



Cooperative Education Report

Himalaya Floriculture Pvt.Ltd

Written by :

ALISHA G.C.

Student ID: 6208040025

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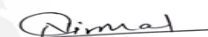
Siam university

Title: Himalaya Floriculture Pvt.Ltd
Written by: Ms. Alisha G.C.
Department: Bachelor's in Business Administration
Academic Advisor: Dr. Jeff Simcox

Coop presentation committee



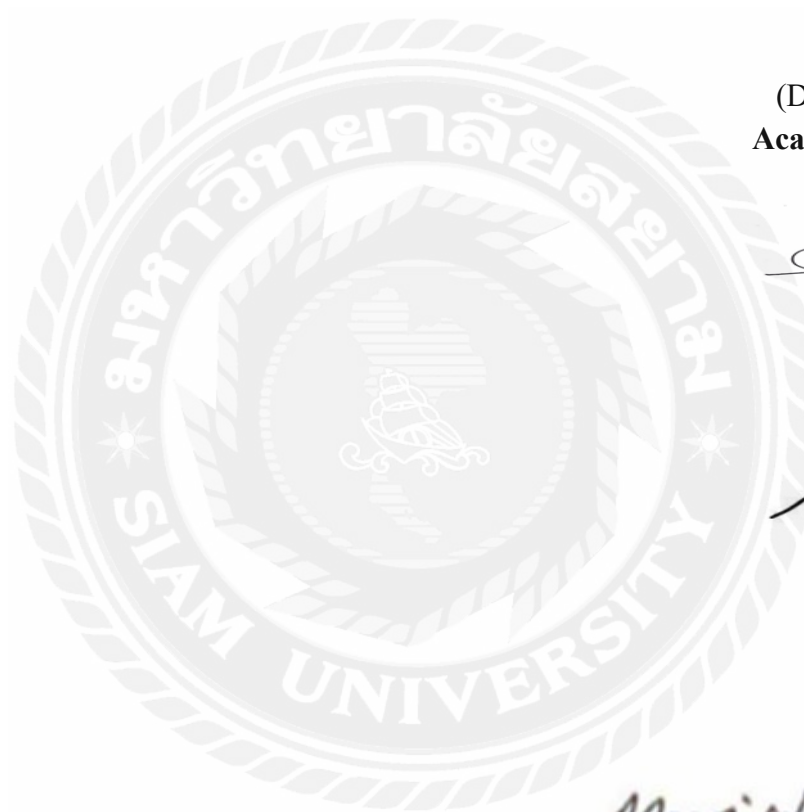
(Dr. jeff.simcox)
Academic Advisor



(Nirmal Gharti)
Job supervisor



Ajan Kavin
Co-op committee



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

Project Title: Himalaya Floriculture Pvt.Ltd
Credits: 5
By: Ms. Alisha G.C.
Advisor: Dr. Jeff Simcox
Degree: Bachelors of Business Administration
Major: Finance & Banking
Faculty: Business Administration
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Abstract

As we all know, the floriculture industry is constantly changing, and it is vital to stay up to date on the latest trends and advances.

Creating a distinct brand identity for the company is also vital in order to stand out from the competition and generate repeat business. Create a clear brand statement that embodies principles, mission, and distinguishing traits, and ensure that it is regularly communicated across all media.

Keyword: innovation, communication, product market

Acknowledgement

I am grateful to Siam University and Kathmandu College of Management for welcoming me and providing me with such a wonderful opportunity to learn about different organizations with different working cultures. Throughout my internship, I have taken great satisfaction and joy in working as an organization's employee. The entire experience not only aided in my skill expansion but also gave me perspective on the application of my education.

I'd like to begin by expressing my gratitude to Dr. Jeff Simcox, my co-op adviser, for his constant counsel, inspiration, and assistance throughout the internship as well as for his assistance in completing this report. His sage guidance and counsel have proven to be extremely beneficial. I also want to thank my boss, Mr. Nirmal Gharti, without whose assistance I would not have been able to comprehend the many facets of the business and how it operates. I also want to thank him for being my employer and mentor during my time there.

