in the actual world of work while also learning new skills. My learning are as follows:

- a. **The importance of patience, perseverance, and punctuality:** The first few days are always the most challenging. A new setting, a new environment, and new people can be difficult to adjust to, but no two days will be the same. I learned that we should constantly be patient with the process as a whole, as well as with our individual progress and any obstacles that may arise. Nothing comes easy in life, and when things become tough, which they almost always do, I've learned that perseverance is what drives you to keep trying. I also learned

that punctuality and time management are crucial steps toward self-development. Arriving at your workplace 5-10 minutes sooner will always help you shape your day to your liking.

- b. **Communication and Teamwork:** While dealing in the digital field as an intern in the Marketing department, I have improved my verbal and written business communication as well as persuasive writing. Follow-up messaging, dealing with first-time buyers, and copywriting are all areas of communication where I've improved. My formal writing skills were also polished as a result of the regular emails to large clients. In terms of face-to-face communication, I worked closely with the supervisor while conducting meetings with international clients, which taught me the value of creating buyer personas and tailoring communication messages to the buyer's wants and needs I also learned the importance of teamwork by coordinating with other departments inside the organization. I realized that workplace teamwork always resulted in increased productivity, higher quality, more learning opportunities, and a happier environment.
- c. **Adaptability:** Because Annapurna Aroma has a presence in over 70 countries, I learned that customizing communication according to the customer is important to the company's success. Before doing any business, I learned how critical it is to recognize cultural differences. I observed that Japanese companies prefer to rigorously eliminate all potential risks before making a decision, which causes the entire decision-making process to be delayed. Europeans prefer formal arrangements with sufficient documentation, whereas Americans are more forward-thinking and forthright. As a result, I learned that adaptability to shifting environments is a must-have trait for organizations in this uncertain world.
- d. **Content creation- Design and Copywriting:** I discovered that quality content can assist you in positioning your organization in the manner you want it to be positioned. Creating great content will assist you in building trust, and the information you choose to generate should always inform, teach, or inspire your target audience. I also learnt how to use Canva, Figma, and Adobe Illustrator, which I used to create social media posts and newsletters.
- e. **Research:** While creating digital content for posting, I had to keep up with the latest information on the benefits and uses of essential oils, as well as how people have been using them. This helped me improve my research skills by teaching me how to find reliable sources of information.



### 3. Comparison of Theoretical vs Practical Learning

What we learn in college about branding or marketing might not apply as it is in the real world too. The need, understanding, importance might vary according to the company and every technique that we learn might need some bending according to the needs of the organisation. In theories we learn how companies adopt these techniques to become successful, but we don't study about the transition of a traditional company while adopting a modern technique to market their brand. Here are some of the similarities and differences that I faced during my 4 months tenure as an intern:

- a. Marketing is brand building, not advertising: The belief that marketing is synonymous with advertising and promotion is one that we frequently encounter while working. However, marketing entails far more than just advertising or promotion. Marketing encompasses all of our efforts toward expanding our business and shaping the experience we provide to customers. I learnt how important is to perfect our product or service before promoting it, because in a long run, having a high-quality product always wins. Annapurna Aroma did not put much emphasis on marketing before, but they are what they are today because of the trust they have earned by providing high-quality products to their customers.
- b. Consistency is a key to successful branding: We learnt "branding happens overtime, not overnight" and it's true. Consistency is the key to good branding. We always made sure that the content we developed was in line with the brand's overall goal. Annapurna Aroma is committed to environmental sustainability, ethical sourcing, and giving back to the community. We were able to transmit the same idea to the audience since we were clear on how we wanted to present ourselves to the customers. We wanted brand engagement and brand recognition because customers already knew what Annapurna Aroma was. We designed a post that targeted our demographic, which included companies involved in the flavors and fragrance industry as well as aromatherapy, with the goal of increasing engagements and recognition. Each post that we created were watermarked with Annapurna Aroma logo in order to brand the content. It also included using the same brand colors which were green, blue and pink. So, by carefully considering all of these factors and posting five days a week while aligning the post with our goal, we were able to generate some positive feedback from customers as well.

