



**Cooperative Education Report:**  
**A study on the services provided by marketing service agencies,**  
**a case study of Dbrand Solutions**

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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**

**Title** : A study on the services provided by marketing service agencies,  
case study of Dbrand Solutions

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**Degree Program** : Bachelor of Business Administration (Marketing)

**Academic Advisor** : Dr. Wannarat Wattanimitkul

We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2019-2022.

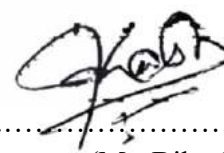
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**Degree** : Bachelor of Business Administration

**Major** : Marketing

**Faculty** : Business Administration

**Semester/Academic year**: 2/2022

### **Abstract**

A Study on the Services Provided by Marketing Service Agencies, Case Study of Dbrand Solutions. This report presents a comprehensive study on the services provided by marketing service agencies, with a specific focus on the case of Dbrand Solutions. The objective of this study is to gain insights into the various services offered by marketing agencies and examine the specific strategies employed by Dbrand Solutions in delivering exceptional marketing solutions.

The report explores the role and significance of marketing service agencies in today's business landscape, highlighting their contribution to the success of client organizations. It delves the key services offered by marketing agencies, including branding, digital marketing, social media management, content creation, and client relationship management.

Using Dbrand Solutions as a case study, the report examines their approach to providing marketing services to clients. It investigates their methodologies, tools, and techniques used in delivering effective marketing campaigns. Additionally, the report analyzes specific client engagements of Dbrand Solutions, such as Client Sutra Diagnostics, Aadim College, and Jolly Family Dental, to showcase the agency's ability to maintain strong client relationships and deliver tailored marketing solutions.

Throughout the study, key lessons learned from the experiences and observations of the intern are highlighting the significance of negotiation, problem-solving, and customer handling skills in the marketing industry. The report also presents a recommendation to Dbrand Solutions, emphasizing the importance of continuous improvement, expanding service offerings, and strengthening client relationships.

By conducting this study, a deeper understanding of the services provided by marketing service agencies, specifically through the case of Dbrand Solutions, is achieved. The insights gained from this research can be valuable for both marketing professionals and businesses seeking to collaborate with marketing agencies for their growth and success."

**Keywords:** Marketing planning, Client Service, Key account management



## Acknowledgment

The internship journey I had with Dbrand Solutions was a great chance for learning and professional development. Therefore, I would like to express my gratitude to Kathmandu College of Management (KCM) for providing a cooperative education period.

I would like to acknowledge those who either directly or indirectly contributed to this project. I express my deep gratefulness for the opportunity to work with Dbrand Solutions. I would also like to express my excessive thanks to my supervisor and all team members of Dbrand Solution Pvt. Ltd for their excellent 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 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 to deal with their improvement as to accomplish desired career objectives.

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## Impact of Recession in Nepal

In 2023, the world faced a significant economic downturn, which caused fiscal and monetary policies to contract and had a detrimental impact on the Nepalese economy and the livelihoods of its people. The Government of Nepal implemented various economic measures to maintain foreign currency reserves, including strict prohibitions on sending large amounts of money to foreign nations.

The economic downturn, directly and indirectly, affected my working organization, a marketing agency in Nepal. There were very few businesses investing in marketing to enhance their operations. The sales process became protracted, making it challenging to convert prospects into clients. The high -interest rates and reserve requirements imposed by banks resulted in limited cash flow in the market, significantly impacting sales for Dbrand Solutions.

However, given the nature of our work, acquiring the necessary knowledge and completing tasks with available resources were not overly difficult. Our marketing department faced difficulties in closing sales, but we were able to surpass industry standards. Despite the challenging circumstances, we identified spaces and opportunities, ultimately achieving exceptional sales performance."



## CHAPTER 1 INTRODUCTION

### 1. Company profile

Dbrand Solution is a dynamic marketing agency based in Nepal, specializing in providing innovative marketing solutions to businesses of all sizes. Established in 2018, our agency has rapidly grown to become a leading player in the industry, delivering exceptional results for our clients.

#### 1.1 Mission of the Company

The mission of Dbrand Solution is to empower businesses with effective marketing strategies and creative solutions that drive growth and success (Dbrand Solution , 2018). The company strives to understand its clients' unique needs and goals, and tailor services to deliver measurable results. By leveraging our expertise, industry insights, and cutting-edge techniques, the company aims to be a trusted partner in client's journey towards achieving their marketing objectives.

#### 1.2 Vision of the Company

The vision at Dbrand Solution is to be the premier marketing agency in Nepal, recognized for innovative approach, exceptional service, and outstanding results (Dbrand Solution , 2018). The company envisions a future where businesses thrive and prosper with strategic marketing solutions. By consistently staying ahead of industry trends, embracing technology, and fostering a collaborative culture, the company aim to be at the forefront of driving marketing excellence in the region.

I had the opportunity to intern at Dbrand Solution, a marketing and advertising company, for 16 weeks . During my internship, I had the chance to work on a variety of projects related to research, concept development, and strategy implementation for clients in different industries.

During my internship, I worked on several projects related to market research, concept

development, and strategy implementation. I learned how to conduct research to gather insights about target audiences and competitors, and how to use that information to develop effective advertising concepts and strategies.

One of my key projects involved developing a marketing campaign for a client in the healthcare industry. I was responsible for conducting market research, brainstorming creative concepts, and developing a comprehensive marketing strategy. This project helped me develop my skills in research, creativity, and strategy development.

Another project I worked on involved analyzing data from previous advertising campaigns and using that information to make recommendations for future campaigns. I learned how to use data analytics tools to gain insights into consumer behaviour and how to use those insights to develop more effective advertising strategies.

### **1.3 Strategies of the company**

Dbrand Solution Pvt. Ltd, a marketing agency in Kathmandu, Nepal, implements a strategy to provide marketing services at a reasonable rate for middle-level businesses (Dbrand Solution , 2018). The company focuses on several key elements to achieve this objective.

Firstly, Dbrand Solution Pvt. Ltd identifies and targets middle-level businesses that have a need for marketing services but may have limited budgets. Market research is conducted to understand the specific needs and pain points of this target market. By honing in on this segment, the agency ensures it can tailor its services to meet the unique requirements of middle-level businesses.

