



Cooperative Education Report

Operations of a marketing agency

Written by

Yashaswee Rana

Student ID: 6108040071

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2018-2022.

Oral Presentation Committees

Ashutosh Mishra
.....

(Mr. Ashutosh Mishra)
Academic Advisor

Anupam Shrestha
.....

(Mr. Anupam Shrestha)
Job Supervisor

Yhing Sawheny
.....

(Ms. Yhing Sawheny)
(Cooperative Education Committee)

Maruj Limpawattana
.....

(Asst. Prof. Maruj Limpawattana, Ph.D.)
(Assistant President and Director of Cooperative Education)

Abstract

Project Title: Operations of a Marketing Agency
Written by: Ms. Yashaswee Rana
Academic Advisor: Ashutosh Mishra
Degree: Bachelor's in Business Administration
Major: Finance
Faculty: Business Administration
Semester/ Academic year: 2/2022

The report, titled "Operations of a Marketing Agency," focuses on the examination, research, and analysis of the marketing operations of V-Chitra, a full-service 360-degree marketing agency. This cooperative education report highlights the job experience of various tasks completed as a marketing intern.

The Objectives of the study are to

- (1) Learn, improve, and apply theoretical skills learned in classrooms in professional contexts.
- (2) To have a better understanding of a marketing agency.
- (3) Examine the organization's an advertising and marketing initiatives.
- (4) To assess the brand development research initiatives of the firm.

I was a working as an intern in the marketing department of the corporation. My primary duties were to work towards branding, marketing campaign development, research, and event planning for our various clients.

This study explains all of the roles and responsibilities assigned during cooperative education. During the internship, it was determined that market research, competitive analysis, and effective planning might be used to tackle the problems faced at work. As this example, I learned more about professional skills like confidentiality and working under duress, as well as how to work effectively in a team, all of which are important for my future career advancement and profession.

Keywords: *Market research, Professional skills, Teamwork, Time management*

Acknowledgment

I like to express my gratitude to all the people who helped me throughout my internship by providing me with this valuable opportunity to immerse myself in the corporate world and get practical experience. I want to express my gratitude to all the staff at V-Chitra Pvt. Ltd. for assisting me in developing my abilities and knowledge. I would also like to thank and show indebtedness to the director of V-Chitra, Mr. Sekhar Chettri, and my supervisor for giving me their guidance, time, and the opportunity to work with them.

Also, I would like to thank Siam University and Kathmandu College of Management as they have developed such a course where I am able to grow my theoretical and practical knowledge side by side and prepare myself for the corporate world after graduation.

I would also like to thank my academic adviser, Mr . Ashutosh Mishra, Dr. Maria E. I Shrestha, and Ms. Yhing Sawheny for providing guidelines in making this report. Thank You.

Yashaswee Rana

6108040071

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List of Acronyms

USP: Unique selling Proposition

CEO: Chief Executive Officer

MOU: Memorandum of understanding

Chapter 1: Introduction

1.1 Company Profile

V-Chitra Pvt. Ltd is a proactive 360-degree marketing agency that develops comprehensive plans to reach the target audience across multiple platforms and channels. V-Chitra, founded in 2007, has grown steadily alongside its clients, gaining traction in the Nepali marketing scene for developing audience-engaging marketing campaigns, advertising, creative designs, and activations. With a total employee strength of more than 42 members, it is now recognized as one of the top advertising agencies in Nepal.

It has made a name for itself as a crucial ally in the expansion of its clients' companies. This is because it collaborates closely with its clients to understand their business objectives, conducts market research to learn about customers' perceptions of the brand, and then plans strategies to create the ideal brand identity. V-Chitra was founded based on the belief that combining research with creative brand placement results in something beautiful. Such unique concepts are well-considered and developed based on market research findings and the effort of every sector collaboratively. The business is constantly generating ideas and deconstructing market research findings to develop new marketing concepts.

Brand slogans

‘We are changing not our focus’ is the slogan of V-Chitra



Figure1: Brand logo of V-Chitra

Services

- a. Designing
- b. Animation
- c. Marketing strategies
- d. Below the line services
- e. Above the line services
- f. Television commercial production
- g. Media strategies
- h. Innovative market approach

Goals

It aims to steer the marketing industry away from short-term clinical information dissemination and toward a more long-term loyal relationship between the company and its customers through storytelling and the use of content to build a brand.

