



## **Cooperative Education Report**

### **An effective study on comprehensive use of Concepts and Creative Designs for Branding and Brand Identity**

**Written by**

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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative  
Education, Faculty of Business Administration  
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Siam University**

**Project Title:** An effective study on comprehensive use of Concepts and Creative Designs for Branding and Brand Identity

**Credits:** 6

**Submitted By:** Mr. Hrithik Parajuli, 5808040003

**Advisor:** Mr. Chanatip Suksai

**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

**Academic year:** 2/2018

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018.

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Assistant President and Director of Cooperative Education

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### **ABSTRACT**

This cooperative report entitled ‘An effective study on comprehensive use of Concepts and Creative Designs for Branding and Brand Identity’ has the goals to examine the use of Concepts and Creative Designs for Branding and Brand Identity. Objectives of the study include (1) to understand how advertising firms carry out the process of creating designs and concepts for building and empowering brand identity, (2) to understand the comprehensive use of the same to give brands their desired visibility and presence in the market. With the company the student was assigned to work as creative designer, in the department of creative and branding. Main responsibilities are to (1) attend meetings, (2) develop concepts. Upon the completion of the internship, it found that the problems were resolved by means of (1) efficient working, (2) understanding the needs of the client, (3) Acclimatization to the work environment of a firm. In this matter, student is able to learn more about Branding, which is very important for future career development and profession.

*Keywords: comprehensive, branding, and acclimatization.*

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## **Acknowledgement**

I would like to express my sincere gratitude to all those who have been instrumental in the presentation of the report.

The internship opportunity I had with Captain Outdoors Pvt.Ltd. was a great chance for learning and professional development. I consider myself a blessed individual as I was provided with a prospect to be a part of it. I am also thankful for having a chance to meet so many brilliant people and professionals who directed me through this internship.

I would like to thank The Principal of Kathmandu College of Management, Mr. Bishnu Raj Adhikari for his continuous support. I also wish to place my profound gratitude to Mr. Chanatip Suksai for his expert guidance and help.

I am deeply thankful to Mr. Sahitya Thaman of Captain Outdoors Pvt. Ltd. For providing the opportunity to undertake this project in his esteem company.

Finally, I would like to thank my Parents and Friends for their help and support that has largely contributed to the successful completion of the project.

## Chapter 1: Introduction

### 1.1 Company Profile



*Fig 1: Company Logo*

#### **Overview:**

Captain outdoors Pvt. Ltd. is a client-centric full service marketing communication agency dedicated to delivering excellence.

With over three decades of collective experience at the front line of the Nepali market serving 'for-Profit', 'Non-for-Profit' and government agencies, Captain Outdoors Pvt. Ltd creates a wide range of services and products that can make a difference to the associating organizations as the people who interact with it.

Captain Outdoors Pvt. Ltd believes there is neither market too big nor a project too small, be it a single design project or a full marketing campaign. The company is a big believer of change and change for good. With every project, we try to think differently so that our valued clients can meet their desired objectives without compromise. The company's success directly lies on the success of the client, so no stone is left unturned in pursuit of delivering above expectations.

**Founder and Managing Director:**

Mr. Anil Thaman, who is widely considered the “Father of Outdoors’ in Nepal since he introduced the outdoor advertising medium to the country in 1987, established Captain Outdoors Pvt. Ltd in 2012. Mr. Thaman is credited by the industry as the pioneer of outdoor advertising and event management and serves as a Resource Person in the Advertising Association of Nepal (AAN). With over three decades of experience in the frontline of advertising and marketing in Nepal, Mr. Thaman has maintained a steadfast reputation of delivering excellence of all his clients. Appreciated universally for his personalized client-centricity, impeccable attention to detail, and ability to offer innovation solutions to changing organizational requirements. Mr. Thaman has built a reputation of delivering beyond expectations. (Thaman)

*“The client is the bottom line. Everything else follows”*

– **Anil Thaman.**

**Mission and Vision:**

- **Mission:**  
The firm aims to provide best-in-class marketing communications products and services to the clients.
- **Vision:**  
Captain Outdoors Pvt. Ltd. will be nationally recognized as the most innovative, dedicated and productive integrated marketing and communications firm in Nepal. The company will also provide their clients with a level of excellence that surpasses their highest expectations. The people and the organization will come to represent the ideal business partner for organizations eager to manage their communications with their key stakeholders. (Captain Outdoors)