- c. The growing importance of digital presence in 21<sup>st</sup> century and choosing the right social media site: Muskan Manandar (2019) writes in her article, *Business presence in the 21<sup>st</sup> century* that in a market where 80% of people rely on the web to search for product information, having a digital presence helps to reach a large number of audiences. While having a digital presence ensures visibility, we also need to understand where our customers are. People market their products everywhere nowadays, from Facebook to Instagram, but are we visible to our target audience is also an important question to ask. Annapurna Aroma needed a digital presence on LinkedIn because that is where their customers are. As a result, by publishing on LinkedIn on a regular basis, we were able to generate some leads and raise our brand visibility and engagement.
- d. Tangibility of services: The four P's of marketing are crucial, but the remaining three P's are also important. During my internship at Annapurna Aroma, I learned the value of Process, People, and Physical Evidence. Customers are interested in not only how their product looks, but also how it is manufactured. Who made it, and what procedures did they employ? We gained customer trust by showing them the process of making the oil and how we were elevating communities by incorporating them in the process and emphasizing their stories.
- e. Identifying the “right” prospect: Lisa (2021) writes in her book, *Sales Success Workbook* that it's much more fruitful for the companies to invest their time and energy into qualified prospect, the one who has the desire as well as the ability to buy your product or services. People are obviously going to approach you as you begin to be active in your digital presence. Prospects asked for a lot of paperwork and information at Annapurna Aroma in order to confirm the quality and purity of the oil, but not all of the information or documents were sharable with everyone. I learned that prospecting is an important first step in the sales process, and from my experience, not every prospect is a good fit, so qualifying the right prospect is vital to prevent wasting time and effort.

## Chapter 4

### Conclusion

#### 1. Summary

In a nutshell, this report was written with the goal of reflecting on my four-month internship at Annapurna Aroma, where I attempted to identify the challenges I faced, the lessons I learned, and the requirements I needed to meet while branding Annapurna Aroma's digital presence, a manufacturer and exporter of essential oils in Nepal. This report has been prepared based on my job position and the responsibilities that were assigned to me as a marketing assistant of Annapurna aroma to fulfill the Co-op Education requirement of Siam University.

This report highlights the practical experiences that I got to experience by working at Annapurna Aroma. It outlines the potential constraints that a traditional business may face when it moves into digital spaces. It also shows how to overcome these limits using both theoretical and practical experience-based strategies. I must add that the company played a significant role in assisting me in comprehending the importance of patience, timeliness, and teamwork. This internship also helped me to comprehend and develop my interest in digital marketing, since I realized that just a theoretical understanding is insufficient. Soft skills, as well as some technical skills, must be equally strong.

Following are some of the things that I experience while working in an official setting

- Having frequent productive meetings is critical to getting everyone on the same page and delivering the brand both offline and online.
- Never be afraid to collect feedback because it helps you grow and become better.
- Plan your content creation to deliver the same message across all channels.
- Before deciding to market your product, understand your customer's needs and their presence.
- Always follow up with your customers. Because it also allows you and your customers to be heard and engaged.

## **2. Evaluation of the work experience**

Knowing is not enough; we also need to put what we have learned into practice, and this co-op study provided me with an excellent opportunity to put what I had learned as a marketing major at Kathmandu College of Management into practice.

Working as a marketing assistant, specifically in company branding, validated my marketing major courses. My knowledge, skills, and capabilities required in the real world have improved as a result of my first-hand experience. Every piece of content I created for the company aided me in honing my design and content creation abilities. Every client I worked with helped me improve my written and verbal communication skills, as well as my understanding of buyer behavior. Every planning that I was a part of while working at Annapurna Aroma aided in the development of my critical thinking, problem-solving, and creativity skills. 'm most grateful for having learned a variety of digital marketing tools and approaches, from design to analytics. I learned how external forces can effect organizations and how companies must change in order to achieve the best results in the most efficient manner. Working with a cross-functional team also aided in the development of my leadership and communication skills

Overall, the knowledge I gained throughout my internship helped me obtain a broad range of skills that would undoubtedly benefit me in my future profession. Furthermore, with the knowledge came the realization that learning never stops. To be a better marketer in the future, I must constantly update my skills.

## **3. Limitations**

There are only a few limitations to this report. To begin, this report is solely based on my 14 weeks experience as a marketing assistant at Annapurna Aroma. Second, this report does not cover the organization as a whole, but rather a specific department of the organization, Sales and Marketing, which is the department that I worked in. The proper analysis of the company's presence in the European and American markets has not been conducted, despite the fact that it has the most presence there. Many details about the customer base were not allowed to be shared due to company policies. Finally, while Annapurna Aroma does have a B2C business, because I was more involved in the B2B channel, it only considers the B2B aspect of the business.

#### **4. Recommendations to the company**

Here are some recommendations I would like to make to the company.

- a. **Emphasis on internal branding:** I believe that the old way of doing business at Annapurna Aroma requires some replacement. Despite the fact that the company has taken a significant step, it is still traditional and takes too much time. Regular departmental communication should be encouraged in order to keep everyone on the same page.
- b. **Appropriate use of data:** Annapurna Aroma has been in business for over 12 years. They have data, but it has not been properly utilized. They should use the customer data they have for proper email marketing. For better inventory management and lead generation.
- c. **Develop Feedback Culture:** Constructive feedback should always be prioritized. Annapurna Aroma focuses on peer-to-peer knowledge, but a feedback culture has yet to emerge. In addition, there is no formal channel for customers to provide feedback.
- d. **Conduct a competitor analysis:** Having a global presence means having more competitors. Annapurna Aroma should be aware of their competitors' activities in order to identify gaps and exploit their competitors' weaknesses.

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ANNEX

