



Cooperative Education Report
“A Study on Marketing and Branding efforts at Mastercraft Nepal.”

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**This report is submitted in partial fulfillment of the requirements for Cooperative
Education, Faculty of Business Administration, Academic semester 2/2022**

Siam University

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We have approved this cooperative education report as s partial fulfillment of the

Cooperative education program semester 2019-2022

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Acknowledgement

The internship journey I had with Mastercraft Nepal was a great chance to enhance my knowledge and professional development. Therefore, I would like to express my gratitude to Kathmandu College of management (KCM) for providing cooperative education period.

I would like to acknowledge those all who either directly or indirectly contributed to this project.

I express my deep gratefulness to Mrs, Barsa Shrestha for giving me the opportunity to work with Mastercraft Nepal. I would also like to express my excessive thanks to my supervisor and all team members of Mastercraft Nepal for their exceptional support, and proper guidance throughout my internship report. My primary appreciation goes to my supervisor of KCM and SIAM University who has guided me in this cooperative education report with constant feedback.

I perceive as this opportunity as an open door in my career development. I will endeavor to use gained skills and knowledge in the most ideal manner, and I will continue deal on their improvement as to accomplish desired career objectives.

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Project Title: A Study on Marketing and Branding efforts at Mastercraft Nepal.

Credits: 5

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Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

Semester/Academic year: 2/2022

Abstract

The report entitled “A study on Marketing and Branding efforts at Mastercraft Nepal” focuses on how mastercraft have been carrying marketing the brand, its strategy and its products to its targeted market. This cooperative education report contains the working experience of different tasks carried out as an executive intern.

The objectives of the study include: (1) to maintain relationship with its clients [Client Handling]. (2) Identify the areas to improve in digital platform (3) to make a smooth marketing strategy by making more public relationships.

Working as an intern, my duty was to analyze about different market in which the company could approach to different targets. By creating more content to create a better brand image also analysis of the competitors. All the duties and responsibilities assigned during the cooperative education are explained in detail in this study. Created social media very active and made reach in the digital world. By managing a lot of things at a time it has helped me to enhance my time management skills. This practical cooperative education program also helped me to understand the industry and how the work is done in real life by handling the social media to attending client meetings and also how step by step the procedures are done in a project.

Keywords: Marketing, Content Creation, Client Servicing, PR

List of ACRONYMS

KCM- Kathmandu College of Management

BBA- Bachelors in Business Administration

CRM- Customer Relationship Management

WOM- Word of Mouth

IMC- Integrated Marketing Communications



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Table 1: SWOT Analysis



CHAPTER 1: INTRODUCTION

1. Company Profile

MasterCraft Nepal is a sister company of CE construction, that established in 2017, with over 6 years of experience in the furniture industry. The company is a creatively driven furniture manufacturing firm with a strong entrepreneurial perspective and a challenge accepting mentality, and is considered a team of creative, highly skilled and hardworking individuals with a drive to produce perfect furniture and furnishing pieces. It is located at Thimi, Bhaktapur (Factory) and Kuleshwor, Kathmandu (Showroom).

As a Marketing executive and social media handler intern at MasterCraft Nepal, I have had the opportunity to work closely with the furniture company. In this report, I will be sharing my insights on the company's products, services, target market, and marketing strategies.



Figure 1: Logo of MasterCraft Nepal

1.1 Vision statement

“To establish ourselves as a leading craft company, ready to take-up challenges and provide the finest of finishing and a continuous strive to set the industry benchmark.”

1.2 Mission Statement

“Is to provide aesthetic, comfortable and ergonomically designed top quality furniture and furnishing services, to provide unbiased consulting services according to the needs of our client in relation to all interior queries, to provide best sales and after sales experience to our clients.”

- **Values**

- Responsibility
- Customer satisfaction
- Ethics and
- Innovation.

1.3 Strategies of the company

The goal of the company is how the company can reach to each target in the furniture industry so that there will be an ease for the customers to get any type of furniture as they wish. In first Mastercraft Nepal only targeted large projects but now they also want to fulfill small needs of the customers cause as per the research there is a potential market in it. Master craft Nepal is working on how to expand its brand, make their brand identity more strong and allow customers to feel the essence of it. Mastercraft has a good public relation and also have excellent after sales service providing. The need of the customers changes rapidly or they need to upgrade their décor. Consequently, Mastercraft Nepal is trying to fulfill each big and small needs of their customers by satisfying and fulfilling their desires.

2. Organizational structure

Mastercraft Nepal has an organizational structure with less number of departments and less hierarchy level showing how there authorities are distributed in the company. Organizational structure also help an employee to make decision making process and the communication with co-workers to achieve the major objectives.