To deliver cost-effective solutions, the company develops marketing packages and bundled services that provide essential marketing elements at a reasonable rate. These offerings may include social media management, content creation, SEO optimization, and targeted advertising campaigns. By providing these services at a reasonable price point, Dbrand Solution Pvt. Ltd helps middle-level businesses access professional marketing expertise within their budget constraints.

Customization and personalization are integral to the company's strategy. Dbrand Solution Pvt.

Ltd understands that each business has its own goals and aspirations. Therefore, the agency prioritizes creating tailored marketing plans for each client. By aligning the strategies with the unique requirements and budgetary considerations of middle-level businesses, the agency ensures maximum effectiveness and value.

Emphasizing return on investment (ROI) is a crucial aspect of Dbrand Solution Pvt. Ltd's strategy. The agency believes in the importance of measuring and demonstrating the impact of their marketing efforts. By tracking and analyzing key performance indicators (KPIs), the agency showcases the value generated from their services. This approach assures middle-level businesses of the tangible benefits of investing in marketing campaigns.

Dbrand Solution Pvt. Ltd actively seeks strategic partnerships with other businesses or service providers that complement their offerings. Collaborations with affordable printing companies, freelance designers, or local influencers allow the agency to provide comprehensive marketing solutions without compromising quality. These partnerships strengthen the agency's ability to serve middle-level businesses by expanding its service portfolio.

The agency also prioritizes education and training as part of its strategy. Dbrand Solution Pvt. Ltd offers educational resources and training sessions to empower middle-level businesses to handle some marketing tasks in-house. This approach not only builds long-term relationships with clients but also establishes the agency as a trusted authority in the industry.

To build trust and credibility, Dbrand Solution Pvt. Ltd actively collects and showcases testimonials and case studies from satisfied middle-level business clients. These testimonials serve as social proof, highlighting successful outcomes achieved through the agency's services. This strategy encourages potential clients to choose Dbrand Solution Pvt. Ltd, knowing they will receive effective and value-driven marketing solutions.

Finally, the agency prioritizes its own digital presence and online marketing efforts. Dbrand Solution Pvt. Ltd maintains an informative website, utilizes social media platforms, and implements search engine optimization techniques. By increasing visibility and engaging with potential clients through these channels, the agency attracts middle-level businesses looking for

reliable and cost-effective marketing services.

This comprehensive strategy ensures that Dbrand Solution Pvt. Ltd effectively provides marketing services at a reasonable rate for middle-level businesses. By understanding their target market, tailoring services, emphasizing ROI, and building strategic partnerships, the agency positions itself as a trusted partner in the marketing industry.

## 2 Organizational structure

### 2.1 Diagram of Organizational Structure.

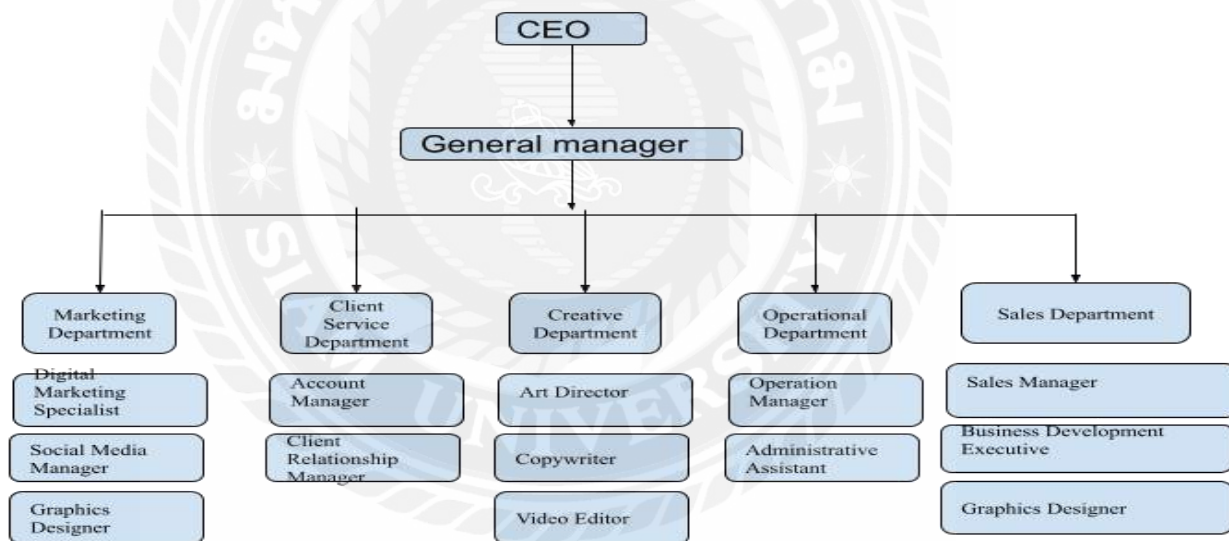


Figure 1 Organizational Structure

Dbrand Solution operates with a structured organizational hierarchy to ensure effective operations and provide top-notch marketing services. At the top level, the Executive Management team, led by the general Manager, oversees the overall direction and management of the company.

The Marketing Department is responsible for designing and implementing marketing strategies. It consists of the Marketing Manager, who oversees marketing operations, the Digital Marketing Specialist, in charge of digital campaigns and channels, the Social Media Manager, responsible for managing social media platforms, the Content Writer, who creates compelling written content, the Graphic Designer, who designs visual elements, and the Marketing Coordinator, who assists in coordinating marketing activities.

The Client Services Department plays a crucial role in managing client relationships and ensuring client satisfaction. It includes positions such as the Account Manager, who serves as the main point of contact for clients, and the Project Coordinator, who coordinates and oversees project execution.

The Creative Department is responsible for generating creative ideas and producing visually appealing marketing materials. It comprises the Creative Director, who provides artistic direction, the Art Director, responsible for visual aesthetics, the Copywriter, who crafts engaging written content, the Graphic Designer, who designs graphics, and the Video Editor, who creates and edits video content.

The Operations Department focuses on the smooth functioning of the organization. It is led by the Operations Manager, who oversees operational aspects and is supported by an Administrative Assistant, responsible for administrative tasks and office management.