- Values:
  1. **Relationships:** The Firm is committed to developing long-term relationship with our clients and building confidence and trust such that the clients come back again and again for assistance in marketing and communication.
  2. **Passion:** They are extremely passionate about the clients we serve and our clients marketing and communications needs.
  3. **Talent:** Employment of only highly talented individuals who deliver superior client service levels and industry-leading marketing and communication capabilities.
  4. **Service:** The highest level of service on every assignment is provided. The project team is assembled based on the skills and backgrounds required to bring success to a particular project. The employees give the clients their complete attention and commitment.
  5. **Technology:** The idea that technology is the key to taking lead in the any fast-changing economic environment is committed. Te firm also aggressively leverages technology internally to provide streamlined processes and highly dependable solutions for the clients.
  6. **Partnership and Strategic Counsel:** A collaborative partnership with the clients is promoted by viewing them as an integral extension of the business.
  7. **Integrity:** Honesty and fairness is insisted as the guide against which all of the actions must be measured, and the firm dedicates to walking the high ground in all their actions.
  8. **Diversity:** It is believed that the ability and character are the driving forces for accomplishment in career advancement.
  9. **Opportunity:** The ability to see opportunity for the clients and hep them seize it is the cornerstone of the services and is central to the solutions that are provided.
  10. **Continuous Improvement:** The firm aims to work hard at being the best, articulate how they want to work with one another, constantly work to perfect the model and reinforce behaviors that lead to top performances.



## Services:



### Advertising

Print, online, outdoor, broadcast



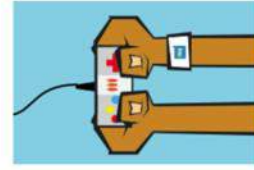
### Branding Design

Naming, identity, values



### Brochure Design

Corporate, marketing, publishing



### Creative Marketing

Strategy, planning, outsourced management



### Customer Data

Planning, research, cleansing, list supply



### Direct Marketing

Print DM, e-marketing



### Experiential Marketing

Events, exhibitions, environments



### Public Relations

Press relations, partner sponsorship, employee engagement



### Search

Strategy, positioning, SEO



### Social Media

Strategy, blog writing, advertising, affiliate programmes



### Video Production

Storyboard, production, motion graphics & animation



### Web Development

Website design and build, apps

Clients:



## Organization Structure



## 1.2 Statement of the Report

Branding is very important for a business because of the overall influence it makes on the company. When company looks to establish itself in the market place, it often turns to branding for help. Branding can transform how people percept the brand and motivate new business and increase brand awareness. Branding is how a company becomes recognized and becomes known to the consumers. (Laurel, 2019)

Branding helps a company to increase business vale, generate customers, create trust and also supports in advertising. (SMITHSON, 2015)

My aim is to learn and apply the theoretical leanings gained in the university in real lives practices and learn the practical aspects focusing on brand marketing. The main motivation behind conducting the repot is I wanted to learn more about Branding and advertising and how it works in the real world.

## 1.3 Objective of the study

- To understand how advertising firms carry out the process of creating designs and concepts for building and empowering brand identity,
- To understand the comprehensive use of the same to give brands their desired visibility and presence in the market.

#### **1.4 Roles and responsibility of the student**

Planning, preparation and participation are the most important activities that an intern has to be a part of. As an intern, there are many roles and responsibilities to exhibit at the highest-level of effectiveness and efficiency. The roles and responsibilities start from arriving on time, meeting the standards of the firm on the attire and performing the work on time.

I was required to attend any new or old client meetings and understand the basic needs and wants of the client, and present them with viable solutions on the basis of thorough discussion and also suggest various technical branding solutions. At first, I attended two meetings to understand the basics of what needs to be done in a meeting. Another very important role and responsibility I had, was to work in a team and work as a professional.

One of the main responsibilities I had was to make a flexible note of the specific areas/locations which include measurements, photographs and any technical specification to be considered while carrying out the entire branding process. It helped in the designing and creation of ideas and also for future references. The main work as an intern was to develop concepts for the brand on the basis of company's guidelines and previously made discussions. This task took the most time and effort and also needed a lot of brainstorming along with the knowledge of designing software. The work that had to be done in as a team or with the other intern was basically to make a presentation to the client within 1 or 2 business days, which include all the developed concepts along with their technical specifications. Then the next task was to follow up with the client to obtain approval and make any amendments as wished by the client. If there were to be any amendments, provide the client with the amended concepts the same day and obtain approval. Then we had to finalize with the client of the various specifications and send the concepts internally to the accounts department to make a quotation of the price and to provide a detailed report to the supervisor.

## Chapter 2: Internship Activities

### 2.1 Assignment and responsibilities of the student

During my internship, a normal day for me comprised of waking up at 7:30am, getting ready and then commuting to work. I have a keen interest in advertising. My work covered a broad range of responsibilities and varied from day to day, which made working there really enjoyable. The Creative Supervisor role was challenging and exciting and I think the role will benefit in my long-term career development.