2.1 Diagram of the Organizational Structure

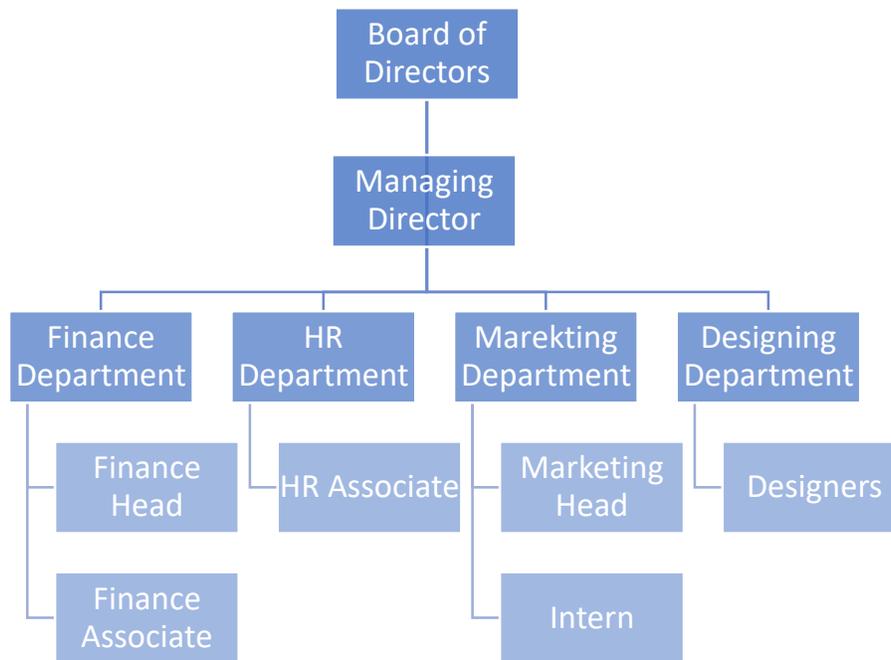


Figure 2: Organizational Structure

2.2 My Job Position

I had an opportunity to work at Mastercraft Nepal in Kuleshwor, Kathmandu, during my internship. I worked as a Marketing intern with a chance to work with other departments such as finance department and designing department and got a chance to obtain more information about the company. The starting date of my internship was January 15, 2023 and my internship hours were Sunday to Friday, in first week it was 10 am to 5 pm and from second week it was 9:30 a.m. to 5:30 p.m.

2.3 Job position in the company's Organizational Structure

My job position within the Mastercraft Nepal organizational structure is shown in figure 3 as follows:

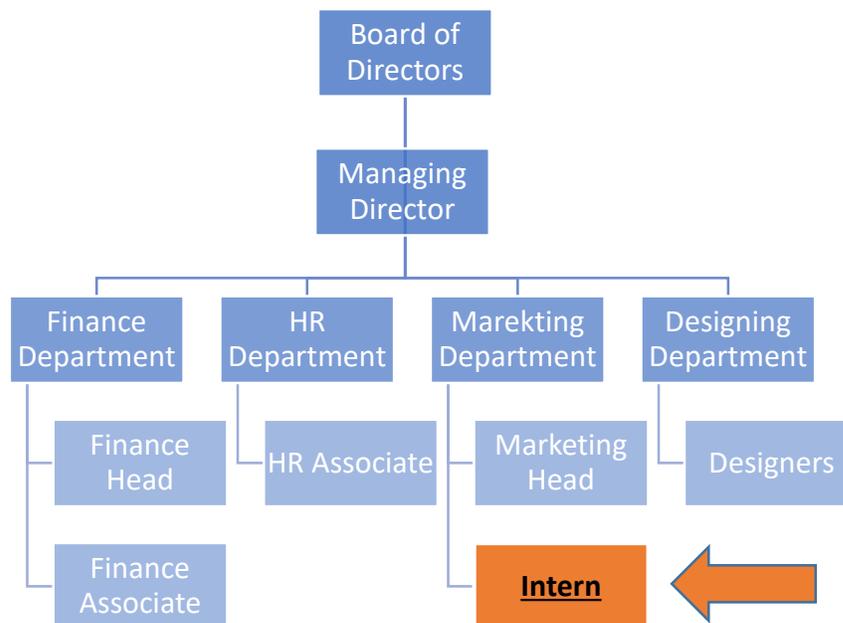


Figure 3: My job position in the organizational structure

3. Intention and Motivation to choose this company as my CO-OP studies workplace

“It is very important to choose an internship wisely so that it can help the student to gain more knowledge and learnings.” Taking such a message in mind, my intention to join this company as a marketing intern was because I wanted to explore the furniture industry as well as my interest was in a company which would allow me to create contents for them. It also in the same time let me learn how one should handle any type of situations inn client handling.

By joining this company as an intern gave me an opportunity to do both side by side and also gave me a chance to know this industry very closely. Marketing and Content creation has been a very important side in all of the business whether it is a startup or a big company. Mastercraft Nepal gave me the opportunity to learn about how a company works in real life scenario. As networking

is also one of the main aspect in an entrepreneurial journey so by working with Mastercraft Nepal, I could also extend my connection which is very important for my future.

4. Strategies analysis of the company

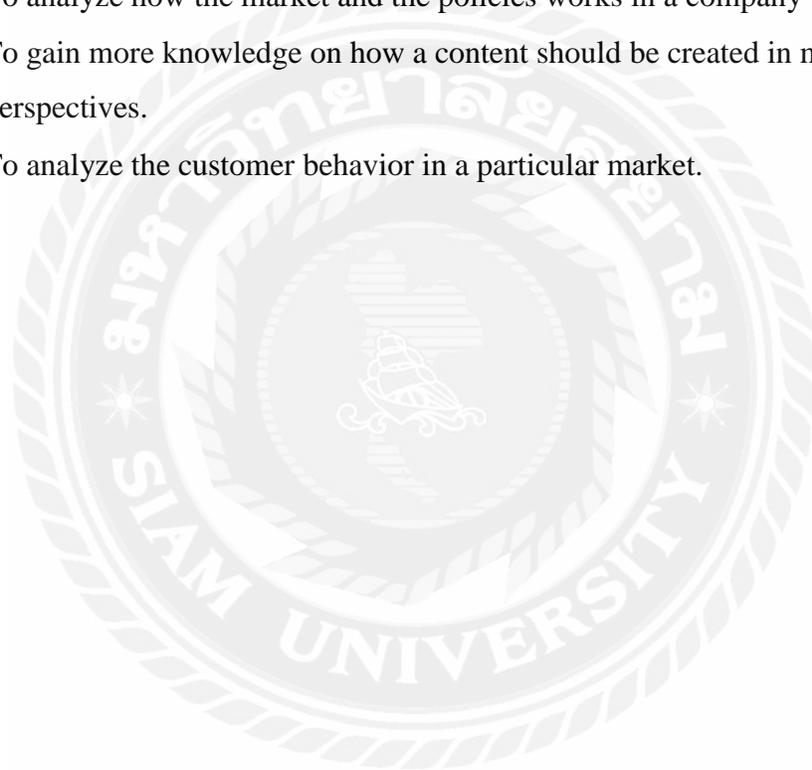
To conduct a strategic analysis of Mastercraft Nepal, we manipulated SWOT analysis as follows:

