



A Cooperative Study Report on Marketing and Research at Cinema Circle Nepal

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Author Note

This report was written as a requirement for my Bachelor of Business Administration (BBA)'s Cooperative Education. The cooperative study report follows the APA 7th Edition guidelines. Kindly email me at sezil2023@kcm.edu.np regarding any comments, thoughts and/or feedback regarding the report.

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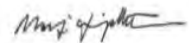
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Abstract

This report provides insights into my internship experience at Cinema Circle Nepal, a Nepalese Movie, Events & Entertainment Company. It covers my role, weekly work, and gained insights. The report includes recommendations for the company and highlights the limitations of the study. During the internship, I worked on research, marketing strategies, and collaborated with stakeholders globally. The MBTI quiz helped me understand my supervisor's working style. I acquired skills in project management, communication, and data analysis. The report acknowledges limitations such as time constraints and limited access to information. Recommendations focus on improving communication, collaboration, and digital marketing strategies.

By presenting a comprehensive account of my internship experience, this report aims to contribute valuable insights and recommendations for the continuous growth and success of Cinema Circle Nepal. It serves as a testament to the practical learning opportunities and valuable experiences gained through cooperative studies in the field of movie, events, and entertainment industry.

Keywords: brand management, cross-departmental collaboration, technological advancement

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Table of Contents

Author Note	1
Abstract	2
Acknowledgement	3
Cinema Circle Nepal Introduction	6
Company’s Vision, Mission & Brand Values	6
Vision.....	6
Mission.....	6
Brand Values.....	7
Creativity.....	7
Integrity.....	7
Diversity.....	7
Innovation	7
Research.....	7
Quality.....	7
Company’s Current Projects	8
Movie	8
Awards	8
Other Ventures	8
Company’s Structure	9
CEO.....	9
Executive Team	10
People, Culture & Talent	10
Marketing & Research	10
Design & Communications.....	10
Events.....	10
Sales	11
Cast & Production.....	11
Finance.....	11
Legal	11
Structure Diagram.....	12
My Role in the Company.....	12
Company’s Strategic Analysis	13
PESTLE Analysis	13
Political Factors	13
Economic Factors.....	14
Sociological Factors.....	14

Technological Factors	14
Legal Factors.....	15
Environmental Factors	15
My Decision to Join the Company.....	16
Rationale 1 Professional Development	16
Rationale 2 Research Opportunities.....	16
Rationale 3 Networking Opportunities	16
Rationale 4 Exploring Media Industry	17
Rationale 5 Financial Incentive.....	17
Cooperative Study Activities.....	18
Role Description	18
Job Process.....	18
Cooperative Study Insights	20
Communication Styles and Workplace Dynamics	20
Skills Acquired during Cooperative study.....	21
Market Research	21
Project Management	21
Communication.....	21
Networking	22
Limitations of Cooperative Study.....	23
Recommendations to the Company.....	24
Diversify Marketing Strategies.....	24
Increase R&D Investment.....	24
Embrace Technological Advancements.....	25
Develop Stronger Partnerships	25
Conclusion	26
References.....	27

Cinema Circle Nepal | Introduction

Cinema Circle Nepal is a Nepalese movies and entertainment company. It was founded with the aim of providing a platform for aspiring movie makers to enter the Nepalese Movie Industry, and to appropriately highlight and recognise the work of the hundreds of people, appearing both in front of the screens and behind the scenes through its award - Cine Circle Awards. The company is also keen to produce movies that accurately reflect the history of Nepal and its diverse culture.

Company's Vision, Mission & Brand Values

Vision

Cinema Circle's primary vision is to become the leading entertainment company in Nepal by showcasing and promoting Nepalese talent and history to the world. The company is committed to creating entertainment products that entertain and educate the audience about Nepal, Nepalese actors and Nepal's rich history, art and culture. This is achieved through their production of movies, events and other entertainment ventures.