During my Internship, the work that I had to perform comprised of a wide range of responsibilities. Mainly, my work was to create ideas and concepts for the clients but it involved many tasks that had to be performed before and after the designing. The work performed are mentioned in brief below:

- **Research about the client:**  
In branding it is very important to understand the brand first. Their old ideas and contents had to be thoroughly examined and understand their trends in advertising and their brand as a whole. Thorough research was necessary to complete the assigned task.
- **Meeting with the client:**  
Meetings with the clients determine what the needs and wants of the clients are. Thus, it is very important that all matters and requirements are correctly discussed and recorded. The meeting took place at least two times a week.
- **Concept and idea creation:**  
This was my main task. I had to understand the demands of the clients and design the logos, stickers, boards, cards etc. accordingly. All notes taken in the meeting played an important role in the content creation. All the clients always wanted choices, so several designs had to be made according.
- **Follow-up:**  
This is one of the most important part of any work. The designs and ideas had to be followed up the clients by conducting meetings for approval of the design. I always had to be open to giving and receiving suggestions and corrections.

Over the course of my internship I worked for *eight* of Captain Outdoors Pvt. Ltd.'s clients under the supervision of Mr. Sahitya Thaman. My assignments and responsibilities for each of the clients were as follows:

### **1. Kathmandu World School (KWS)**

Kathmandu World School is a new school that is being constructed in Kathmandu valley. It is one of the biggest projects in Nepal for the educational sector. KWS is located 10 kilometers away from the office location and had to be visited during the concept development and incubation period. A common ground had to be met by understanding the client's requirements clearly.

It was very important to take photographs, measurements and technical requirements of the site, which helped massively in the concepts and idea creation. The concepts and ideas had to be made according to the requirements of the measurements. The approval of the Supervisor was necessary at each step. Designs for the staircase stickers, elevator sticker, totem board, bus sticker and the main gate hoarding board, had to be designed (Annex 1). Presentations for the proposal had to be prepared which was presented too the client for the approval. If there were any changes or adjustment to the designs that had to be made, they had to be corrected promptly.

### **2. Kumari Bank**

- Kumari Bank is an old client of Captain Outdoors Pvt., Ltd. Kumari Bank wanted a new and unique design made for the banks exterior face and its also wanted a new ATM design so the ATM catches the eyes of the people. Both the designs were made with the creative \_\_\_\_\_. A common ground had to be met by understanding the client's requirements clearly. The measurements and technical requirements of the site had to be taken thoroughly so as to design the ATM sticker and banner sizes. Approval of the Supervisor was necessary at each step. The presentations for the proposal had to be prepared which was presented to the client for the approval an adjustment to the designs if any had to be corrected promptly.

### **3. Aura Bar Pokhara**

- Aura Bar Pokhara is a new restaurant and bar in Pokhara, Nepal. The client wanted us to make a logo for them, an exterior face design and a Photo booth where the customers and come and take a photo. The photographs, measurements and technical requirements of the site had to be taken thoroughly. The owner personally wanted an 'A' in their logo, and I designed the logo which the client approved in the first meeting. The concepts and idea creation for the exteriors and photo booth had to be made according to the requirements of the measurements. Approval of the Supervisor was necessary at each step. Presentations for the proposal had to be prepared which was presented too the client for the approval and was approved immediately.

### **4. Marie Stopes International (MSI):**

- This was a difficult assignment as the time was limited. We had to create an inner layout of their organization. We visited the site and took all the measurements. We designed and provided them with few designs that were made before meeting the clients. From the 3-4 presented options, they chose one. The layouts were prepared of a conference hall, examination room and a meeting hall via Adobe Illustrator.

### **5. Absolute Aesthetics clinic:**

- Absolute Aesthetics clinic is located in Labim Mall in Lalitpur. For which designing of signboard and concept creation for branding had to be done. Labim Mall is one of the better malls in the city and attracts a lot of customers. The branding had to be done so that the location of the store was visible and understandable in the building from even a distant. The measurements and technical requirements of the site had to be taken thoroughly. While the concepts and idea creation had to be made according to the requirements of the measurements. The approval of the Supervisor was necessary at each step. The proposal ideas had to be prepared which was presented to the client for the approval through email.



#### 6. **Smile & Profile dental clinic:**

Smile & Profile dental clinic is a new dental clinic located in Bhairawa, Nepal. More than 14 logo designs were designed for the client. It took a lot for them to decide on the final logo. The content creation was very easy after the approval of the logo design. We needed to design the following for the client:

- a) Logo designing
- b) Made visiting card
- c) Made letterhead
- d) Made signboard
- e) Made prescription pad

Presentations for the proposal had to be prepared which was presented too the client for the approval. The concepts and idea creation had to be made according to the requirements of the measurements. Approval of the Supervisor was of absolute necessity at each step.