I'd like to express my heartfelt appreciation to everyone at Himalay Floriculture for being so accommodating and sharing the organization's operational knowledge. I also want to thank them for constantly aiding me and allowing me to work independently in various areas. Finally, I'd want to thank everyone who has helped me learn, develop a deeper understanding of a business, and obtain information about the company's many responsibilities and services throughout my internship. Without their support, this report would not have been feasible.

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Chapter 1: Introduction

1.1 Company Profile

Floriculture is the cultivation of flowers and other ornamental plants for both aesthetic and commercial purposes. It is a subfield of horticulture that focuses on the commercial breeding, propagation, production, and marketing of flowers and ornamental plants. Flower and decorative plant cultivation has a long history and has played an important role in molding human culture. Today's floriculture industry is worth billions of dollars and produces a wide range of products such as cut flowers, potted plants, bedding plants, and landscape materials. Almost seven decades ago, palace gardeners in Nepal started the country's floriculture industry. But, it wasn't until the 1992 founding of the Floriculture Association of Nepal (FAN) that it started to become more structured. Despite unequal product and service expansion, the flower industry is developing fairly well. In Lalitpur, Nepal, there is a brand-new flower design business called Himalayan floriculture. It sells cut flowers, beautiful flower arrangements, and other items from the farm. Also, it provides everything connected to flowers, locally created and grafted indoor and outdoor plants, and event decorating. Himalaya Floriculture, a farmer-turned-florist with headquarters in the Kathmandu Valley, wants to make flowers and plants more widely available. This farm (which has a 12 ropani expansion) in Godawari, Lalitpur, grows cut flowers such as roses, carnations, gerbera daisies, and gypsophila (Gypsy). Himalaya floriculture's purpose is to give customers low-cost, high-quality flowers and plants that are also environmentally friendly. In addition to floriculture (event planning), this company organizes and decorates a variety of events such as birthday, wedding, and anniversary celebrations.