<p>STRENGTH</p> <ul style="list-style-type: none"> ○ Products are made from advanced technologies machine ○ Focused on bigger projects (long term benefits) ○ Word of Mouth ○ Retaining customers and have their trust ○ Good After sales service 	<p>WEAKNESS</p> <ul style="list-style-type: none"> ○ Lacking behind in digital marketplace ○ Less focus on advertisement and promotion of the brand ○ Lacking behind to adapt new market trends ○ Not being able to fulfill new customer needs ○ Lack of brand awareness and recognition
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ○ To adapt new market trends ○ Proper digital platform management ○ To enhance the digital/online presence ○ Opportunity to do collaborations with other brands ○ Be involve in different events be it collaborations or sponsors 	<p>THREATS</p> <ul style="list-style-type: none"> ○ Carpenters working for another company ○ Fluctuation of raw materials price ○ Orders not being delivered at time ○ Similar offerings by a new company with similar products at low price ○ Designs of the furniture can be easily copied once made

5. Objectives of the Study

I was able to imply my theoretical knowledge in real work situation. It allowed me to understand in a different point of view by interning in Mastercraft Nepal. The following are my internship's major objectives at Mastercraft Nepal.

- To explore the industry in the field I am interested in.
- To gain the theoretical knowledge from working with the marketing department
- To develop communication skills and enhance my interpersonal skills
- To analyze how the market and the policies works in a company
- To gain more knowledge on how a content should be created in many perspectives.
- To analyze the customer behavior in a particular market.



CHAPTER: 2 CO-OP STUDY ACTIVITIES

1. Job Description

I worked as a Marketing Intern to manage the digital platform presence of Mastercraft Nepal Company Pvt.Ltd. My major responsibility was to use the digital platforms such as Instagram, TikTok, Facebook and, Emails to follow up and communicate with the target audiences, or the potential customers and existing customers. The main objective was to make sure to be connected with the customer and be in their service. I had assigned the responsibility to analyze the new market trends in small scale furniture.(Targeting customers who were will to customize small decors for their home, work or any sort of furniture made of wood). I worked very closely to my supervisor as also with the managing director of the company that helped me to broaden my knowledge not only in Marketing point of view but also in Designing and Finance.

2. Job Responsibilities

As a Marketing intern, I need to handle fulfill different kind of responsibilities to improve or to support the company's marketing strategies. The responsibilities will include:

- Content creation: I will have to not only write contents but create it to engage the targeted group in all the social media and digital platform which will lead to more reach and attract more customers.
- Client handling: I will be responsible to maintain a good relationship with the clients by improvising on my communication skills for the betterment of the company.
- Designing Reports: I need to make presentations and create such a report that is very understanding by meeting all the standards of the company.
- Promotional activities: I have to research about what is happening in the furniture market and know about where we can do events or any type of promotional activities which will eventually help the company.

Following is the breakdown of day-to-day activities which I performed during the internship time period at Mastercraft Nepal:

Week 1 & 2

- Orientation
- Training
- Team meetings with managing directors and Job supervisor
- Content Creation and Research

Week 3 & 4

- Researched about competitors
- Researched about the new market trend
- Created Social Media's post and Organized contents

Week 5 & 6

- Created Social Media's post and Organized contents
- Been more active on digital platform
- Deigns Company profile and its visiting cards

Week 7 & 8

- Created Social Media's post and Organized contents
- Learned how to deal with the actual client queries
- Handling client calls be it existing customers or new ones
- Made boost advertisements in social media's mainly in Instagram.

Week 9 & 10

- Created Social Media's post and Organized contents
- Did a follow up with potential customers
- Researched more about the competitors according to market trends in the furniture industry

Week 11 & 12

- Created Social Media's post and Organized contents
- Did a follow up with existing customers

- Suggested company to also make furniture by knowing the needs of the customer and what were in trending at the time period
- Scheduled time for the furniture workers

Week 13 & 14

- Created Social Media's post and Organized contents.
- Prepared a contract for new recruiters
- Did a follow up with existing and potential customers

Week 15 & 16

- Created Social Media's post and Organized contents.
- Prepared reports and designed it
- Researched about more market trends

3. Activities in coordination with co-workers

As I was an intern, my major work was to write and create contents for the company. I had to be connected with both Marketing department and the designing team to deliver the accurate contents with the proper designs. To prepare it, I had researched about the market to know what competitors statues in the market. Along with that I had to coordinate with the developer of the website to ensure it operates well. As this was a first time for me working in a company, all of my co-workers and supervisors helped me to make my work finish in time. For creating social media contents mainly on Tiktok was very challenging for me because I was the one who initiated for creating Tiktok for the company because I saw an opportunity to attract more customers and make a presence in a new platform for Mastercraft Nepal. By doing this there was an active engagement for the company and tell about its brand, its product and design in a new way by fulfilling the satisfaction of the potential customers.