#### 7. **Bir Gurkha security services:**

- Logo designing by concept creation had to be made for the client. Bir Gurkha Security Services was provided with some sample designs, which they did not think was appropriate for their brand. But we attracted their interest in the second set of designs very easily.

#### 8. **Karthik Jayachandra Photographer from Paris:**

- Logo designing by concept creation was done for Karthik Jayachandra. He was very clear about what he wanted. I just designed how he described he wanted his logo to be. He was clear about their views and the work was finished before time.

## **Chapter 3: Identification of problems encountered during internship**

### **3.1 Problems faced during the internship and how they were successfully solved.**

- 1) Acclimatization to the work environment of a firm which works on the principles of creating solutions to clients depending on sheer creativity, and proper utilization of available resources
  - a) A flexible approach was adopted to be free of any past working habits to ensure there was a common ground that was always met by time-to-time consultation with supervisor and fellow colleagues already in the firm and industry.
  
- 2) The demanding nature of the work and field requiring personnel to make on-site visits, irrespective of the distances of the location
  - a) A client named Kathmandu World School located 10 kilometers away from the office location had to be visited during the concept development and incubation period. Planned visits were made which was enough to accumulate enough data and specifications so that frequent inefficient visits were avoided. It was ensured that visits would be a complete one to avoid loss of time for client and vendor and prove efficiency.
  
- 3) Data management and organized record-keeping
  - a) There was requirement of thorough record keeping of various data such as photographs, measurements, technical requirements, concepts made, presentations, which had to be specifically and systematically organized for future references and future reports. A simple categorization method was used to arrange the data according to the headings. For example, a client was assigned with a specific folder, which included sub folders namely, “Measurements”, “Photographs”, etc., which would contain the same.

- 4) Approval from supervisor and client of the concepts made and the way to present the concepts
  - a) There had to be a common ground that had to be met in terms of the ideas explained and the actual concepts made based on the ideas. Initial approval from the supervisor was necessary to ensure company standards are met, and secondly, the final approval of the client was necessary. This was obtained by presenting the supervisor with a targeted set of questions so that the ideologies behind the concepts matched, and as for the client, the approval was obtained with a cross checking system of presentation of the report made during the meeting with the client and of the presentation of the concepts made for branding.
  
- 5) Extensive and comprehensive use of software such as Adobe Photoshop, Adobe Illustrator, SketchUp
  - a) Since the internship was based on creating concepts and developing ideas for practical implementation, software such as Adobe Photoshop, Adobe Illustrator, and SketchUp were used to do so. There were problems with the ease of use and proficiency in such software since there was little past experience in their uses. This problem was overcome by trial and error method and guidance from the supervisor.

## **Chapter 4: Contribution and learning process**

### **4.1 Contribution of student made during the internship**

#### **1) New concept development for monetary returns**

The main contribution made during the internship was the concept and idea creation for the clients. This process was of utmost importance as it has various aspects to be covered, all of which were important. Firstly, understanding the requirements of the clients. Here, it is very important to understand what the client wants and how they want to portray their brand in the market. Secondly, it required a lot of brainstorming and work so as to meet the needs of the clients and get the approval from them. All of this directly helped the company in monetary returns and in a successful brand identity for the clients.

#### **2) Fresh ideas**

New ideas and concepts need a lot of patience and creativity. It is very important to understand what the available resources are and then using the same resources to create new ideas and designs. There had to be a common ground that had to be met in terms of the ideas explained and the actual concepts made based on the ideas.

#### **3) Inclusion of new and organized record keeping system**

There was requirement of thorough record keeping of various data such as photographs, measurements, technical requirements, concepts made, presentations, which had to be specifically and systematically organized for future references and future reports.

#### **4) Delegation of Authority**

Mr. Sahitya Thaman often delegated his authority to me while decision-making process. It was a very important learning process for me, as I had to make the right decisions and work accordingly. While I contributed my efforts and ideas to the team, this helped me become aware of the situations and handle the problems.

## 4.2 Details of learning process and new knowledge received

The internship at Captain outdoors has helped me to understand my true interests in the business world and also help me become a professional. Working as an intern at this institution has taught me new skills and improved my old ones. It has helped me to understand how to adapt to new work environments. Also it has helped me to know how to approach and deal with clients, as all clients are not the same. Also, How to understand the branding needs of the client and explore physically and technically sound solutions and how to make better use of software to create high quality concepts and designs easily understood by the client and production team. My work as an intern was very challenging yet very exciting. It needed a lot of brain storming and mixing the ideas with the software knowledge I had as one, to create the results.