Mission

To fulfil its visions, the company has the following missions in place:

1. To produce well-researched and top-notch quality movies that entertain and educate the audience about Nepal and its arts and culture
2. To organize properly judged & voted award show that not only recognises talents, but also showcases Nepalese culture and tradition
3. To create a network of Nepalese Movie industry professionals
4. To support the growth of the budding Nepalese entertainment industry

Brand Values

Cinema Circle Nepal is proud to celebrate the diversity of Nepalese culture by providing a platform for all communities to showcase their artistic skills and creativity. Here are the company's brand values:

Creativity

Encouraging and nurturing creativity in all aspects of Nepalese Entertainment

Integrity

Putting ethical business practices in place and maintaining transparency in all deals and business decisions

Diversity

Celebrate the diversity of Nepalese culture and providing a platform for all communities

Innovation

Adopting innovative approaches to bring unique experiences to audiences worldwide (EY, 2023)

Research

Conducting thorough and diligent research to ensure accuracy

Quality

Deliver high-quality entertainment products and services

Company's Current Projects

Movie

The company is committed to producing movies that accurately reflect Nepal's rich history, through dedicated research and several in-person interviews with make-up artists in Dubai to Archeologists in Nepal. Currently, the company is preparing full-throttle to start the shooting of the movie 'Sarvojeet' in August 2023. This movie is the biography of Bhagat Sarvjit Vishwakarma, one of the unwavering Dalit movement leaders of Nepal (Himalsanchar, 2022).

Due to the pandemic, the employees had to work online and collaborate with artists around the globe through video conferencing platforms and collaboration softwares.

Awards

The company has left quite an impact in the Nepalese Movie Industry through its awards - Cine Circle Awards. The award is given to honour artists and movie workers for their artistic and technical contribution to Nepalese movies (Lens Nepal, 2019).

Unfortunately, due to the COVID-19 and following restrictions, they have been unable to organize large in-person events. The team is working to re-strategise and revamp the awards. This year's Cine Circle Awards is happening on the 12th of May, 2023.

Other Ventures

In addition to the film and event projects, Cinema Circle Nepal supports artists through independent consulting, and is dedicated to creating a strong network of industry professionals. The company hopes to foster a vibrant and successful Nepalese entertainment industry by providing a platform and resources.

Company's Structure

The company has specific roles and departments and they hire contractors and consultants depending on each project's requirements.

Here is the company's structure:

Table 1: Cinema Circle Nepal / High-Level Company Structure

Job Title	Employee
CEO	Dinesh D.C.
COO	Janak Khadka
CFO	N. Karki
Executive Producers	Shaba DC Shiwaanee DC
People, Culture & Talent Manager	Ranu D.C.
<i>Marketing and Research Manager</i>	<i>Shiwaanee DC</i>
<i>Marketing and Research Intern</i>	<i>Sezil Dangol</i>
Design and Communication Manager	Ramesh Man Shrestha
Events Manager	D. Adhikari
Sales Team Manager	A. Shrestha
Cast & Production Manager	N. Adhikari
Cast and Production Consultant (External)	S. Pandey
Finance Manager	K. Karki
Legal Consultant (External)	T. K. Shrestha

Note. Cinema Circle Nepal's Team Structure. (Dangol, S., 2023 | A Cooperative Study Report on

Marketing and Research at Cinema Circle Nepal)

CEO

- Responsible for spearheading the strategic direction, policies and overall management of the company (Kurtzman et al., 2004)

Executive Team

- Comprised of top executives - COO, CFO & Executive Producers
- Responsible for managing daily operations (Kurtzman et al., 2004)

People, Culture & Talent

- Led by People, Culture & Talent Manager, reports to COO
- Responsible for all HR related activities like recruiting, talent management, employee relations and performance management (Kurtzman et al., 2004)

Marketing & Research

- Led by Marketing & Research Manager, reports to COO
- Responsible for brand management, advertising company's projects, maintaining Public Relations, and research based on project requirements (Kurtzman et al., 2004)

Design & Communications

- Led by Design & Communications Manager, reports to COO
- Responsible for all designs and artworks needed for the movies, events and other ventures of the company to appeal to the correct target audiences (Kurtzman et al., 2004)

Events

- Led by Events Manager, reports to COO
- Responsible for event management, dedicated guest lists, liaising with third party vendors and location scouting for events (Kurtzman et al., 2004)