The Sales Department drives business development and revenue generation. It includes the Sales Manager, who leads the sales team, and the Business Development Executive, responsible for identifying new opportunities and building relationships with potential clients.

## **2.2 Job Position `: Client Service Executive**

As a Client Service Manager at Dbrand Solution Pvt. Ltd, I play a pivotal role in managing client relationships and ensuring overall client satisfaction. I serve as the main point of contact for clients, understanding their needs, and providing them with exceptional service. I work closely

with the Account Managers and the Project Coordinator to coordinate and oversee project execution, ensuring smooth communication and timely delivery of services to clients. My responsibilities include building strong relationships with clients, addressing their concerns, and identifying opportunities for upselling or cross-selling services. My expertise in client services and my ability to understand and align with clients' goals contribute to the overall success of Dbrand Solution Pvt. Ltd in providing top-notch marketing services.

### **3 Intention and Motivation to Choose Dbrand Solutions**

My intention and motivation for choosing "Dbrand Solutions" as the small business for my pre-cop experience were influenced by several factors. Firstly, I was drawn to the unique positioning and offerings of "Dbrand Solutions" in the market. The company's specialization in providing branding solutions resonated with my interest in brand management, and I was eager to gain hands-on experience in this specific area.

Furthermore, being a small business, "Dbrand Solutions" offered the opportunity for a close-knit and collaborative work environment. I believed that working closely with the team at "Dbrand Solutions" would enable me to actively contribute to projects and have a more significant impact on the company's branding initiatives. It would also provide me with the chance to learn directly from experienced professionals and receive personalized mentorship.

The size of the business also presented an opportunity to be involved in various aspects of branding. With fewer layers of hierarchy, I anticipated being exposed to different stages of the branding process, such as market research, brand strategy development, creative execution, and client engagement. This comprehensive experience would provide me with a holistic understanding of branding and allow me to develop a well-rounded skill set in the field.

Additionally, the entrepreneurial spirit often found in small businesses was a motivating factor for me. I believed that "Dbrand Solutions" would foster a dynamic and innovative work culture, where new ideas and creative approaches were encouraged. This environment would inspire me to think critically, explore new branding strategies, and contribute innovative solutions to the company's branding challenges.

In summary, my intention and motivation for choosing "Dbrand Solutions" for my pre-cop experience were driven by its specialization in branding, the potential for a collaborative work environment, the opportunity to gain exposure to various aspects of branding, and the chance to contribute innovative ideas. I was excited to apply my knowledge, learn from industry professionals, and contribute to the growth and success of "Dbrand Solutions" through effective branding strategies.

#### **4 Strategic analysis of the company**

##### **a) SWOT Analysis**

Dbrand Solution, established in 2018, has established a strong reputation as a marketing agency, delivering successful marketing campaigns and garnering satisfied clients. The company's track record and positive brand image provide a competitive advantage in the market. Moreover, Dbrand Solution boasts a team of skilled professionals with specialized expertise in various marketing channels, such as digital marketing, social media, and content marketing. This specialized knowledge enables the company to provide tailored solutions and deliver impactful results for its clients.

##### **Strength**

A key strength of Dbrand Solution lies in its strong client relationships. The company places great emphasis on building and maintaining these relationships, ensuring a deep understanding of clients' needs and delivering exceptional customer service. This commitment to client satisfaction has resulted in long-term partnerships and client loyalty. Additionally, Dbrand Solution has displayed flexibility and adaptability, allowing it to navigate the ever-changing marketing landscape. The company readily embraces new technologies and trends, enabling it to stay ahead of competitors and deliver innovative solutions.

##### **Weakness**

However, Dbrand Solution faces certain weaknesses. As a relatively young company, it may have limited brand recognition and market presence compared to more established competitors.

This could pose a challenge in attracting new clients and expanding its customer base. Additionally, the company may encounter resource constraints, including limited budgets and human resources, which could impact its ability to scale operations or invest in advanced technologies, potentially affecting its competitive position.

### **Opportunity**

Several opportunities exist for Dbrand Solution to capitalize on. The growing demand for digital marketing presents an opportunity for the company to further expand its expertise in this area and offer comprehensive digital solutions. By doing so, Dbrand Solution can tap into a larger market and attract clients seeking to enhance their online presence. Additionally, strategic partnerships with complementary businesses, such as web development firms or PR agencies, offer opportunities for expanding service offerings and reaching new markets. Collaborative partnerships can leverage each partner's strengths and resources, leading to mutually beneficial outcomes. Furthermore, the rapid advancements in marketing technologies, such as artificial intelligence and data analytics, provide an opportunity for Dbrand Solution to enhance its service offerings and gain a competitive advantage by investing in and leveraging these emerging technologies.