Approaching a client is a very important stage as it decides if you get the clients interest or not. Dealing with them is just as necessary and understanding their requests or demands also plays a vital role in their satisfaction. Time management is also something I learnt, as being punctual is very necessary to keep the clients happy and satisfied. It also helps in the smooth functioning of the work processes. The main learning process I attained was a good communication skill. I met lot of different people talented people and it helped me gain exposure and get new experiences.

Overall my internship was a fruitful experience and it also helped me realize my interest in branding and helped towards taking a step in my career for branding.

## Chapter 5: Conclusion

### 5.1 Self Assessment as a Professional

After completing my internship at Captain Outdoors from January 14<sup>th</sup> 2019 to April 26<sup>th</sup> 2019, I had been familiar with how advertising firms carry out the process of creating designs and concepts for building and empowering brand identity. It has also made me understand how the comprehensive use of the same to give brands their desired visibility and presence in the market.

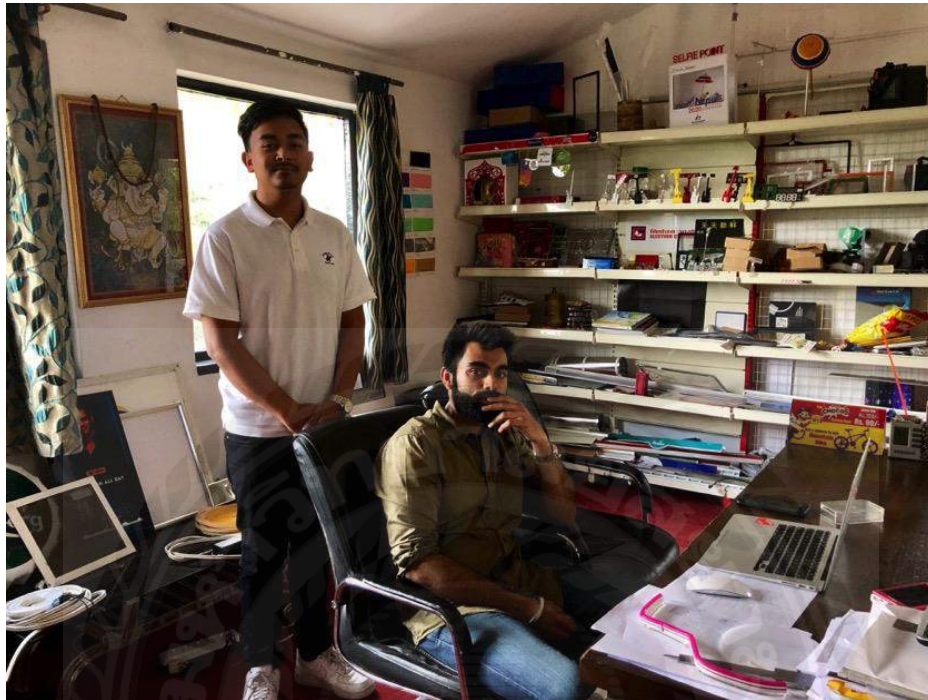
I would describe my internship as a positive and enlightening experience. Although I face a few problems during the internship I also worked toward solving them and it made me realize that I capable of doing even such complex tasks and achieve good results. Not only I gained practical skills but also had the opportunity to meet some of the most talented people. I learned a lot from my supervisor, Mr. Sahitya Thaman. He is never on the rush and is always punctual. He is gifted on his software knowledge and practice.

During my internship, I worked with Ms. Simran Gorkhali, who was also an intern here at Captain Outdoors. She helped me open up my creativity to a whole new level and helped in designing concepts and creating ideas.

I think the internship at Captain Outdoors was a success for me. All in all, the things learned from this co-operative education are mostly regarding how to deal with the customers or clients of different personalities, which as been and will be helpful to me in the future. I also got to learn how to use different software's i.e. Adobe Photoshop, Adobe illustrator, for designing and idea creation and concept development. The main goal of my responsibilities was to provide the clients with a level of excellence and satisfaction that surpasses their highest expectation.

**Annex:**

*Picture 1: With Mr. Sahitya Thaman, Supervisor*



*Picture 2: Working Space*



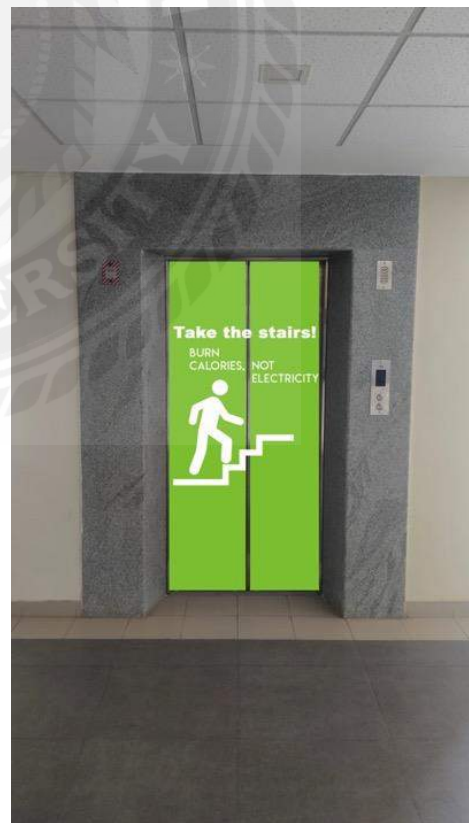
**Annex 1: Some of the concepts created for Kathmandu World School**