Sales

- Led by Sales Manager, reports to COO
- Responsible for overseeing all aspects of the sales process, from lead generation to customer acquisition and retention (Kurtzman et al., 2004)

Cast & Production

- Led by Cast and Production Manager, reports to COO
- Responsible for casting people for the roles in movies (Kurtzman et al., 2004)

Finance

- Led by Finance Manager, reports to COO
- Responsible for budgeting, forecasting, and financial planning, as well as ensuring compliance with financial regulations and standards (Kurtzman et al., 2004)

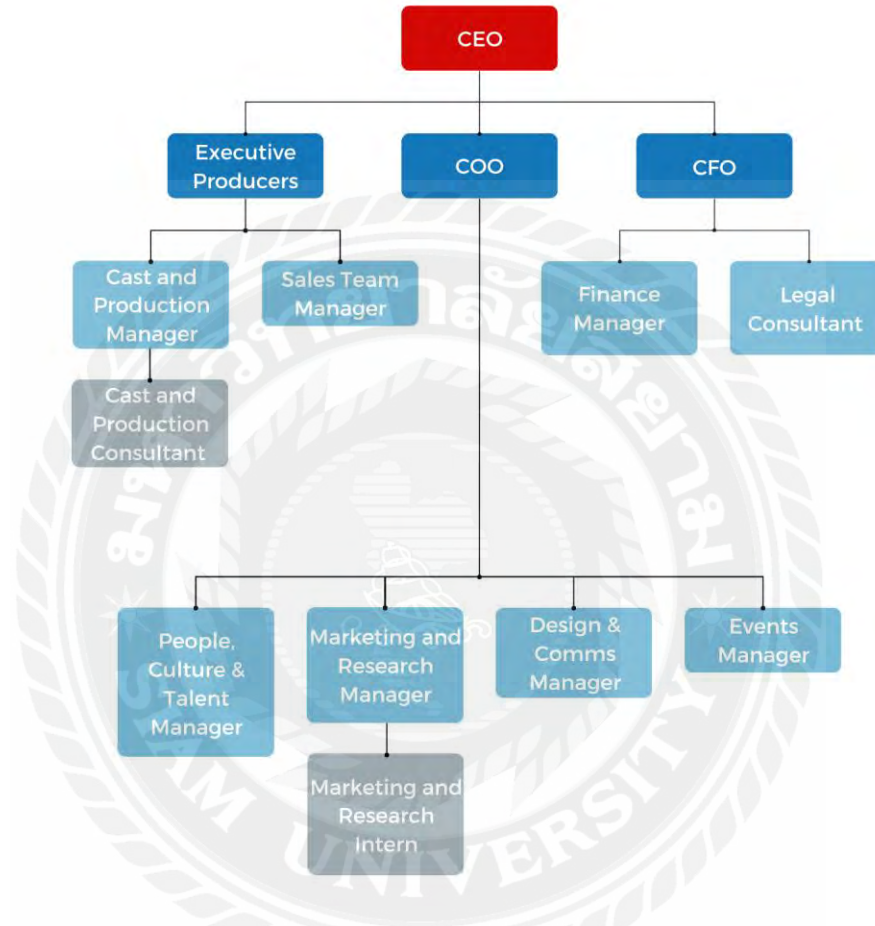
Legal

- Led by Consultant Manager, reports to COO
- Responsible for providing expert legal advice and guidance to individuals or organizations on various legal matters (Atkins & Cheeseman, 2007)

Structure Diagram

Here is the diagram of the organizational structure of Cinema Circle Nepal:

Figure 1: *Cinema Circle Nepal | Organization Structure*



Note. Cinema Circle Nepal's Organizational Structure. (Dangol, S., 2023 | A Cooperative Study Report on Marketing and Research at Cinema Circle Nepal)

My Role in the Company

I work as the Marketing and Research Intern with the Marketing & Research Team. More details are captured in [Cooperative Study | Activities](#).

Company's Strategic Analysis

Cinema Circle Nepal operates in a complex environment that is affected by various external factors. To get a better understanding of this environment, I have done a PESTLE Analysis of the company.