MISSION AND VISION

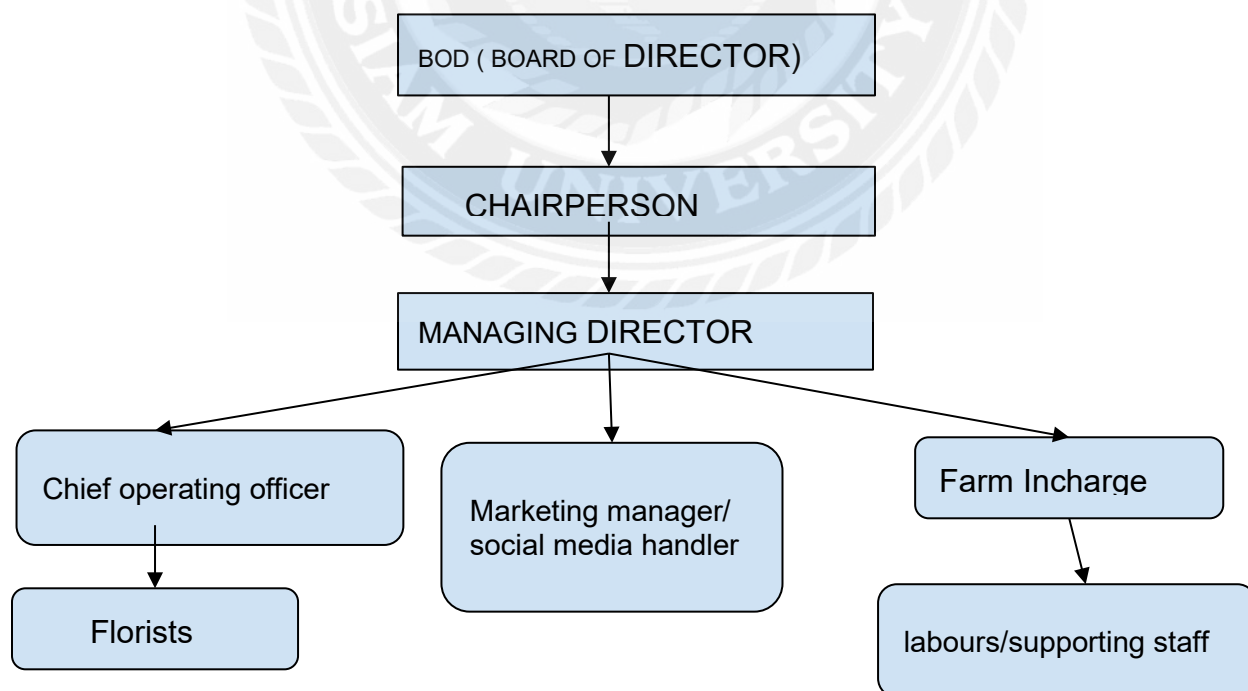
MISSION

Himalaya floriculture's mission is to grow and sell flowers and beautiful plants for a range of applications, such as landscaping, gift-giving, and home decor.

VISION

Himalaya Floriculture's vision is to create a lively and sustainable sector that serves the demands of customers, producers, and the environment. Himalaya Floriculture strives to increase the beauty and diversity of plant life while also improving the quality and production of the sector.

1.2 organizational structure



1.3 what the company accomplishes:

- High-quality flower and plant production: To fulfill market demands, the company may cultivate and produce a varied range of flowers and plants. We provide a wide range of high-quality goods by leveraging current manufacturing technologies and new breeding procedures.
- Marketing and distribution: We create an effective marketing plan to promote and distribute its products to a wide range of merchants, wholesalers, and customers. We have the capacity to develop a strong brand identification as well as a loyal consumer base.
- Sustainability: We use sustainable practices to reduce the environmental impact of our activities. We also use environmentally friendly packaging to reduce waste and carbon footprint.
- Contribution to the community: we contribute by creating job opportunities, supporting local businesses etc.
- Customer satisfaction : We prioritized customers by providing great customer service, assuring timely delivery and supplying quality products that fit the demands and preferences of the clients.

1.4 Intention to choose company

Exposure to the industry: Internship with a Himalaya floriculture company will provide me with hands-on experience in the field. I'll learn about the different flower varieties grown, the cultivation method, and the distribution channels.

Development of skills: Working at this organization may provide me with the opportunity to hone a range of skills. Planting, watering, pruning, harvesting, and event planning. These activities help me to improve skills like plant care, problem solving, time management, and teamwork.

Sustainability: Through an internship with a company that prioritizes sustainability, I learn more about environmentally friendly ways and get an awareness of the importance of sustainability in the industry.

Networking : I will be able to establish contacts in the floriculture sector by taking an internship there. This could be useful for expanding my professional network, finding out about career prospects, and getting mentorship and advice.

Overall, Choosing a himalaya floriculture company for my internship could be a wonderful way to learn about the industry, gain practical experience, learn about sustainability techniques, and network with industry experts.

1.5 Strategic Analysis

- SWOT Analysis

Strength: The competence of a himalayan floriculture company in growing high-quality flowers, its capacity to produce a diverse range of goods, and its excellent relationships with suppliers and consumers are all examples of its capabilities.

Weakness: A lack of diversification, insufficient financial resources, and high operational costs are all potential weaknesses.

Opportunities: Possibilities include entering new markets, launching new products, and implementing sustainable practices.

Threats: Changes in consumer tastes/choices , competition from new players and environmental variables such as climate change are all potential threats.

- **Competitive Analysis**

Competitive analysis includes identifying the company's major competitors, assessing their strengths and weaknesses, and formulating strategies to gain a competitive advantage. Competitors may include other floriculture businesses that operate similarly to ours, as well as wholesalers and distributors of flowers and decorative plants.

In conclusion, completing a strategic study of a Himalaya floriculture company entails investigating the competitive environment, conducting a SWOT analysis, segmenting the market, conducting competitor research, developing a marketing plan, and streamlining operational management. Companies can use this to maintain their position as market leaders in a rapidly changing market.