*Picture 1.1 - Main Gate*



*Picture 1.2 – Staircase*



*Picture 1.3 - Elevator*





*Picture 1.4 - Totem*



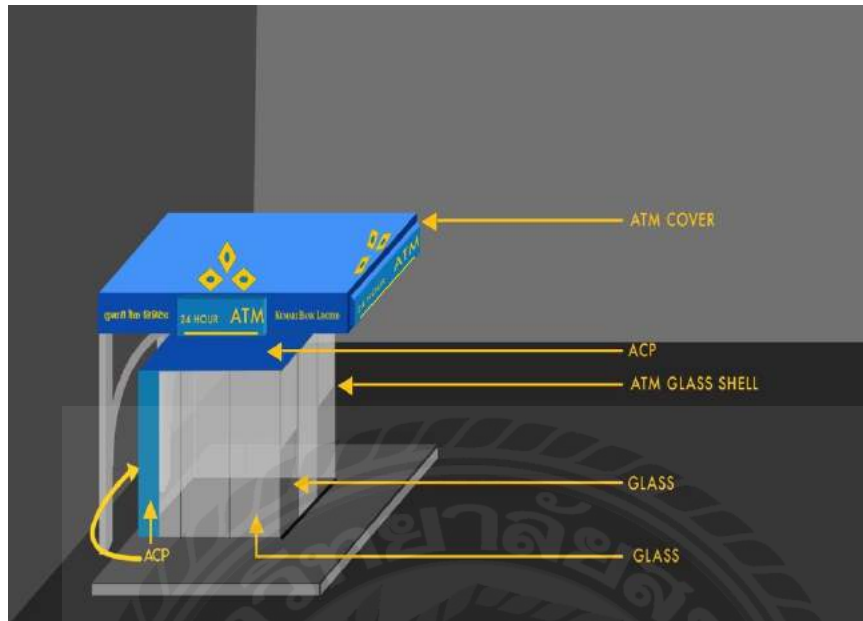
*Picture 1.5 - Main entrance*



*Picture*

*1.6 - Bus Design*

**Annex 2: Some of the concepts created for Kumari Bank**



*Picture 2.1 – ATM concept*



*Picture 2.2 – Banks Exterior Face*

Annex 3: Some of the concepts created for Aura Bar Pokhara



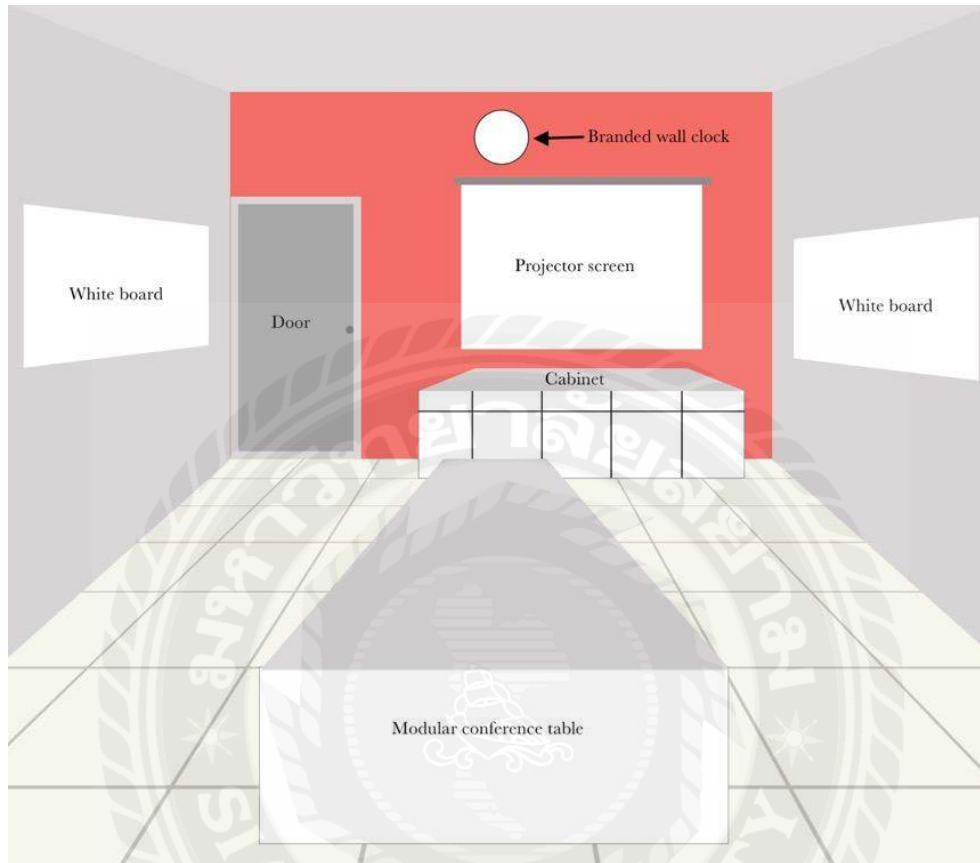
Picture 3.1 - Board



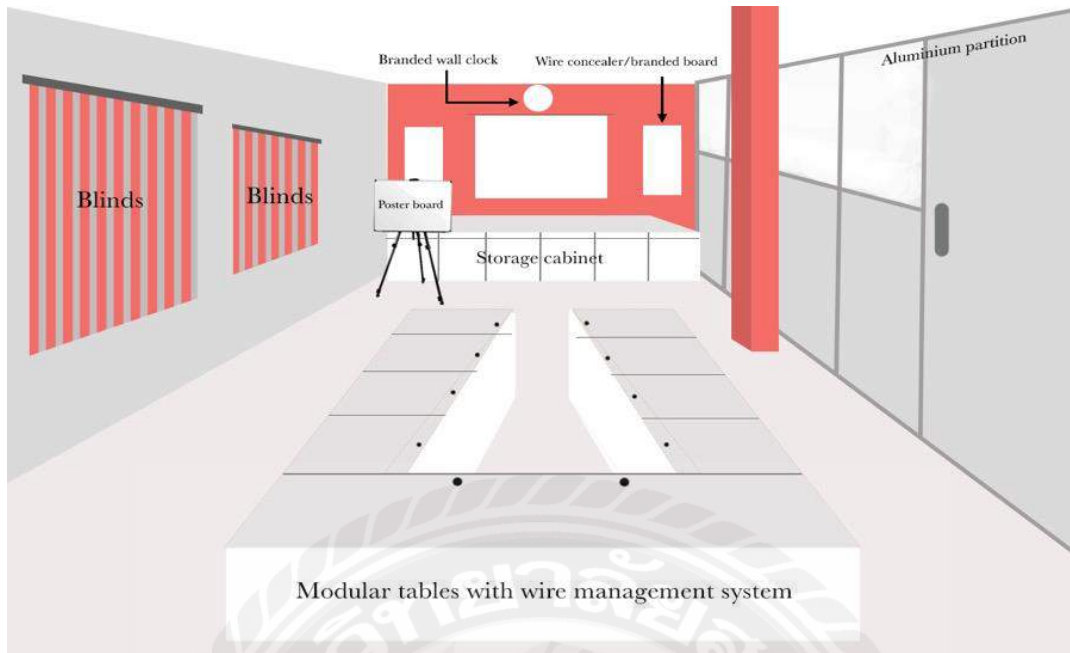
Picture 3.2 – Bars Exterior face



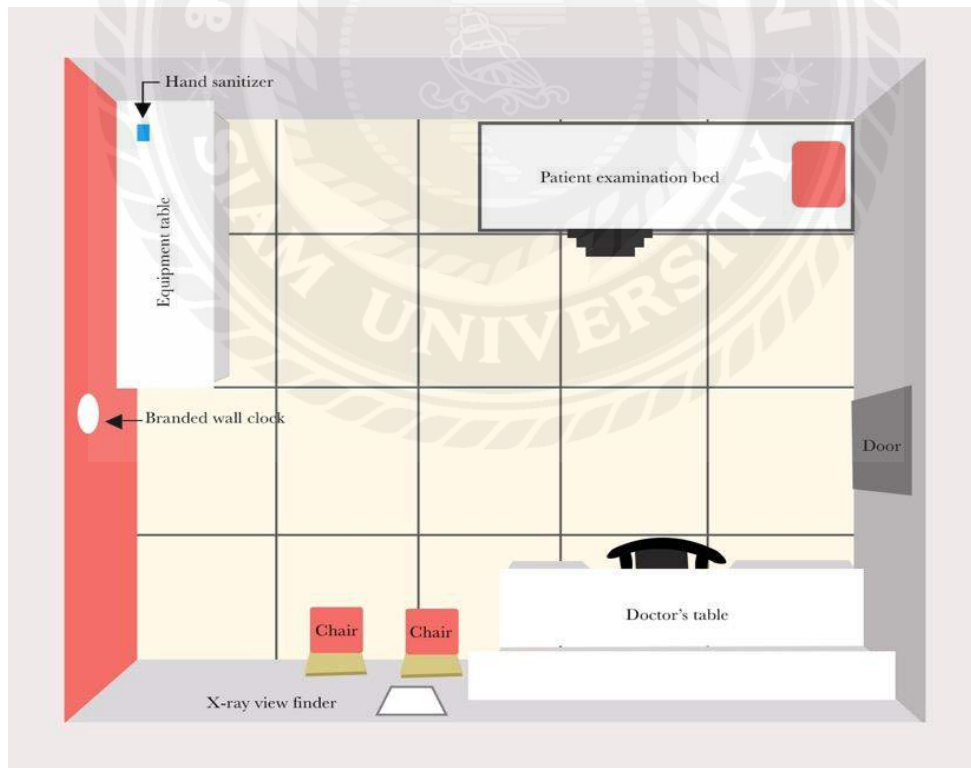