PESTLE Analysis

PESTLE is a helpful tool that helps businesses understand how different stakeholders interact in the business environment (Paul & Cadle, 2020). This analysis helps companies identify gaps and revamp their existing strategies.

Political Factors

- Regulations and censorship laws can affect the type of content produced and distributed by Cinema Circle Nepal (Chaurasia & Shah, 2022)
- Government funding and tax incentives for film production can influence the location and the team for each project.
- COVID-19 restrictions have impacted the company's abilities to organize events and delayed its film production timeline (IGN, 2020)
- The company has good support from the government for making historically accurate movies.

Economic Factors

- Economic conditions and trends directly impact the demand for watching movies at a theatre. For example: during a recession, customers may cut back on spending and save their otherwise disposable income.
- Economic downturns can negatively affect the box office sales and profitability of Nepalese movies.
- Changes in consumer spending patterns can influence the demand for Nepalese movies.
- Currency fluctuations can affect the cost of film production and distribution (Society in Motion, 2017)

Sociological Factors

- Changing cultural values and social attitudes can influence the types of movies that are popular and successful in Nepal. (SBS, 2017)
- Changing audience tastes can impact the types of stories and genres that are in demand.
- Nepalese living abroad tend to watch more Nepalese movies, making it easier for Cinema Circle Nepal to recoup their investment if they can arrange international screenings.

Technological Factors

- Advancements in special effects and production technology can change the way movies are made (Raindance, 2021)
- Online streaming services and their popularity may pose a threat to Cinema Circle's traditional theatre business model (Ziemba, 2023)

- Technological advancements can help the company to opt for proper digital marketing and distribution channels.
- Social media and online communities can influence audience opinions and create viral marketing opportunities.

Legal Factors

- Cinema Circle Nepal has to adhere to all the relevant laws and regulations, including but not limited to: Copyright Laws, Tax Laws, and Labour Laws (Atkins & Cheeseman, 2007).
- Contracts and NDAs, especially concerned with short-term contractors and external consultants, can affect the working conditions and compensation rates. (Fitzpatrick, Symes, Parker, & Veljanovski, 2019)

Environmental Factors

- The company is committed to take steps to implement sustainable practices and to reduce waste in their daily operations.
- Nepal's natural beauty is a fundamental part of the company's cultural identity, and Cinema circle Nepal must be careful to minimize the impact on the environment.
- The company collaborates with various textile and boutique companies to rent outfits that help to reuse those pieces and to mitigate the impact of fast fashion in the industry (Cartwright, 2021)

My Decision to Join the Company

My curiosity drives me to explore different industries. With so many verticals and budding businesses to choose from, deciding to do an internship at Cinema Circle Nepal was fairly easy. The following are my rationale for choosing the company.

Rationale 1 | Professional Development

As a Marketing student, joining Cinema Circle Nepal provided me with an opportunity to develop myself professionally in the Nepalese Entertainment and Media Industry. The company's commitment to producing historically accurate movies and events, along with their focus on research and accuracy, aligned with my academic interests and career aspirations. Through my internship, I was able to develop my skills in marketing, research, and event planning, while also gaining practical experience in a real-world setting (Emerald Publishing, 2023).

Rationale 2 | Research Opportunities

Cinema Circle Nepal's emphasis on accurate historical research appealed to me as an intern. As a Research Intern, I contributed to the company's research efforts and worked on projects that required attention to detail and thorough research (Anjum, 2020). This allowed me to gain a deeper understanding of the Nepalese Movie Industry, and develop my research skills through hands-on experience.

Rationale 3 | Networking Opportunities

My internship provided me with the chance to network with professionals in the Nepalese Entertainment and Media Industry. While securing the sponsors for the company's events, I was

able to meet and connect individuals who shared similar interests in the industry. These networking opportunities not only helped me build relationships within the industry, but also provided me with valuable insights into potential career paths (Michael Page, 2023).

Rationale 4 | Exploring Media Industry

I have always been fascinated by how the movie industry works. From movie production to movie planning, Cinema Circle Nepal provided me the chance to explore different aspects of the industry (MasterClass, 2023).