Before making any decisions, I had to get my supervisors' approval to move forward. I had to show my ideas and the story behind it to make sure my contents were in the right path. I had to reply to the existing as well as new customers messages in Instagram , Facebook and Tiktok and coordinate accordingly as the question asked by the customers about the product details and its features.

4. Job Process Diagram

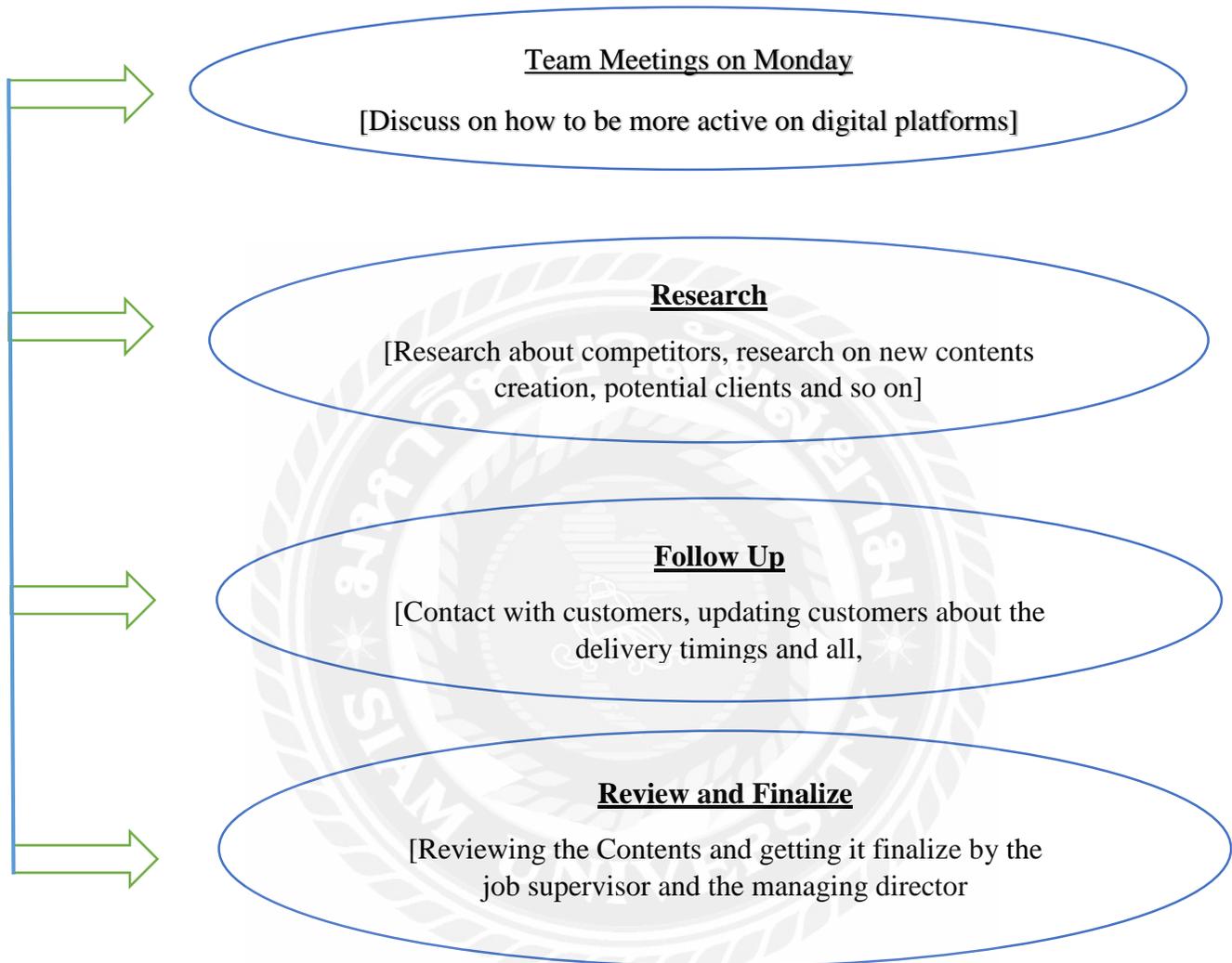


Figure 4: Job Process Diagram

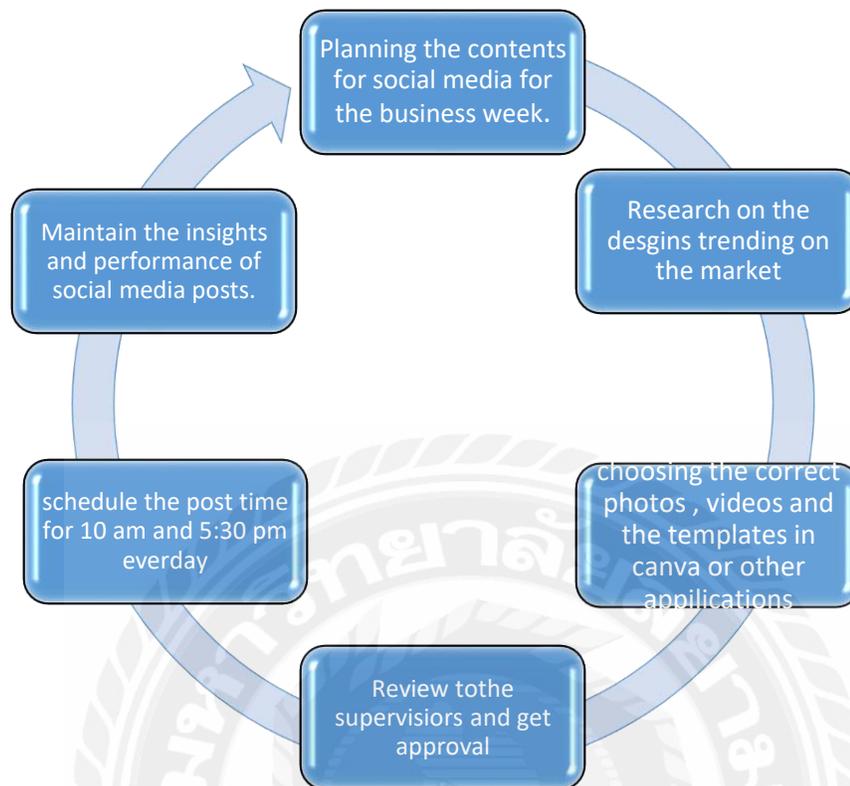


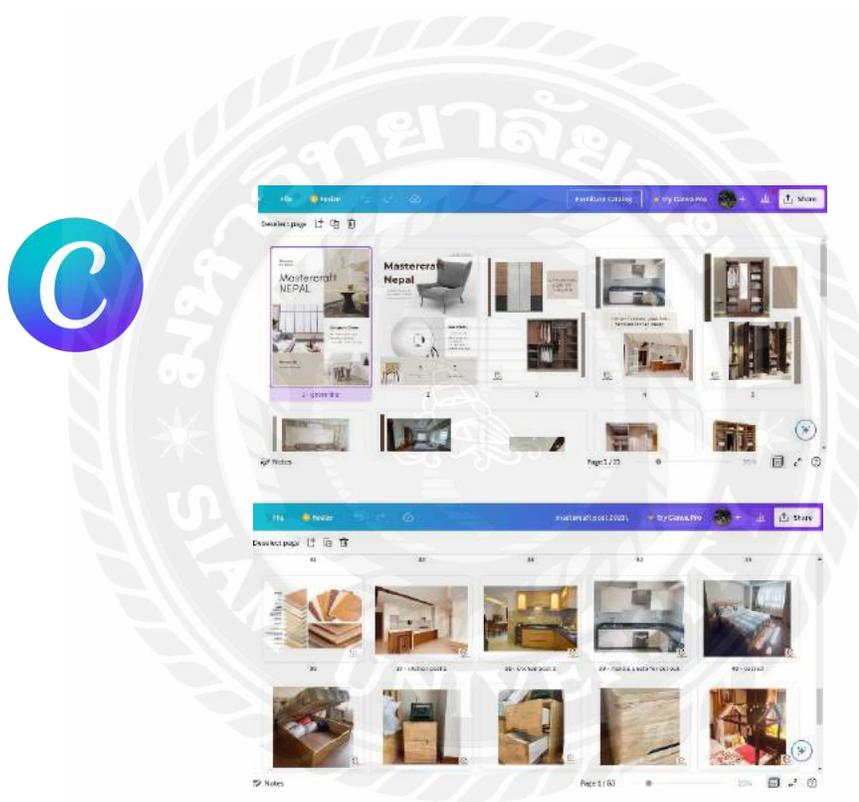
Figure 5: Content Creation Process.

5. Contribution as a Co-op Student in the company

Mastercraft was founded in 2017 with a concept of fulfilling the needs of the customers for middle range to upper class of furniture buyers in Nepalese market which is purely made in Nepal from the scratch by using the latest technology of furniture making equipment that gives a smooth and elegant finishing in all the furniture made in Mastercraft Nepal. As I saw an opportunity to make a new social media account [TikTok] for the company, it helped to gain more followers and made a brand recognition in the market. Instagram and Tiktok Insights shows the most notable impact I made during my internship. The positive outcomes from my data since the start of my internship on January 15, 2023 to the first week of May are as follows:

- Being More active and consistent on digital platforms mainly on Tiktok, Instagram and others such as Facebook

- Higher Post engagement on social medias
- Being consistent on digital platform with an increasing number of reach
- Increased followers on Instagram, Tiktok and Facebook
- Increase in Sales of Mastercraft Nepal's product and services
- Help in decision making [digital platform]
- Attracted new customers through Tiktok and also increased in sales.
- Handling customer calls
- Taking customer feedbacks