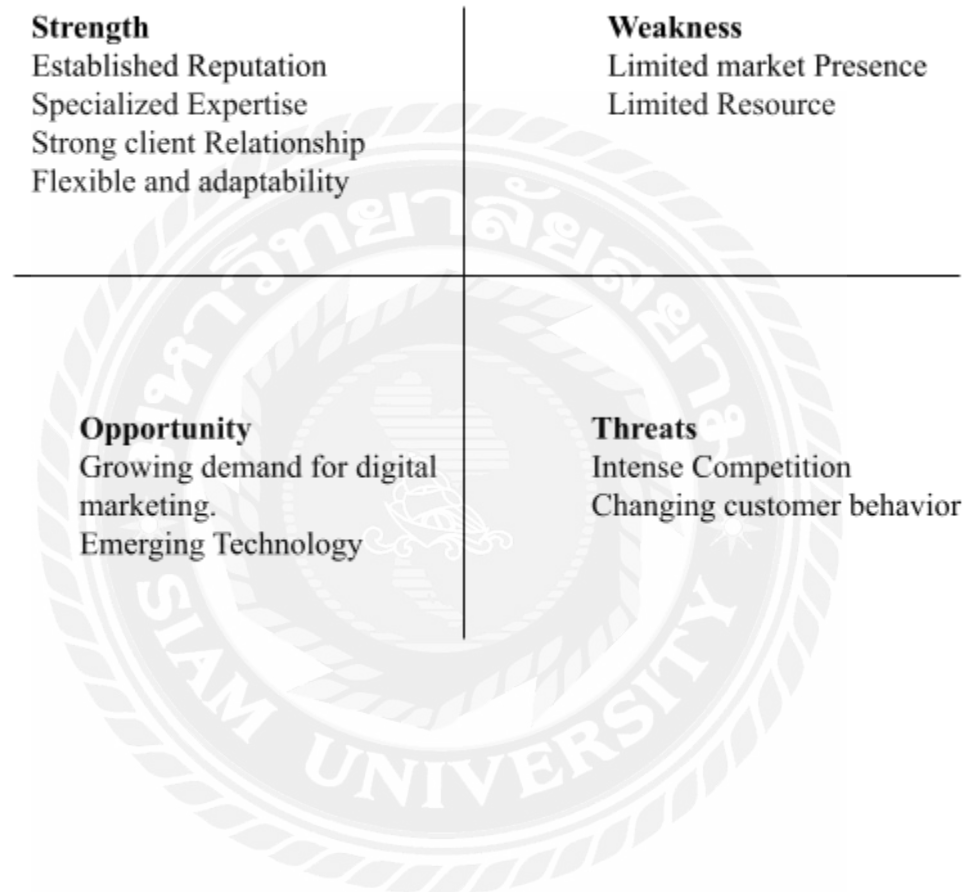
### **Threat**

Despite its strengths and opportunities, Dbrand Solution faces certain threats. The marketing industry is highly competitive, with numerous agencies vying for clients. Dbrand Solution must differentiate itself through its unique value proposition, specialized expertise, and exceptional customer service to counter the threat of competitors offering similar services. Moreover, changing consumer behavior influenced by technological advancements and societal changes poses a threat. To mitigate this, Dbrand Solution needs to closely monitor shifts in consumer behavior and adapt its marketing strategies accordingly to ensure relevance and effectiveness. Additionally, economic fluctuations and uncertainties can impact marketing budgets and priorities. Dbrand Solution must be prepared to navigate potential economic downturns and adjust its strategies to meet clients' changing needs and budgetary constraints.

By leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and mitigating



threats, Dbrand Solution can position itself for continued growth and success in the competitive marketing industry. Continuous monitoring of the external environment and regular evaluation of its strategic approach will be crucial for the company's long-term sustainability.



## b) PESTLE Analysis (Aguilar, 1967)

### (i) Political Factors

In Nepal, political stability and government policies can impact the business environment for Dbrand Solution. Changes in government regulations related to marketing, advertising, or business operations can affect the company's operations. Additionally, political stability and a favorable business climate can provide opportunities for growth and expansion.

**(ii)Economics Factors**

The economic factors in Nepal, such as GDP growth, inflation rates, and consumer spending, can influence the demand for marketing services. The purchasing power of consumers, business investment, and economic stability play a significant role in determining the marketing budgets of businesses. Dbrand Solution needs to consider these economic factors to understand the market potential and pricing strategies.

**(iii)Social Factors:**

The social factors in Nepal encompass cultural, demographic, and societal trends that influence consumer behavior and preferences. Understanding the local culture, language, values, and consumer attitudes is crucial for Dbrand Solution to develop effective marketing strategies. Nepalese consumers' preferences, lifestyle trends, and social media usage patterns should be considered to offer relevant and impactful marketing solutions.

**(iv)Technological Factors:**

Technological advancements and digital adoption in Nepal can present opportunities and challenges for Dbrand Solution. The increasing internet penetration, mobile usage, and social media engagement offer avenues for digital marketing. Embracing digital platforms, analytics tools, and innovative technologies can help the company deliver effective marketing campaigns. However, infrastructure limitations and technological disparities across different regions should also be taken into account.

**(v) Legal Factors:**

Legal factors in Nepal include compliance with laws and regulations related to marketing practices, data protection, intellectual property rights, and consumer rights. Dbrand Solution should ensure compliance with these legal requirements to maintain trust and credibility with clients and consumers. Staying updated with any changes in laws and regulations is important to operate within the legal framework.

**(vi) Environmental Factors:**

Environmental considerations in Nepal can influence marketing approaches, especially in sectors like eco-tourism or sustainable products. The growing emphasis on environmental sustainability and responsible business practices is require Dbrand Solution to incorporate sustainability messaging and strategies in their marketing campaigns. Understanding local environmental concerns and aligning with eco-friendly practices can enhance the company's reputation and attract environmentally conscious clients.

By considering these PESTLE factors specific to Nepal and the Nepalese market, Dbrand Solution can gain insights into the external environment and adapt its marketing strategies to the local context. It is important to regularly monitor these factors and adjust approaches accordingly to succeed in the Nepalese market

**5 Objective of Cooperative Studies:**

The objective of this cooperative study is to conduct a comprehensive investigation and analysis of the services provided by marketing service agencies, with a specific focus on the case study of Dbrand Solutions. The study aims to achieve the following objectives:

**(a) Explore the Range of Services:**

The report seeks to explore and understand the diverse range of services offered by marketing service agencies. Through an in-depth examination of Dbrand Solutions' service portfolio, the study aims to gain insights into the various dimensions of marketing support that businesses can access from such agencies. This exploration will encompass areas such as brand strategy, digital marketing, content creation, social media management, and more.

**(b) Evaluate Service Effectiveness:**

A key objective is to assess the effectiveness and impact of the services provided by marketing service agencies. By analyzing the case of Dbrand Solutions, the study aims to evaluate the outcomes and success of the marketing strategies implemented by the agency. This evaluation

will involve examining the extent to which these strategies contribute to the achievement of client objectives and the overall effectiveness of the agency's service delivery.

**(c) Understand Client Management Approach:**

The study seeks to gain a comprehensive understanding of the client management approach employed by marketing service agencies. By closely examining the practices and strategies employed by Dbrand Solutions in managing their client relationships, the objective is to identify effective approaches to communication, collaboration, and understanding of client needs and expectations. This understanding will shed light on the factors that contribute to successful agency-client relationships.

**(d) Identify Challenges and Opportunities:**

Another objective is to identify the challenges faced by marketing service agencies in delivering their services effectively. Through the case study of Dbrand Solutions, the report aims to highlight the common obstacles encountered in the industry. This includes challenges such as evolving market trends, intense competition, technological advancements, and changing client expectations. Additionally, the study aims to identify emerging trends and opportunities in the marketing industry that agencies can leverage for their growth and success.