1.1.1 Mission of the Company

To provide high-quality marketing services that deliver measurable results

1.1.2 Vision of the Company

To cultivate a culture of innovation, collaboration, and excellence within our organization.

1.1.3 Strategies of the Company

V-Chitra's USP is its preliminary phase, during which it thoroughly performs research for its clients and brainstorms viable marketing strategies that best suit the needed goal.

- **Quality:** We endeavor to give exceptional services in order to bring premium value to our consumers.
- **Teamwork:** We have a diverse group of people who contribute equally to meet our ultimate vision.
- **Respect for Employees:** Employees are given a lot of creative flexibility as well as an open environment to express their opinions.
- **Networking:** Keeping a good public relationship to help build business and find new talents.
- **Research:** A team who is thorough about the market opportunities, change and history.

- **Reporting:** Optimally and constructively showcasing the effect of their marketing campaigns.

1.2 Organization Structure

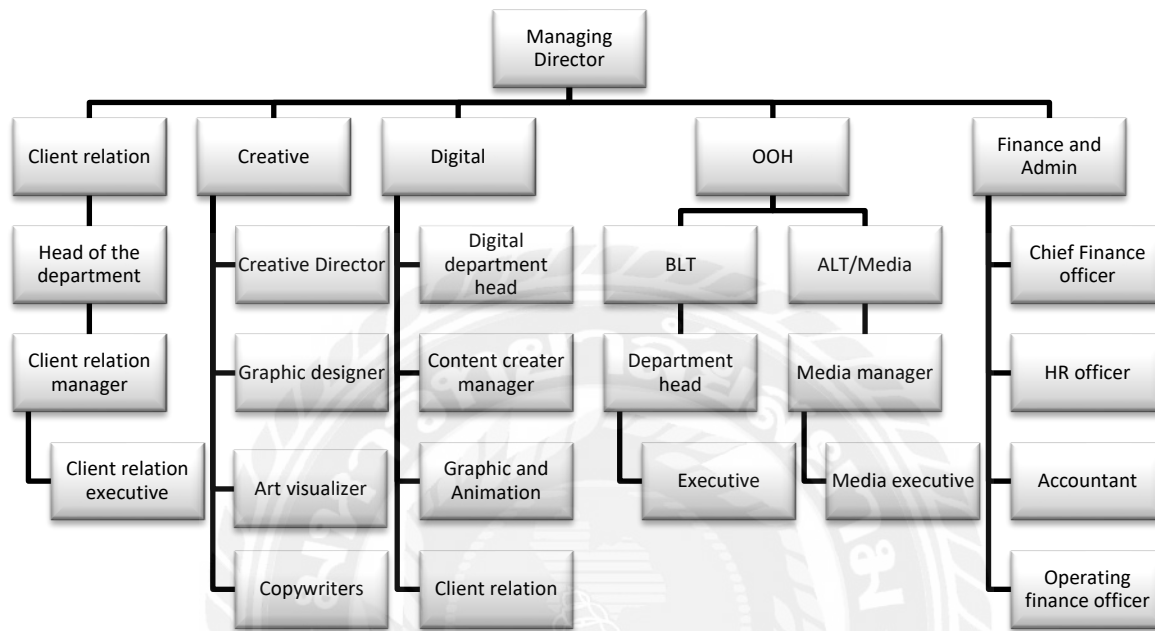


Figure 1: Organizational structure of V-Chitra

Managing Director: Mr. Sekhar Chettri and Harshwardan Sahani are two founders of the company. Each have collective taken roles that fulfills the companies' operational requirement.

Client Relation Director: Mr. Anupam Shrestha is the head of the company's client relation department, and he along with his team is in charge of the health and care of the company's clients. They are the company's primary communicator, as well as the facilitator and relationship manager between the client and the company. Their day-to-day is communicating with the client to understand their marketing goals and objectives, coordinating with the

internal teams to develop and execute clients' asks, providing regular updates, reporting to clients on the progress, and working on their requirements proactively.