Chapter 2: Co-op Study Activities

2.1 Job description

As a social media handler for a himalaya floriculture, my responsibilities include creating and implementing a social media strategy to promote the company's products and services, communicate with customers, and enhance brand recognition.

Create and implement a social media strategy for the Himalaya floriculture firm that is in line with its goals. I should also be responsible for creating and managing instructive and relevant social media content for the company's target audience, such as photographs, videos, and written copy. I had to manage a large number of Facebook, Instagram and other social media profiles. I had to monitor client queries, comments, and concerns on social media and respond to them quickly and effectively. I had to Keep an eye out on customer questions, comments, and complaints on social media outlets, and promptly and professionally address them properly. I cannot be late in order to answer our customers' queries, otherwise that can be a weakness of the company in order to gain the client/customers. Develop and maintain connections with floriculture industry partners, collaborators, and social media influencers to make informed judgments about content planning and optimization, track and report on social media metrics like engagement rates, follower growth, and conversion rates.

In conclusion, I was responsible for developing and implementing a social media strategy, creating interesting and educational social media content, managing social media accounts across multiple platforms, monitoring social media for customer questions and complaints, establishing and maintaining relationships with influencers and collaborators, and continuously optimizing social media performance based on data and trends.

2.2 Job responsibilities and duties

As a social media intern, my responsibilities include:

1. Creating and curating content: I create social media content that is engaging, informative, and relevant to the target audience. This includes writing posts, taking photos or designing graphics.

2. Scheduling and publishing content: I used social media management tools to schedule and publish content across various social media platforms at the appropriate times and frequency.
3. Engaging with the audience: I monitor social media channels for comments, messages, and mentions and respond to them promptly. I need to engage with followers and participate in conversations to build a strong community.
4. Analyzing performance: I tracked and analyzed social media metrics to understand the performance of the content and make adjustments to improve engagement and reach.
5. Collaborating with team members: I worked closely with other members of the marketing team to ensure social media efforts align with broader marketing goals and objectives.
6. Developing and implementing a social media strategy: I should come up with a strategy for how the organization will use social media to accomplish its business goals. The target audience, content themes, and messaging should all be specified in the plan.
7. Managing social media accounts: I should oversee the administration of the company's social media accounts by publishing content, answering messages and comments, and keeping track of online discussions pertaining to the brand.

As part of my job as a social media handler. I also get to network with current and potential clients. I get the chance to meet new clients and potential clients as part of my employment as a social media manager. These are the things I should keep on mind before meeting with clients:

1. Be ready: I have to do my homework before meeting with a new customer to learn as much as I can , about their company and their social media requirements. I need to be certain that I have a clear understanding of their target market, their industry, and their rivals.

2. Be professional: I should keep in mind that when I meet with clients, I should represent my company. Throughout our interaction, I should also dress appropriately, show up on time, and act politely.

3. Listen carefully: I should definitely take the time to hear what my customer has to say and pay close attention. Ask them questions to obtain clarification on any ideas that are unclear, and make notes to make sure I don't miss anything crucial.

4. Communicate clearly: I should be direct and brief while delivering my views or offers. and try to refrain from using technical terms that my client might not understand.

5. Be adaptable: I should be receptive to criticism and ready to change my strategy in light of my clients requirements and preferences. I should keep in mind that my aim is to assist my client in achieving their social media goals.

6. After our discussion, I should follow up with the customer to express our appreciation for their time and to emphasize any important points or future steps. This will make it easier to guarantee that everyone is on the same page and can continue working.

It's important to keep in mind that while locating an internship in an event planning and management company can be time-consuming and difficult but it's worthwhile to do so in order to obtain knowledge and contacts in the field. I must thus maintain my optimism, be persistent, and be on the lookout for opportunities to learn and advance.