The significance of this report lies in its contribution to the understanding of marketing service agencies and their impact on client businesses. By conducting a comprehensive analysis of Dbrand Solutions, the report provides valuable insights for businesses seeking professional marketing support. The findings and recommendations of this study can help businesses make informed decisions when selecting marketing service providers, improve their understanding of effective marketing strategies, and enhance their agency-client relationships.

As a student majoring in marketing, I am particularly interested in this report topic as it allows me to bridge the gap between theoretical knowledge gained in academic coursework and real-world marketing practices. This study provides a unique opportunity to gain practical insights into the services offered by marketing agencies and their influence on business success. By

studying the case of Dbrand Solutions, I aim to expand my understanding of the marketing industry, explore successful marketing strategies, and gain valuable insights that can guide my future career endeavours.



## CHAPTER 2 CO-OPERATIVE STUDY ACTIVITIES

### 1. Job Description and Role

As a Client Service Executive at Dbrand Solution, my primary responsibility is to build and maintain strong client relationships. I serve as the main point of contact for clients, ensuring their satisfaction and managing their marketing needs. My role involves developing and nurturing relationships, understanding clients' business goals, and addressing their marketing requirements. I prioritize regular communication to provide updates, address their needs, and offer solutions that align with their objectives.

Collaboration with internal teams is crucial in my role as I coordinate and execute projects according to client requirements and timelines. I work closely with marketing, creative, and operations teams to ensure the smooth flow of information and deliverables. Project coordination includes managing schedules and milestones, and ensuring efficient communication between teams.

Conducting thorough assessments of client needs is an essential aspect of my role. By gathering information about their target audience, marketing goals, and challenges, I provide strategic recommendations and propose tailored marketing solutions that align with their objectives. Working closely with the marketing team, I contribute to the development of comprehensive marketing strategies and effective campaigns that resonate with clients' target audiences and adhere to their brand guidelines.

Identifying opportunities for account growth and upselling is another key responsibility. I analyze client data, market trends, and industry insights to propose additional marketing services and solutions that can benefit clients and drive revenue growth for the agency.

Client reporting is an important aspect of my role, where I prepare and deliver regular reports to clients. These reports provide insights into campaign performance, key metrics, and results achieved. Effective communication of the value and impact of marketing initiatives helps

demonstrate the return on investment for clients.

Conflict resolution is part of my responsibility, as I address any issues or concerns raised by clients promptly and effectively. Collaborating with internal teams, I work towards resolving conflicts, ensuring client satisfaction, and maintaining strong long-term relationships.

Staying updated on industry trends, market dynamics, and competitor activities through market research and competitive analysis is crucial. This helps me identify opportunities for clients and provide recommendations for enhancing their marketing strategies.

Delivering exceptional customer service is a key focus, ensuring prompt and professional responses to client inquiries, concerns, and requests. I strive to exceed client expectations and consistently deliver high-quality service to contribute to client satisfaction and retention.

Continuous learning and improvement are encouraged in my role. Staying informed about industry developments, emerging marketing trends, and new technologies through training, workshops, and self-directed learning enhances my effectiveness in delivering outstanding client service.

As a Client Service Executive, my role is vital in driving client satisfaction, fostering long-term partnerships, and contributing to the overall success of Dbrand Solution in delivering exceptional marketing services to clients.

## **2 Responsibilities and work duties**

As a Client Service Executive at Dbrand Solution Pvt. Ltd, my role encompasses a range of responsibilities and duties focused on effectively managing client relationships and ensuring overall client satisfaction. Let me provide you with a breakdown of my key responsibilities and duties:

### **3 Building and maintaining client relationships:**

I serve as the main point of contact for clients, working to establish and nurture strong relationships. Regular communication with clients allows me to understand their needs, goals, and challenges. By demonstrating a deep understanding of their industries and businesses, I can provide tailored solutions. Building trust and credibility through professional and proactive communication is essential.

#### **a) Ensuring client satisfaction:**

A crucial aspect of my role is proactively addressing client concerns and swiftly resolving any issues that may arise. I strive to exceed client expectations and consistently deliver high-quality service. Regularly assessing client satisfaction levels and identifying opportunities for improvement is also part of my responsibility. I am dedicated to ensuring that clients' needs are met and their expectations are exceeded.

#### **b) Managing client projects and campaigns:**

Collaboration with internal teams, such as account managers, project coordinators, and creative teams, is crucial to deliver projects and campaigns according to client requirements and timelines. I coordinate project execution, ensuring smooth communication and timely delivery of services. Monitoring project progress and providing regular updates to clients help maintain transparency and effectively manage expectations.

### **4 Understanding client needs and providing strategic recommendations:**

A key aspect of my role is conducting thorough assessments of clients' marketing needs, objectives, and target audience. This allows me to propose strategic recommendations and tailored marketing solutions. I work closely with the marketing team to develop comprehensive strategies that align with clients' goals. By understanding their unique requirements, I can contribute to their success.



## **5 Identifying opportunities for account growth and upselling:**

Through analyzing client data, market trends, and industry insights, I identify opportunities for additional services or upselling. I proactively propose new marketing initiatives or services that can help clients drive business growth. Presenting these opportunities and negotiating contracts and agreements are part of my responsibilities.

### **a) Reporting and performance analysis:**

Preparing and delivering regular reports to clients is a key aspect of my role. These reports provide insights into campaign performance, key metrics, and results achieved. I analyze campaign data and metrics to derive actionable insights and recommendations for optimizing future strategies. Effective communication of the value and impact of marketing initiatives helps demonstrate the return on investment to clients.

### **b) Continuous learning and industry awareness:**

I prioritize staying updated on industry trends, emerging marketing technologies, and best practices. This allows me to provide valuable insights and recommendations to clients. I attend training programs, workshops, and conferences to enhance my knowledge and skills. By staying informed and continuously learning, I can provide clients with innovative solutions and help them stay competitive.

Overall, as a Client Service Executive at Dbrand Solution Pvt. Ltd, I play a vital role in driving client satisfaction, fostering long-term partnerships, and contributing to the overall success of the company in delivering exceptional marketing services and maintaining strong client relationships.