He accomplish this by actively engaging in morning meetings to help coordinate, make an agenda and delegate.

This department assists in the development of the company's brand, the creation of customer loyalty, and ensure that all customer complaints are handled properly.

Creative Director: Mr. Sworup Nhasiju is the creative director of the company. He is aided by a team of graphic designers, art visualizer (animators) and copywriters.

Graphic designers are responsible for creating the visual concept of a company's brand by designing logos, website design and social media posts, email marketing campaigns, and offline advertisements such as brochures, banners, business cards, flyers, billboards, product layouts, and typography.

Animators are in charge of creating animated content for marketing campaigns. This can involve creating short animated videos, graphics, or other types of digital content to be used in social media, email marketing, television, or other channels. Their storytelling abilities through animation aid in effectively communicating a message.

It is the responsibility of copywriters to strategize how to communicate with a brand's demographic by studying a specific audience and understanding their needs and preferences. They apply writing as a medium to influence, engage, and persuade audiences.

Digital/ Social media Director: Ms. Rasana Dangol and her team manage the clients' online presence. This means managing the website, Instagram, Facebook, and other digital assets. They plan content and social media campaigns and implement digital marketing tactics to

create social media engagement and report on the analysis of its engagement and reach to their targeted audience.

OOH (Out of house advertising): V-Chitra also does out-of-house advertising through a third party. It gave them access to a wide range of advertising channels without requiring them to develop in-house capabilities. They contracted with media and production companies. It gave them access to the expertise and resources of a dedicated team of professionals.

BLT help reach targeted audience through marketing activities such as shelf sticker on stores, boards on shops, brochures, sponsored activations and vendors.

ALT under Mr. Rajiv Shahi helped reach mass audience through media such as print, radio, television and theatre.

Finance Director: Mr. Jitesh Bhandari is the company's finance director. He and his team play a role to look after the finances of the company, which would include budgets creation and management, handling quotations from the MOU (memorandum of understanding) agreements, forecasting financial performance, preparing financial statements, participating in strategic planning and decision making for the company, and ensuring financial regulatory compliance.

Human Resource: Mr. Amit Kumar Yadav is in charge of managing and supporting the people within the organization. They are in charge of hiring and recruiting new employees, in addition to overseeing employee benefits and compensation, as well as employee development and training. They play a vital role of keeping a harmony and professionalism between the employees of the company.

1.2 Job position in the company's organizational structure

My job position was marketing intern, I was responsible for creating marketing and advertising concepts for online and offline platform on basis of market study. The work hours were Sunday through Friday, 9:30 a.m. to 5:30 p.m.

1.3 Intention of joining the company

Internships are an excellent opportunity for undergraduate students to learn about and grasp the complex realities of company culture, communication, marketing, business planning, and the overall strategic operations that follow. The intention to join the company was to develop marketing skills without being restricted to one brand and get a chance to explore the corporate world in the aspect of marketing. It would give me a chance to explore my creative side, help build public relations and understand the fundamental operation of a company. In the future, I plan to apply the knowledge and experience I gained from my internship to my career.

1.4 Statement of the report

“Operational Activities and marketing agency”

The main statement of the report is to know how operational and marketing activities have been carried out by V-Chitra. The observations during the period has helped me to understand the logic behind the operations carried out in the organization.

The internship report is submitted in order to fulfill the qualifications to attain the degree of Bachelors in Business Administration (BBA) under faculty of management, Kathmandu College of management, Siam University As a student of Finance, an internship in marketing isn't usual but because of my interest in understating the marketing aspects of a business so it can help me build my own career led me to V-Chitra (P) Ltd.

1.4.1 SWOT Analysis



Figure 2: SWOT Analysis of V-Chitra Pvt. Ltd.

1.5 Objectives of the study

The specific objectives of the study is:

1. To evaluate the research and marketing activities of the organization for convincing brand
2. To learn, enhance, and utilize the theoretical skills learnt in classes in professional settings.
3. To getting acquainted with the corporate culture.
4. To understand the operation and working style of an organization practically.