*Figure 6: Making Facebook and Instagram
Contents/ post in Canva*

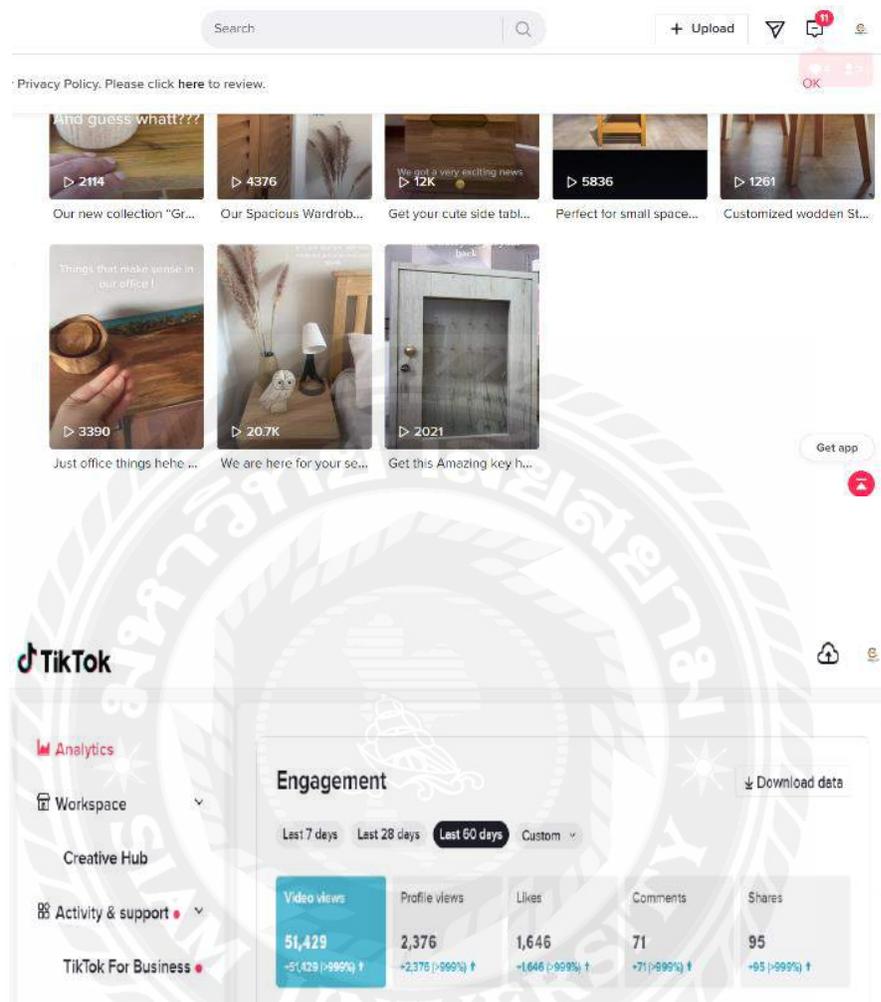


Figure 9: A good response in TikTok made by me which increased Customer engagement and reach.



Figure 10: Positive response in Instagram and more customer engagement, insights, reach and increase in followers

CHAPTER 3 LEARNING PROCESS

1. Problem / Issues of Mastercraft Nepal

Mastercraft Nepal as a renowned seller of furniture and home decors in Nepal, at first they had only targeted for bigger companies which is good in a way but they were lacking behind to fulfill the small orders of their customers. As it was made sure furniture are purely made in Nepal they still lacked a major part of telling its customers that they can customize any designs according to their customer budget and choices.

During my CO-OP studies at Mastercraft Nepal, I found that the company has challenges as follows:

- Adapting New Market Trends:

It is very important to know any market trends happening in the related market. Mastercraft Nepal was fulfilling the needs and meeting the requirements of big projects but at the same time they could not focus on small furniture and décor orders of their customer. As there was other small business known as Dhasoo who were selling that kind of furnitures. Mastercraft Nepal could make the types of furnitures by the waste wood cuttings which could help in increase of sales and make brand awareness in the market.

- Attracting New Customers:

They were good at retaining customers but to attract new ones it was very difficult for them to build trust with new customers. In my opinion this happened more because even though furniture made by Mastercraft Nepal was of very high quality and had good impression in the market, they were not able to portray their work efficiently by providing the new customer, review and satisfaction of their previous clients and projects.

- Lacking behind in Digital platform:

As we all know be it any business TikTok here in Nepal is booming for small to large organizations and help them to portray their work, make awareness about your product and tell about all the services provide by the company. Mastercraft Nepal had no Tiktok account made. So, to reach to new customers tiktok would be also a very good opportunity for Mastercraft Nepal to attract them and tell them about their company.

- **Retaining the workers/ Carpenters:** It is very important to retain workers who actually make the product come alive. As slightly raise in money offered by other companies took workers attract to work for other organizations which is a huge loss to the company as they have trained and enhance the skills of the individuals.

2. How to solve the problem

To solve the problems and issues for the company which are mentioned above Mastercraft Nepal can take different approaches to solve various problem they have. They first have to segment its customer and segment its products based on demographic and behavioral characteristics by gathering information about the needs in the market.

They should maintain their relationship with the carpenters by giving them incentives, recognizing their carpenters work and then rewarding them accordingly. So that it will help to build more trust and carpenters will see benefits of working in Mastercraft Nepal.

As now we have built a base in various social media, it should be consistent and contents should be relevant according to new trends that are in the market. Whereas, Mastercraft should also focus on attracting new customers for example: Mr. A wants a wood key holder for his home décor as he saw it on a international website and cannot find in Nepal. So here, Mastercraft Nepal should be able to fulfill his needs by identifying the problems and get a solution for its customer. Digital marketing helps to get connected to its potential customers by the technology to reach with customers.

3. What I have learned during the CO-OP studies

In this 16 weeks of internship at Mastercraft Nepal, it was a very good learning experience for me in which I was able to enhance my skills, gain more knowledge about the industry which taught me a lot of things. This internship experience helped me to boost my confidence to deal with customers, and also enhance my decision making skills. I got to imply the things I have studied for past 3.5 years and implement it in various tasks and challenges. To reflect the learnings during this time period will be that the opportunities that I got to share my skills and learn about it by

implementing in real life which has helped me in my decision making process and made me confident about how can I deal with customers.

I learned about team building and why it is important in any organization. I got to work with such an amazing work environment with cooperative co-workers and supervisors who helped me through the internship with more ideas and support which has definitely helped me to build my confidence.