## **6 Activities in coordinating the Co-workers.**

Coordinating my coworkers as a Client Service Executive involves key activities to ensure effective teamwork and project execution. I establish clear communication channels, fostering open and transparent information flow. Defining roles and responsibilities clarifies ownership and promotes efficient collaboration. Setting project timelines and milestones helps manage

deadlines and stay on track. I facilitate teamwork by fostering a supportive environment and encouraging knowledge sharing. Providing guidance and support to my coworkers ensures their success. Monitoring progress, addressing challenges, and celebrating successes keep the team motivated. Seeking feedback enables continuous improvement in our coordination. By coordinating our efforts effectively, we work together efficiently and deliver exceptional results for our clients. Overall, coordinating coworkers involves clear communication, role definition, project schedule, fostering collaboration, providing support, monitoring progress, celebrating successes, and seeking feedback for continuous improvement.

**a) Job process Diagram**

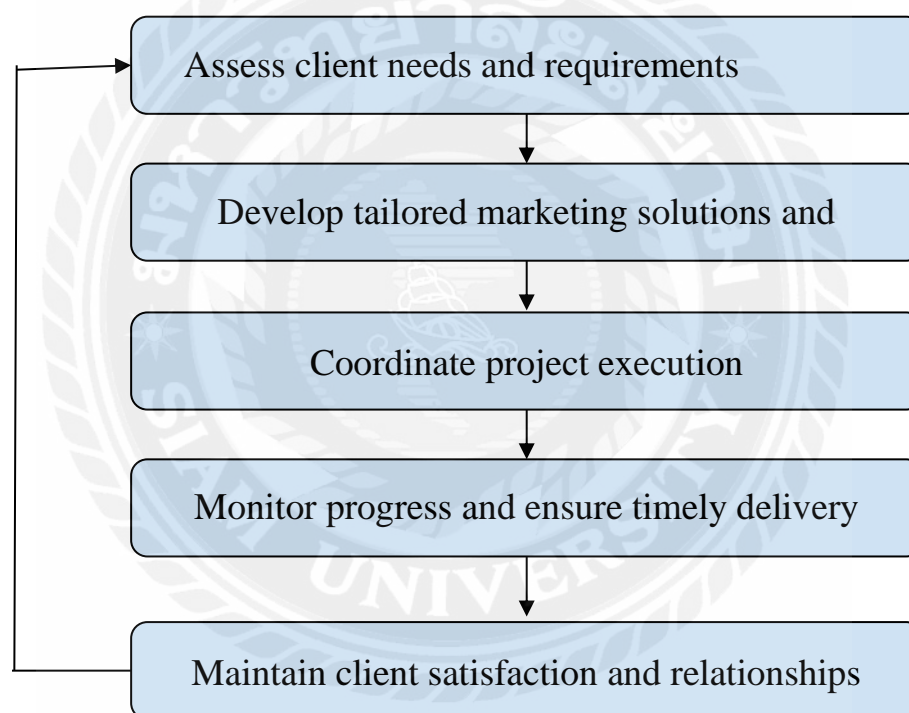


Figure 2 Job process diagram

First, they assess client needs and requirements by analyzing their goals, objectives, and specific marketing requirements. This helps in understanding the client's expectations and setting the foundation for the next steps.

Next, the Client Service Executive develops tailored marketing solutions and strategies that align

with the client's objectives. They leverage industry knowledge and creative expertise to create effective approaches that meet the client's specific needs.

Once the strategies are formulated, the Client Service Executive coordinates project execution by collaborating with internal teams. This ensures effective communication, smooth workflow, and timely implementation of the approved strategies and materials.

Throughout the project, the Client Service Executive monitors progress and ensures timely delivery. They track project milestones, manage timelines, and address any potential obstacles or delays to meet client expectations.

Lastly, the Client Service Executive focuses on maintaining client satisfaction and relationships by providing ongoing support, addressing concerns, and nurturing long-term partnerships. Regular communication and feedback sessions help in building trust and ensuring client satisfaction.

Overall, the Client Service Executive plays a crucial role in understanding client needs, developing tailored solutions, coordinating project execution, and maintaining client satisfaction, thereby contributing to the success of marketing services and fostering strong client relationships.

## **7 Contribution of student**

As a student, my contribution to the marketing agency involved introducing the concept of Integrated Marketing Communication (IMC) and proposing new creative ideas to enhance our strategies. IMC emphasizes the importance of a cohesive and synchronized approach to marketing, where various communication channels and tactics work together to deliver a consistent and impactful message to the target audience. By incorporating IMC principles, we aimed to maximize the effectiveness of our marketing campaigns and ensure a seamless customer experience across different touchpoints.

In addition, I actively contributed by brainstorming and presenting innovative ideas to the team. These ideas aimed to push the boundaries of traditional marketing methods and explore novel approaches to engage with our target market. By leveraging emerging technologies, social media

platforms, and interactive content, we sought to create unique and memorable experiences that would resonate with our audience and differentiate our brand in the competitive marketplace.

Through my involvement, I aimed to foster a culture of creativity and adaptability within the marketing department, encouraging colleagues to think outside the box and embrace experimentation. By integrating IMC principles and incorporating fresh ideas, we aimed to position our agency as a forward-thinking and customer-centric entity, capable of delivering impactful marketing solutions in a rapidly evolving business landscape.



## CHAPTER 3 LEARNING PROCESS

### 1. Learning by Doing

As a Client Service Executive during my internship at Dbrand Solutions, I face the challenge of managing client expectations for sudden growth in sales.

The Challenge :

One of the key challenges I encounter is when clients have high expectations for immediate and substantial sales growth as a result of our marketing efforts. They anticipate quick and significant returns on their investment, expecting our agency to deliver rapid sales growth within a short period.

The problem arises when these expectations for sudden sales growth are not aligned with realistic timelines and market conditions. While our marketing strategies and campaigns can contribute to sales growth, it is important to set realistic expectations based on factors such as industry trends, market competition, target audience behavior, and the client's current market position.

Managing these expectations becomes crucial to avoid client dissatisfaction and maintain a strong client-agency relationship. If we fail to effectively manage their expectations, clients may question the effectiveness of our marketing strategies and doubt the value of their investment.