Chapter 2: CO OP Study Activities

2.1 Job description and responsibility

I worked as a marketing intern. I was in charge of developing social media advertising content for Facebook and Instagram to cater to our various clients. I've also helped develop marketing strategies and ideas for offline platforms. As an intern, I was given a variety of tasks and responsibilities. There were no specific positions assigned to me, but I was given several tasks to complete. As a result, I gained an understanding of the company's overall operation.

2.1.1 My day-to-day job Responsibilities

a. Brainstorming the brand slogan and tagline

I was responsible for brainstorming different slogans and taglines for various brands such as Nihar natural oil, Wai Wai, Yamaha, Livon Parachute shampoo and Berger Paints.

b. Social Media marketing

I was responsible for making a social media content calendar for various clients of V-Chitra. Where my role was to write content and describe post types to our designers and allocated the timing of twelve posts based on the contract for each client a month ahead. The post type made were:-

- a. Engagement post
- b. Informative post
- c. Occasion post

c. Designed and suggested marketing and campaign ideas

I was responsible to prepare and suggest different marketing plans. Where I was responsible to prepare launch plans, activations and carnivals with unique ideas that catered to different personalities of each brand. For both online and offline platforms.

2.1.2 Activities in coordinating with co-workers

a. Assisted in planning events

I assisted in one of the big events of V-Chitra. Where I was involved in the launch of new products, services and brand ambassador. As well as being involved in events catered to organization's employees.

Here, I learned about many of the factors we had to consider for event planning. From stage preparation to engagement planning. Here, I also had the opportunity to interact with a large number of brand's customers and witness brand loyalty and the methods used by brands to develop brand loyalty.

b. Survey

I was responsible for taking market survey to help understand the market satisfaction with the mileage of their current scooter. While working with promotion of Yamaha Ray zr.

- Defining research questions
- Deciding the survey instrument
- Selecting where to take the sample

- Collecting the data

c. Assisted in photo-shoot

Help in planning process of Photo-shoots and assisted on the day of photo-shoot.

- d. Help draft MOUs for the cast of TVS for Wai Wai Pyro.
- e. Reach different clients and build relationship while delivering proposals and bills.
- f. Help research and make brand summaries to help co-workers.
- g. Assist in team building activities.
- h. Doing data entry and other clerical works.

2.1.3 Job Process Diagram

Social media posting



2.2 Contributions of the student

- a. Help doing field research work such as survey.
- b. Contributed content for the social media post.
- c. Keep track of social media calendar.
- d. Giving proposals and making phone calls to different companies.
- e. Presented with several online and offline marketing campaign ideas including TVCs.
- f. Presented with taglines and slogans.
- g. Assisted in on going events.
- h. Work in assistance of marketing executives helped in their responsibilities.
- i. Listing down contact information.
- j. Making brand summary of various clients.
- k. Drafting a MOU for artists involved in events.
- l. Researching a lot of international companies' branding strategies.
- m. Assistance in doing clerical work such as
 - Help write 500 plus gift coupons.
 - i. Help package gifts for different clients.
 - j. Participated in team building activities done for the trainee sales representatives.
 - k. Gave photo shoot ideas and assisted during the photo-shoot with props.

Chapter 3: Learning Process

3.1 Indication of how I successfully solved the problems

3.1.1 Problems/issues of the Company

There were a few problems encountered during my work period at V-Chitra and these have been divided into two categories: within the organization and on a personal level. The major problems faced within the organization are as follows:

1. Communication gap

There were tendencies of a communication gap within the company. For example, marketing executives and designers would work on the same project, however, the ideas would come from the marketing executives and designers were isolated during this phase. Since the marketing executives didn't know the designer's limitations, some of the ideas had to be discarded, creating delay in meeting deadlines.

2. Tight deadlines from clients

Due to tight deadlines for requests or work from clients, the workforce were always occupied, which affected the efficiency of the team. For instance, a client A would request to make a certain strategic marketing idea half a day prior to the event. This created a lot of addition burden and creative restriction which lead to misunderstandings within the team. Additionally, tight deadlines also meant that decisions were made quickly, however some of these decisions were costly and unnecessary.