As my main work was to handle the social media for the company and it has gave me a proper knowledge of why is social media important for the company to make more brand awareness, help in the brand identity, customer engagement and the company profile. My Keen interest was social media management and I had the opportunity to enhance my skills by working on a real company and improve my work.

All of these learnings have helped me throughout my internship and I got to have a practical knowledge about the works done in a company.

The major highlights are as follows:

- a. Importance of Teamwork and Communication: As an intern in the marketing department, I had to coordinate with different departments which has helped me to improvise my communicating skills, and learnt various ways to deal with different situations. So by coordinating with other departments made me realize the importance of team work which led us to do the work faster, easier and more creatively.
- b. Content Creation: Whereas I knew content creation was a process of getting ideas to create, edit various contents in form of different formats such as images, texts or videos, I have learned that same content will not work for different Social Medias. The dynamics will be different, approach and strategy should be different and also the segmentation be it behavioral, demographic or psychographic varies from one another. The targeted audience needs more contents even if it's the same product in a diverse way. Like in Instagram and Facebook audience do prefer photos or videos with a good caption, whereas in TikTok audiences prefer informational videos or different offer that can make you stand out.

- c. Power of Research: By conducting a research has helped me to compare and to know the market trends and the market situations accordingly. Learned how different digital platforms has different strategies to keep it on going. Research helps us to widen our understanding of our target market which definitely be helpful later on to solve problem and get solutions for it.
- d. Various ways to promote a product: Not only sharing and making contents for a product is called promoting. To promote there are various ways that needs to be adapt whether it is to know your target market/ audience, usage of multiple channels, analyze the customer reviews and so on.
- e. Importance of time management: To set a new environment for myself has been challenging for me, new people, new environment can be difficult. I learned that planning your day one day prior is more effective to make your schedule. It helps to minize distraction and set you up to prioritize your goals.

4. Comparison of Theoretical VS Practical learning

In college we have learned a lot about marketing, promoting or branding in very systematic way but in real world scenario there are different types of situations which needs to be deal accordingly. In coursework we have learn that it should be a win-win situation for both parties by implying the strategies and approach of marketing but in real work situations the strategies and approaches cannot be correct fully. Companies do adapt various strategies to achieve its goal and vision but in real work situation there are many ups and downs to reach the goal of a company. Here are some details of how I have applied my coursework knowledge to real working situation:

- a. Integrated marketing communication: In my coursework IMC and its tools were taught to me. Basically, IMC is an approach to plan and coordinate with different tools to achieve any goal of a company. It has various forms such as public relations, sales promotion, advertising, branding, personal selling, direct marketing, social media and many more. I have applied the IMC techniques to get more data within the industry and adapted different strategies for the company.

- b. **Business and Product Development:** There are diverse ways of running a business, this course has taught me to learn techniques about how a business should work. So I have done a research within the target market to know what new product can be introduced to the market to grab the attention of the customer and increase in sales.
- c. **Presentation and Communication skills:** As a marketing major I have done a lot of presentations in college with the help of my teachers. In real work situations I have applied the skills which have been developed by doing assignments or final presentations for my coursework. All of it helped me to make my profile look good and deliver many proposal to my colleagues as well as the customers.
- d. **Sales:** In this coursework, I have taught to make by many ways such as personal selling, telemarketing, digital sales, direct sales and so on. I have applied more than one technique in real life to achieve sales with a positive impact for the company revenue. Selling a product or a service cannot be done in a systematic way but one should be able to communicate with the party properly and make a positive interaction between them. Online sales for a furniture company is difficult because first customer needs to see the actual product in real but by the help of this course work I was able to so sales through online platforms.

5. Special skill and new knowledge I have learned from this CO-OP studies

During my internship time period, I have learned about dealing with customers, working under with other co-workers which has helped me to grow practically. It helped me to challenge myself to work in a different environment with various department. My communication skills, interpersonal skills ha enhanced and this internship helped me to improvise my skills.

As my major is on marketing, I had an opportunity to work with different departments where I was able to learn new things such as to create customer bills, depositing cheque, entering data of customer bills and so on.

A very challenging thing for me was to manage time accordingly. I had to look upon all the social media I was facing a problem when it came to creating contents for different digital platforms. In the beginning I was not able to make a right schedule but later on by the guidance of my job

supervisor and co-workers it made me realize that I am able to do it by learning various strategies to achieve my goal on time.

This was my first time working with a company which made me more focused to learn new strategies, new approached which would be beneficial for my future work. I was able to build my communication skills, enhance my ability to create content in a proper manner and also this internship has encouraged me to be focused on the given tasks.



CHAPTER 4 CONCLUSION

1. Summary of highlights of my CO-OP studies at Mastercraft Nepal.

In conclusion, this report was written with a good experience on my four month internship at Mastercraft Nepal, where I handled to identify many obstacles I faced during the time period and overcome the challenges to meet the actual requirements which was to create more contents for the brand. This report has helped to me know about the differences and similarities of practical and theoretical knowledge and how it should be applied. This report is prepared based on my job position and duties that were assigned to me as a marketing intern in Mastercraft Nepal. My main responsibility was to handle social media for the company with good contents. I have enhanced my content writing and ways of creating it.

During my internship there were difficulties to understand the furniture market at first whereas I only had some outer knowledge about it. After second week of working as an intern I got a lot of experiences with the help of my job supervisor to know about the market very closely. Also I had a chance to go to an event where there were a lot of other companies promoting themselves in many ways in an event show which made me realize that one to one interaction is very essential. I observed the communication pattern of many sales representatives that helped me to enhance my communicating and listening skills.