Rationale 5 | Financial Incentive

The financial incentive for my work allowed me to gain practical experience in a real-world setting while also being compensated for my time and effort (OECD, 2007). This served as a motivator to perform well and contribute to the company's project. This has taught me the value of money and time.

Cooperative Study | Activities

As part of the Cooperative Study, I was working with the Marketing & Research team.

Role Description

As Marketing and Research Intern at Cinema Circle Nepal, my position involved working closely with the Marketing and Research Manager and the rest of the team to conduct research, develop marketing strategies and meet with stakeholders to promote the company's events and services. Specifically, my responsibilities included:

- Conducting research on historical events, industry trends, and competitors through cross-departmental collaboration
- Assisting in the coordination of social media and email campaigns
- Liaising with stakeholders and partners to promote the company's events and expand its reach
- Developing marketing plans and strategies for the company's events, movies and projects
- Brainstorming various ideas for future projects and plans
- Organizing and executing events

Job Process

The following table illustrates my weekly work at Cinema Circle Nepal as its Marketing & Research Intern.

Table 2: Job Process

Task	Weekly Working Hours	Deliverables	Platforms/ Softwares Used	Cross-Departmental Collaboration	How my Internship Supervisor Supported my Work
Professional Development Programme	15 hours	Complete assigned modules and activities	Asana	People, Culture and Talent Team	Provided guidance on selecting relevant modules
Research for Movie	5 hours	Research for the biopic movie - Sarvojit	Google Drive Miro Notion	Design and Communications Team Cast and Production Team	Pointed out proper research databases Provided feedback on weekly research report/s
Marketing Strategy & Contacting Sponsors for LG Cine Awards	10 hours	Marketing plan for LG Cine Awards and Sponsorship Proposals	Google Drive Chat GPT Google IBIS World Social Media Platforms	Events Team	Provided guidance on marketing strategies and sponsorship outreach
Stakeholders Meetings	10 hours	Taking meeting minutes including notes and follow-up actions	Zoom WebEx Notion Google Drive Miro	C.E.O.	Provided background information on stakeholders Scheduled Meetings with relevant stakeholders Kept me in a loop through emails and text threads

Note. Cinema Circle Nepal's Job Process Table. (Dangol, S., 2023 | A Cooperative Study Report on Marketing and Research at Cinema Circle Nepal)

Cooperative Study | Insights

Here are some insights I gained from the Cooperative Study.

Communication Styles and Workplace Dynamics

On the first day of my internship, my Internship Supervisor and I took the MBTI quiz. The MBTI is a personality test, co-created by Isabel Briggs Myers and her mother, which helps people understand their communication styles and how they interact with each other (The Myers-Briggs Company, 2023). Understanding the MBTI types of the people in your team can be greatly imperative to understanding each other's communication styles and workplace behaviors, and it can be a great avenue to support your peers to the best of your abilities (Atlassian, 2021). The results revealed that I am a Logician [INTP] and my internship Supervisor is Protagonist [ENFJ].

As a Logician, I tend to be analytical and logical. I excel in tasks that involve problem-solving and critical thinking skills ^[2](16 Personalities, 2023). On the other hand, my Internship Supervisor, being a Protagonist, is outgoing, empathetic, and good at motivating and inspiring others ^[1](16 Personalities, 2023). Together, we were able to create a positive and productive work environment. Our different strengths complemented each other well.

Working with a Protagonist helped me develop my interpersonal skills and become more communicative, while my analytical approach aided my Internship Supervisor to analyze data and create more holistic marketing strategies. To overcome our weaknesses, we made sure to communicate openly and honestly with each other (Crossman et al., 2010). By doing so, we were able to build trust and work collaboratively towards our goals.

Skills Acquired during Cooperative study

During my cooperative study, I acquired several skills that I intend to use in the future. These skills acquired during my internship have aided me in both personal and professional fronts (Anjum, 2020). These skills include:

Market Research

I gained experience in conducting market research and analyzing data to create effective marketing strategies. I plan to use this skill to help me succeed as a marketer.