3. High retention rate

There is a high retention rate within the company. One of the main reasons for this was the discrepancy between the number of staff and the workload, which placed a lot of burden on individuals. This contributed to a lot of frustration among the staff. The high retention rate was also due to the fact that employees are young (either college going or planning to join a college in the near future), which meant that employees would only stay for a short period of time.

4. Revisiting sensitivity training or orientation

There has been times where some team members have made inappropriate or culturally insensitive comments. Although they have been reprimanded by the HR, a rigorous orientation before team members are hired would prevent such issues.

5. Difficult clients

Encounter difficult clients who are difficult to work with or have unrealistic expectations, which can lead to frustration and conflict. For instance dealing with a celebrities who live outside of the country to meet their deadlines.

6. Rigorous Research

Working with tight deadlines and budgets makes it difficult to allocate the time and resources required for in-depth research. It took a long time and a lot of resources to collect and analyze data for elaborative market research on trends and innovations.

It was critical to be able to communicate complex data and insights to clients in a way that was both understandable and actionable.

Here, I have also highlighted some of the challenges that I faced based on the personal level during my internship period. The challenges that I had to go through are given below:

- a) Adjusting to the Office Environment
- b) Different Academic Course Background
- c) Having to do ground research on marketing techniques and terminology
- d) Repetitive and monotonous task
- e) Difficulty in coming up with creative ideas all the time

3.2 Examples of how much problems were solved

3.2.1 How to solve the problems

A. Create an environment for more collaboration and encourage communication among team members.

Research suggests that communication and collaboration increases team unity and improves work output. As such, resolving communication gaps by creating a collaborative environment and provide counselling if needed.

B. Increase staff efficiency

In order to meet tight deadlines from clients, the company should increase both the number of staff and staff efficiency. This can be done by planning work properly and also having an equal division of workload.

C. Hire more staff and improve the hiring process

As one of the reasons behind the high retention rate is the huge burden on individual staff, the company should hire more staff. This will create a balance in the workload and ease the pressure on individual staff. Improving the hiring process is also necessary in order to screen employees to ensure that they will be willing and able to give time and energy to the company.

D. Creating cultural guideline and orienting new and old employees on company culture

Creating a cultural guidebook on the company's culture can help make the company environment more diverse and inclusive. It is also necessary to provide orientation on such company culture guidelines to both new and old employees in order to ensure that there is no discrimination or hostility among employees.

3.2.2 Recommendations to the Company

a. Have more guidance from supervisors

There is a need to have more guidance from supervisors to new interns and employees. This will allow for more growth of the interns and employees who will in turn contribute more to the company.

b. Have a diverse workforce

There is a need to have a more diverse workforce in terms of age, gender, and ethnicity to make the environment more inclusive. Having a diverse workforce can also contribute to having a diverse and creative ideas which is suitable for a marketing company.

c. Create and implement good company culture

Creating a good company culture to ensure that employees behave appropriately and to encourage an inclusive environment where individuals from diverse environments can work properly.

3.2.3 What you have learned during the Co-Op Studies

- Maintaining concentration at work

I realized that I was easily distracted by the job and the surroundings during the first few weeks of the internship since I wasn't acclimated to it, and as a consequence, I made a lot of mistakes because I couldn't focus on my work trying to figure out the company. To develop the professional habit of concentrating on the task that I was unable to accomplish. However, as time passed, I learned the importance of it and began to set irrelevant things aside when performing my work, helping me to concentrate better.

- The significance of time management and a work schedule

Punctuality and doing the proper task at the right time are important aspects of time management. As a result, I had to manage and complete the assignment within a certain time range. So I learned the value of time management and a work routine.

- Collaboration

The majority of the jobs needed collaboration with the other team members. This has resulted in the development of an effective teamwork ability, which has aided in the correct and productive completion of specified duties while working as a team member.

- Improved skills

This internship has taught me that working long hours, adapting to changing situations, communicating, and multitasking are all vital talents. Facilitating on-time meetings has taught everyone on my team, including myself, how to communicate effectively.

3.2.4 Application of Coursework Knowledge to Real Working Situation

Although Finance was the focus of my coursework in college, I took some marketing courses during the first few semesters. A significant course that aided my internship was "The Principle of Marketing and Digital Marketing," in which we examined the fundamentals of marketing, including targeting, segmentation, differentiation, and features such as advertising and customer service. "Principles of Management" also helped me to understand people at workplace, understanding the organization and to discover a work ethic. "Production and Operations Management" also helped me to understand the overall production process and how an organization is operated and the steps to be taken.