As field of my interest was to know how a company should work and do its business, this internship has provided me a very valuable things that I can benefit for my future use. Overall, my experience at Mastercraft Nepal has been beneficial, encouraging and enlighten.

2. Evaluation of the work experience:

2.1 Self-assessment

The concepts that I have learned theoretically were finally implemented in real work situation. By this I was able to understand how actually it works. The insights and education that I got during my internship helped me to build my skills such as interpersonal skills, Technical skills, creative skills, language skills and so on.

As being a marketing student I am very interested to interact with other people. During internship I got a lot of chances to interact which has help me to improve my communication skills and manner. I was able to communicate and perform all my tasks accordingly. The internship allowed me to create an environment for myself to manage time and know the positive aspects of scheduling my task to complete it in more effective way.

2.2 Contribution to my Career development

Earlier I had very limited understanding of how a company works especially the furniture company as well as knowledge about working system and its culture. On other hand, after my internship I have learned that how an organization or a company works smoothly. There will be ups and downs, many fluctuations in any business but you should be able to overcome any challenges by solving the problems that occurred. I was able to perform all of my duties smoothly by searching for new approach and adapting different strategies.

As I own a small business which I have been running through only online sales approach, this experience has made me realize the importance of actual showroom or store to achieve my future goals. By knowing this I have gained a lot of new information which has helped me to boost my confident and accomplish my goals.

2.3 My personal satisfaction with CO-OP studies at Mastercraft Nepal

It was an incredible experience working as an intern at Mastercraft Nepal where I got many opportunity to work and gain knowledge. It has helped even in my entrepreneurial journey of understanding how things work in the business. I have also learned to carry myself which is very important to make a rapport between two parties. I also got to learn about finances and designing department and it allowed me to know about how it works.

Throughout my internship, I was able to improvise my skills which will be beneficial for my in every matter. At first I was unknown about many things that happens in a company but now I have understand how things actually works. I have learned that how a professional work needs to be done in a professional way.

3. Limitations of my CO-OP studies at Mastercraft Nepal

During my Co-op studies at Mastercraft Nepal has given my advice for my career. There were some limitations to my study. As an intern at Mastercraft Nepal, I was given day to day responsibilities which were simple. I had only 16 weeks to complete my internship, so I was unable to fully dedicate different work at different time. I only got chance to get hint of how things work differently in various department, it was more focused on B2B channel. I also had limited scope of work. Many of other details are not allowed to be shared due to the company policies.

4. Recommendations for Mastercraft Nepal.

Some of the recommendations I would like to make to the company are as follows:

- a. Embrace Technology: To improve efficiency and provide better customer service it is very important to embrace technology in every way. I believe that technologies can be more advanced to reach out to its potential customer be in in digital or real world.
- b. Stay competitive: Mastercraft Nepal needs to know the gap between their competitors. They should stay up to date with the market trends and designs.
- c. Invest in employee development: Mastercraft Nepal should do more trainings to enhance their employee's skills and learnings which will be beneficial for the company to retain and engage their employees.
- d. Develop a clear Brand identity: Mastercraft Nepal should differentiate them from their competitors with clear vision to maintain their brand identity and connection with their potential customers.
- e. Expand market reach: They should focus on Market segmentation and learn new strategies to expand its market reach.

References

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ANNEX





Image: Factory visit in Bhatktapur

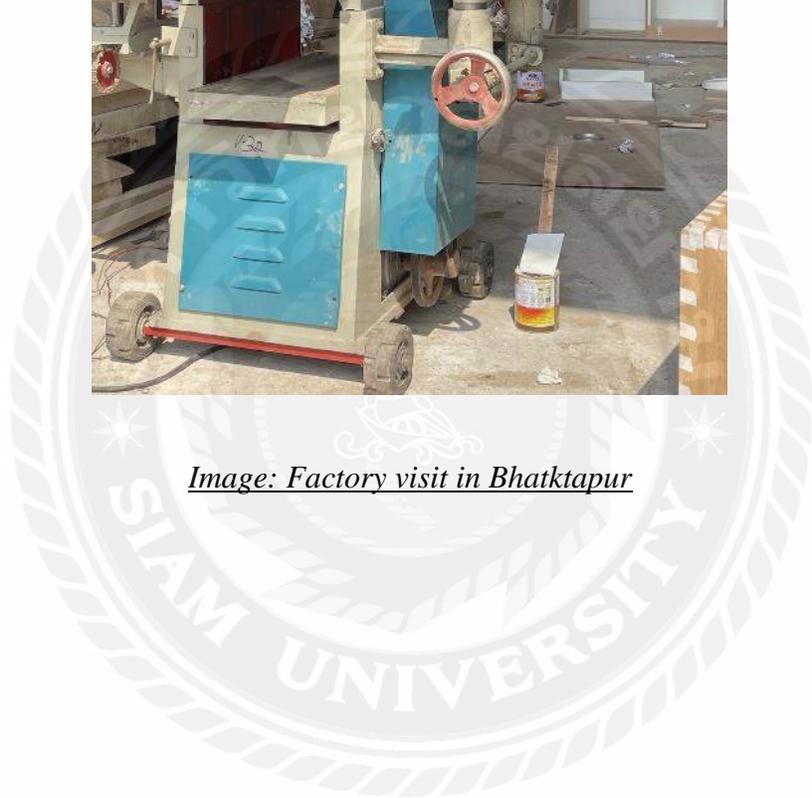




Image: Made the delivery of a product.