Project Management

I learned how to manage multiple projects simultaneously and prioritize tasks based on their importance. This skill will help me in my future career as a project manager while also helping me manage my personal goals and prioritize certain activities over others.

Communication

Working with different teams with people coming from different walks of life required effective communication, which is a skill I honed during my internship. I plan to use this skill in the future to communicate with colleagues, clients and stakeholders in a work setting, and to communicate with my family, my friends and my partner in my personal life.

Networking

During my internship, I had the opportunity to network with industry professionals, which helped me build my relationship and expand my network. I plan to use this skill to build my network and create opportunities for myself in the future.



Limitations of Cooperative Study

These limitations serve as areas for consideration and improvement in future cooperative studies to enhance the learning and engagement of other interns:

- I. Due to the short duration of my internship, I was not able to fully explore all aspects of the company's operation.
- II. The Nepalese entertainment and movie industry is subject to various external factors. As an intern, I had limited influence over these industry dynamics, and had to work within existing parameters.
- III. While I had access to relevant data within the scope of the projects I was involved in, I was not privy to certain confidential information. This posed a limitation on the completeness and accuracy of my work.
- IV. As an intern, I relied on the guidance and availability of my supervisor and other team members for tasks and projects. Their prior commitments and conflicting schedules would sometimes delay the progress of my work, and thereby limit my access to their expertise.

Despite these limitations, I made the most out of my internship experience by actively engaging with the available resources, collaborating with the team, and leveraging opportunities within my reach.

Recommendations to the Company

As an intern, I had the opportunity to closely monitor and assess the company's daily activities. Here are some of my recommendations.

Diversify Marketing Strategies

Cinema Circle Nepal should explore more marketing channels, such as social media marketing and influencer marketing, to reach a wider audience, and attract potential sponsors. This would help the company enhance its brand image, and eventually increase its revenue (Armstrong et al., 2022).

Increase R&D Investment

As the entertainment industry is constantly evolving, it is important for the company to keep up with the trends and innovations. Cinema Circle Nepal should focus on investing in research and development to create unique and innovative products and services, that stand out in the market, and give the company a competitive advantage (McKinsey, 2023).

Enhance Cross-Departmental Collaboration

Cinema Circle Nepal can improve in the overall workflow and efficiency by fostering better communication and collaboration among different departments. This can be achieved by streamlining processes using various softwares, organizing regular meetings, setting common goals, and encouraging teamwork (Harvard Business Review, 2015).

Embrace Technological Advancements

With the rise of digital technology, it is imperative for Cinema Circle Nepal to keep up with the latest advancements in technology. By adopting new technologies and tools and hiring a strong tech team, the company can automate its processes, improve its efficiency and introduce better products to the market (McKinsey, 2023).

Develop Stronger Partnerships

The company should build strong partnerships with movie production houses, event management companies and sponsors. This will not only help the company expand its reach, but also provide opportunities for joint ventures and potential collaborations (Lumen Learning, 2023).



Conclusion

In conclusion, my internship experience at Cinema Circle Nepal provided me with a unique opportunity to gain hands-on experience in the field of marketing and research. Through my role as a Marketing and Research Intern, I was able to develop a range of professional and interpersonal skills, which I believe will prove invaluable in my future career. I gained insights into the workings of a dynamic and fast-paced industry and was able to contribute to the company's ongoing success through the completion of various projects and tasks (Groysberg & Slind, 2012).

During my internship, I was able to observe the inner workings of the company, from attending events to engaging with stakeholders. I also gained a deeper understanding of the Nepalese movie, events, and entertainment industry and identified areas for potential growth and development. By implementing my recommendations, I believe that Cinema Circle Nepal can improve its performance, achieve its goals, and stay competitive in the Nepalese entertainment industry (EY, 2023).

Overall, my cooperative study was an enriching experience that exceeded my expectations. I am grateful to have had the opportunity to work alongside industry professionals and contribute to a dynamic and fast-growing company (Forbes, 2022). I look forward to utilizing the skills and knowledge I have acquired during my internship in my future endeavors.

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