General courses such as English Usage of Profession also taught me how to create a CV, cover letter, and business letters, as well as how to communicate, send emails, and show ourselves properly in the professional world.

Such courses have also allowed me to improve my research and report writing skills.

3.2.5 Special Skills and New Knowledge Learned

I have learned various things, related to theoretical aspects of marketing as well as interpersonal skills, during this internship. In specific, some of the skills I have gained are:

- **Marketing strategies:** Since my background was not in marketing, I was able to learn and apply new marketing strategies such as buzz marketing, email marketing and so on. I also learned new marketing terminologies.
- **Application of research:** I was required to do a lot of research work on marketing strategies, campaigns, TVCs, activations, advertisement and so on and had to use this research and apply them to fulfill requirements for clients.
- **Interpersonal skills:** As a part of my work, I had to work under supervisors and with team members to meet their different requirements. This allowed me to develop interpersonal skills such as communication, decision making, leadership, and so on.

Chapter 4: Conclusion

4.1 Summary of highlights of your Co-Op Studies at this Company

As a marketing intern, I was responsible for creating marketing and advertising concepts for online and offline platform on basis of market study. I wanted to intern in a marketing company despite being a finance major to broaden my knowledge base.

As highlighted in Chapter 3, there were limitations to my internship due to its short duration and busy supervisors. However, this opportunity allowed me to gain a better understanding of marketing strategies. While research was not new to me, through this internship I was able to learn to apply research to plan and implement marketing strategies according to requirements by different clients. In addition to this I was also able to develop my interpersonal skills. As such, overall, I had a rewarding experience.

4.2 Evaluation of the work experience

Working on V-Chitra was an eye-opening and rewarding learning experience. Apart from my primary goal of joining the organization, this has given me vital skills such as team management, effective communication, leadership traits, and other managerial abilities. Most significantly, I'm satisfied that I was able to obtain knowledge and insights into the subject matter that I desired to learn, specifically, the market environment. To summarize, my experience at V-Chitra helped me to be more independent and confident because I had to work, guide, and make decisions on my own.

4.3 Recommendations for the Company

The following are recommendations for the company:

- In order to meet tight deadlines from clients, the company should increase both the number of staff and staff efficiency.
- Creating a cultural guidebook on the company's culture can help make the company environment more diverse and inclusive.
- Improving the hiring process is also necessary in order to screen employees to ensure they will be willing and able to give time and energy to the company.



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ANNEX



Figure 4: Entrance of V-Chitra Figure 5: Animation department

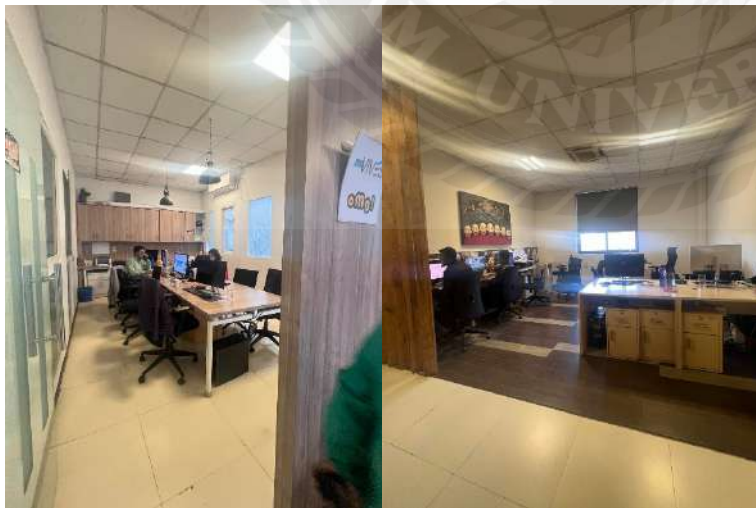


Figure 6: Social media department Figure 7: Design and copywriting department



Figure 8: Client relation department

Figure 9: Finance department