To address this challenge, I proactively take the following steps:

**Setting Realistic Goals:** I engage in detailed discussions with clients to understand their growth objectives and align them with achievable and realistic goals. I educate clients about the time and effort required to generate sustainable sales growth, emphasizing the need for a strategic and long-term approach.

**Managing Expectations:** I clearly communicate to clients the realistic timelines for seeing tangible results. I emphasize that marketing strategies typically require continuous effort, optimization, and analysis to drive gradual and sustainable sales growth. I provide regular

updates and progress reports to keep clients informed about the ongoing efforts and results achieved.

**Data-driven Insights:** I utilize data and analytics to provide clients with insights into the effectiveness of our marketing campaigns. I demonstrate how metrics such as website traffic, lead generation, conversion rates, and customer engagement contribute to the overall sales growth trajectory. This data-driven approach helps me manage client expectations by providing tangible evidence of the progress being made.

**Continuous Communication:** I maintain open lines of communication with clients throughout the process. I regularly update them on the marketing strategies being implemented, explain the rationale behind the chosen tactics, and provide insights into the evolving market landscape. This helps to manage expectations, build trust, and ensure clients are well-informed about the progress and potential challenges.

By proactively managing client expectations for sudden sales growth, I aim to foster realistic goals, maintain client satisfaction, and build long-term partnerships based on trust and transparency.

## **2. Recommendation**

Dbrand Solution has proven to be a reliable and professional marketing agency that consistently delivers quality services to its clients. The team's dedication, expertise, and commitment to client satisfaction are commendable. With a focus on providing marketing services at a reasonable rate for middle-level businesses, Dbrand Solution has positioned itself well in the market.

One recommendation for Dbrand Solution is to further enhance its digital marketing capabilities. In today's digital age, businesses are increasingly relying on online platforms for their marketing needs. By investing in advanced digital marketing tools and staying updated with the latest trends, Dbrand Solution can offer more comprehensive and effective digital marketing strategies to its clients. This will help the company tap into the growing demand for digital marketing services and stay competitive in the market.

Additionally, Dbrand Solution can explore partnerships or collaborations with complementary businesses or agencies. By forming strategic alliances, the company can expand its service offerings and reach a wider client base. Collaborations can also provide opportunities for knowledge sharing and mutual growth, allowing Dbrand Solution to stay ahead of industry developments and offer innovative solutions to its clients.

Furthermore, it would be beneficial for Dbrand Solution to invest in ongoing professional development and training for its employees. By providing regular training sessions and workshops, the company can ensure that its team members stay updated with the latest marketing strategies, tools, and techniques. This will enhance their skills and expertise, enabling them to deliver even better results for clients and maintain a competitive edge.

In conclusion, Dbrand Solution has established itself as a reputable marketing agency with a focus on delivering quality services at a reasonable rate. By further enhancing its digital marketing capabilities, exploring collaborations, and investing in employee development, the company can strengthen its position in the market and continue to provide exceptional marketing solutions to its clients.

### **3. Key learnings**

During my internship at Dbrand Solution Pvt. Ltd, I gained valuable insights and learnings that have contributed to my professional growth. Some of the key learnings include:

**Client Relationship Management:** I learned the importance of building and maintaining strong client relationships. By understanding their needs, providing excellent service, and addressing their concerns, I was able to foster trust and loyalty.

**Project Coordination:** I gained experience in coordinating and managing projects effectively. This involved working closely with internal teams, setting clear objectives, and ensuring timely delivery of services to clients.

**Tailored Marketing Solutions:** I developed the skill of creating tailored marketing solutions that align with clients' objectives and target audiences. This involved conducting thorough

assessments, analyzing market trends, and proposing strategies that resonate with the clients' brands.

#### Example of Client: Sutra Diagnostics

One of the memorable experiences during my internship was working with Sutra Diagnostics, a medium-scale business located in Boudha, Kathmandu. As their assigned Client Service Executive, I had the opportunity to maintain a good relationship with them. Through regular communication and understanding their business goals, I successfully delivered marketing services that met their specific needs. By designing targeted marketing campaigns and leveraging digital platforms, we helped Sutra Diagnostics increase their brand visibility, attract more customers, and enhance their online presence.

#### Example of Client: Aadim College

Another client I worked with during my internship was Aadim College, an educational institution. My role was to deliver marketing services to help them increase student enrollment and promote their courses. Through strategic planning and execution, we developed a comprehensive marketing strategy that included digital marketing campaigns, social media management, and content creation. As a result, Aadim College experienced a significant increase in inquiries and admissions, establishing them as a preferred educational institution in the area.

#### Example of Client: Jolly Family Dental

Working with Jolly Family Dental, a dental clinic, was a rewarding experience. As their Client Service Executive, I collaborated with the marketing and creative teams to develop a comprehensive marketing plan. We implemented strategies such as search engine optimization (SEO), social media advertising, and online reputation management to enhance their brand image and attract new patients. The successful implementation of these strategies resulted in increased appointment bookings, improved online reviews, and a growing patient base for Jolly Family Dental.

These examples demonstrate how Dbrand Solution effectively catered to the marketing needs of different clients, tailoring strategies to their specific requirements and achieving tangible results.



Through these experiences, I learned the importance of understanding clients' businesses, developing targeted solutions, and delivering exceptional service to drive their success.

#### 4. **Application of theories to real-world situations**

During my internship at Dbrand Solution Pvt. Ltd, we applied the Customer Buying Process theory and the ABCD method of Key Account Management to successfully acquire and manage clients. One notable example is our client, Sutra Diagnostics, a medium-scale business located in Boudha, Kathmandu.

Using the Customer Buying Process theory (Erasmus, 2001), I guided Sutra Diagnostics through each stage of their decision-making journey. Initially, I created awareness about our marketing services through targeted online campaigns and engaging content. As their interest grew, I provided detailed information about our expertise in the diagnostics industry and the value we could offer to their business.

Through thorough evaluation and needs assessments, I developed a comprehensive marketing proposal that aligned with Sutra Diagnostics' goals and target audience. My proposal highlighted the benefits of our services, including targeted digital campaigns, search engine optimization, and social media management, which resonated with their business objectives.

Utilizing the ABCD method of Key Account Management, we categorized Sutra Diagnostics as an A-Category client due to their high value and growth potential. I dedicated additional resources and attention to building a strong relationship with them. Regular communication, personalized support, and proactive strategies were implemented to ensure their satisfaction and foster long-term loyalty.