Picture 3.3 – Concept for photo point

**Annex 4: Some of the concepts created for MSI**

*Picture 4.1 – Meeting Hall*

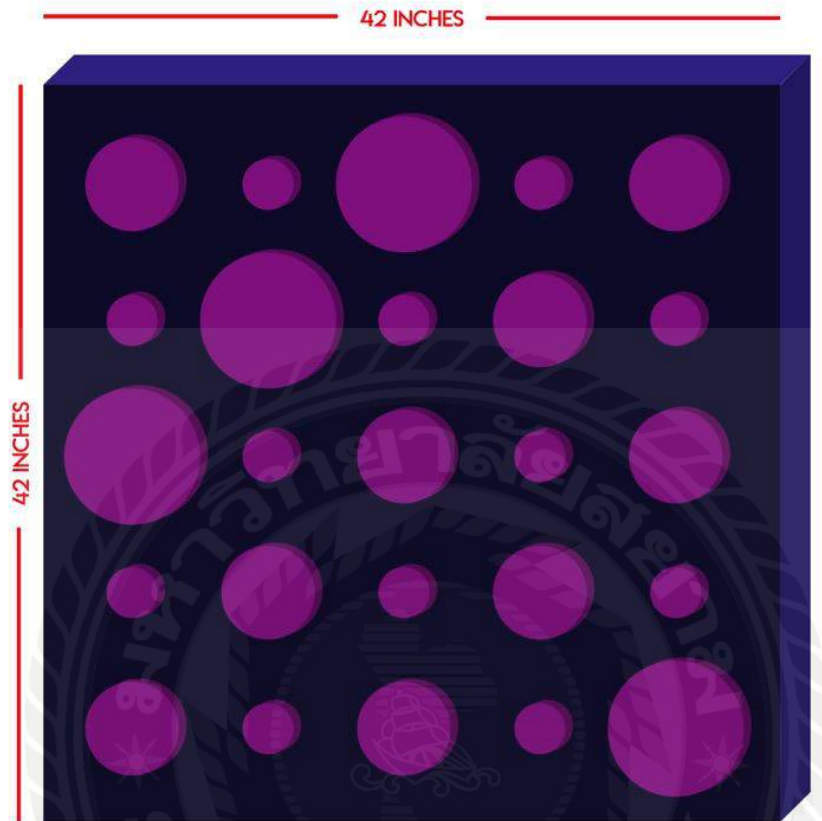


Picture 4.2 – Conference hall



Picture 4.3 – Examination Room

**Annex 5: Some of the concepts created for Absolute Aesthetic Clinic:**



*Picture 6.1 – Logo board*





*Picture 6.2 – Exterior face*



## Annex 6: Some of the concepts created for Smile & Profile



Picture 6.1 – Logo



Picture 6.2 – Visiting Card



Picture 6.3 – Signboard



DENTAL CLINIC



MAITRI PATH, WARD NO. 5, BHAIRAHAWA, NEPAL  
+977-71-524680

BUTWAL BRANCH: HOSPITAL LINE, BUTWAL  
smileandprofiledental@gmail.com



Picture 6.4 – Letterhead



NAME: \_\_\_\_\_

AGE: \_\_\_\_\_ SEX: \_\_\_\_\_

DATE: \_\_\_\_\_



Rx



BHAIRAHAWA BRANCH: MAITRI PATH, WARD NO. 5, BHAIRAHAWA, NEPAL  
+977-71-524680  
BRANCH OF: HOSPITAL LINE, BUTWAL



*Picture 6.5 – Prescription Pad*

**Annex 7: Some of the concepts created for Bir Gurkhas security service**



**Annex 8: Some of the concepts created for Karthik Jayachandra**



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