By implementing the Customer-Buying Process theory and the ABCD method, I successfully acquired Sutra Diagnostics as a valuable client and delivered tailored marketing solutions to meet their specific needs. Through our collaboration, Sutra Diagnostics experienced increased brand visibility, attracted more customers, and enhanced their online presence, ultimately

contributing to their business growth and success.

This example showcases how the strategic application of these methodologies enabled me to effectively acquire and manage clients like Sutra Diagnostics, delivering exceptional value and fostering long-lasting partnerships.

## **5. Special skills that I learned from my Pre-cooperative studies**

During my internship at Dbrand Solution Pvt. Ltd, I had the opportunity to develop and enhance several key skills that are essential in the marketing industry. Three specific skills that I focused on and learned during this internship are negotiation, problem-solving, and customer handling.

Firstly, I developed strong negotiation skills through my interactions with clients and internal team members. I learned how to effectively communicate and articulate the value of our services while understanding the needs and expectations of clients. By actively listening, identifying common ground, and finding mutually beneficial solutions, I was able to negotiate contracts, pricing, and project deliverables in a professional and satisfactory manner.

Secondly, problem-solving became a crucial skill that I honed during my internship. Marketing projects often present challenges and unexpected obstacles that require quick thinking and strategic solutions. I learned to analyze situations, identify root causes, and develop innovative approaches to overcome obstacles and meet client objectives. Whether it was adapting to changing project requirements or resolving conflicts, I became adept at finding practical solutions that ensured the smooth progress of marketing campaigns.

Lastly, customer handling skills were essential in managing client relationships and providing exceptional service. I learned the importance of building rapport, actively listening to client feedback, and promptly addressing any concerns or issues that arose. By maintaining open lines of communication, demonstrating empathy, and providing timely and relevant solutions, I was able to establish trust and foster long-term relationships with clients.

These skills were not only learned through theoretical knowledge but also through practical

experience. I actively participated in client meetings, collaborated with cross-functional teams, and handled various customer interactions. This hands-on experience allowed me to develop a deeper understanding of the intricacies involved in negotiation, problem-solving, and customer handling.

Overall, my internship at Dbrand Solution provided me with valuable opportunities to develop and strengthen important skills in negotiation, problem-solving, and customer handling. These skills will undoubtedly serve as a solid foundation for my future career in the marketing industry, enabling me to effectively navigate challenges and deliver exceptional results for clients.



## CHAPTER 4 CONCLUSION

### 1. Summary

In conclusion, my internship at Dbrand Solution Pvt. Ltd provided me with a valuable and enriching experience in the marketing industry. I had the opportunity to apply my academic knowledge, gain practical skills, and contribute to the success of the company. Through my involvement in various projects and interactions with clients and team members, I learned the importance of effective communication, teamwork, and adaptability.

One of the highlights of my internship was the opportunity to work with diverse clients, such as Client Sutra Diagnostics, Aadim College, and Jolly Family Dental. These experiences allowed me to develop strong client management skills, maintain good relationships, and deliver successful marketing services. I was able to apply the customer buying process theory and the ABCD method of key account management to acquire and manage clients effectively.

Another significant highlight was the acquisition and application of key skills, such as negotiation, problem-solving, and customer handling. These skills played a vital role in my daily activities and interactions, enabling me to address challenges, find creative solutions, and provide exceptional service to clients. The hands-on experience and practical learning have prepared me for future endeavors in the marketing industry.

Furthermore, the internship provided me with valuable insights into the inner workings of a marketing agency and the importance of teamwork and collaboration. I had the opportunity to work alongside talented professionals and contribute to projects that had a real impact on the company's success. This experience helped me develop a strong work ethic, attention to detail, and a customer-centric mindset.

Overall, my internship at Dbrand Solution was a transformative experience that allowed me to grow both personally and professionally. It provided me with a solid foundation in marketing practices, valuable skills, and the confidence to pursue a successful career in the field. I am grateful for the guidance and support received from the team at Dbrand Solution and look

forward to applying the knowledge and skills gained during this internship to future opportunities.

## **2. Recommendation**

I have several recommendations for Dbrand Solution Pvt. Ltd based on my internship experience. Firstly, the company should focus on strengthening client relationship management. While the company has shown proficiency in acquiring and managing clients, adopting a proactive approach to client management can further enhance relationships. Regular check-ins, seeking feedback, and understanding evolving client needs will help provide personalized attention and tailored solutions, fostering long-term partnerships and increasing client satisfaction.

Secondly, investing in employee training and development is crucial for staying competitive in the marketing industry. Dbrand Solution should prioritize training programs and workshops to enhance employee skills and keep up with industry trends. By empowering employees with the latest knowledge and tools, the company can deliver innovative and effective marketing solutions to clients.

Expanding digital marketing capabilities is another recommendation. In today's digital landscape, Dbrand Solution should consider broadening its digital marketing services to cater to evolving client needs. This may involve investing in advanced digital tools, hiring specialized digital marketing professionals, and staying updated with the latest digital marketing trends and best practices.

To foster a collaborative and inclusive work environment, Dbrand Solution should continue promoting teamwork, open communication, and diverse perspectives. By valuing and leveraging the strengths of each team member, the company can create a positive work culture that encourages creativity, innovation, and employee satisfaction.

Lastly, enhancing data analytics and reporting capabilities is crucial. Data-driven decision-making is integral to effective marketing strategies. Strengthening data analytics and reporting will provide clients with comprehensive insights and measurable results. By leveraging data to inform marketing strategies and demonstrating the impact of campaigns, Dbrand Solution can

enhance its value proposition and client satisfaction.

By implementing these recommendations, Dbrand Solution can solidify its position as a leading marketing agency in Nepal and continue delivering outstanding services to clients. With a focus on client relationships, employee development, digital marketing, collaboration, and data analytics, the company can achieve even greater success in the future.



## REFERENCES

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**APPENDIX**

Dbrand solution helping cancer patient at Bhaktapur Cancer Hospital





Me taking liver function test on the occasion of liver day.



Me receiving appointment letter



Client visit Professor Dr. Ratan Thapa (professor for flourishing apiculture) at Dr Bee