JOB PROCESS DIAGRAM

| Content brief | Research and planning |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>- receives a content brief or campaign objectives from the marketing or communications team.</p> <p>This brief outlines the goals, target audience, key messages, and any specific requirements for the social media content.</p> | <p>- gathers information on the target audience, rivals, industry trends, and pertinent hashtags or keywords.</p> <p>-develop a content plan or calendar outlining the subjects, forms, and posting schedule for upcoming social media content.</p> |

| Content creation | Review and approval | Analytics and reporting |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Based on the content plan, creates engaging and compelling content for social media platforms such as Facebook, Instagram, LinkedIn. This includes writing captions, selecting or creating visuals (images, videos, or graphics), and adding relevant hashtags or tags.</p> | <p>-Internally, content is checked for accuracy, brand consistency, and adherence to requirements. To ensure that the content matches the appropriate standards, the handler may work with other team members or stakeholders. At this point, any necessary adjustments or edits are made.</p> | <p>-gathers and analyzes social media performance data like reach, engagement, click-through rates, and conversions.</p> <p>-create periodical reports that summarize critical metrics and insights, highlighting areas of success and progress.</p> |

2.3 Contribution as a co-op student in the company

Research and analysis: I support the business by looking at market trends, rival companies, and consumer behavior. To assist the business in making wise decisions, you can also analyze data and offer insights.

Social media management, content production, and marketing: As a co-op student, I help the business with these tasks. By making the company's website and social media profiles more optimized, I also aid the company in enhancing its online presence.

Operations and logistics: I help the business with day-to-day tasks including inventory management, order processing, and shipment coordination. I also assist the business by streamlining existing procedures and identifying potential areas for development.

Sales and customer service: I help the business with sales tasks like lead creation and prospecting. Also, I offer customer support by responding to questions and addressing problems.

Product development: By performing market research, getting customer feedback, and offering suggestions on product features and design, I can help develop new products.

I get to Work on special projects that call for specialized knowledge and abilities that are assigned to me. These assignments could involve organizing an event, analyzing statistics, or conducting in-depth study. So that I can have better knowledge.

Overall, I develop new abilities, obtain useful work experience, and contribute significantly to the Himalaya floriculture company as a co-op student.

Chapter 3: Learning Process

3.1 problems of the company (company areas of improvement)

Production inefficiencies: As Floriculture businesses may experience problems with the production process, including inadequate quality control, waste, and supply chain disruptions. These are the problems that lead to increased expenses and reduced profit margins.

Marketing and branding: himalaya floriculture are finding difficulty to stand out in a competitive market and convince clients of the value they offer. Sales and revenue may decline as a result of this.

Environmental sustainability: As our company is a floriculture company, there are issues with water use, pesticide management, and energy consumption.

Workplace environment and labor shortages: Floriculture businesses need the skilled manpower without which the company can face a lot of difficulties. So it is difficult to retain skilled personnel, especially in areas with high labor expenses.

Challenges in sales and marketing: Businesses have trouble reaching their target clients and generating enough revenue because there are many competitors due to which the company is facing a challenge in sales. So, the investment should be done properly and wisely. The business could need to make an investment in more effective marketing techniques.

Financial management: Sometimes the company also experiences difficulties with accounting, budgeting, and cash flow management. Bad financial management can cause liquidity problems and make it more difficult for the business to invest in development possibilities.

Staff development and retention: These days in this competitive business world it is difficult to find and keep skilled workers for our company which can lead the company to higher turnover

and lower output but also it is necessary for the our business to make investments in staff development and training programs, competitive pay and benefits, and a supportive workplace environment. Due to which the company can get the expected results.

Supply chain management: Himalaya floriculture also encounters difficulties managing their supply chains due to demand changes, logistical problems, or unreliable suppliers. The business would have to strengthen its forecasting and planning ability, build stronger links with suppliers, and streamline its logistics operations.

In order to deal with these difficulties I think that a customized strategy that takes into account the particular requirements and circumstances of the firm is needed. We also can increase the performance by making technological investments, strengthening the supply chain management, enhancing the branding and marketing initiatives, implementing sustainable practices, and offering the staff members fair working conditions.

3.2 learning during co-op studies

It is a great way for me to learn new skills, gain experience in this field of study, and I get to learn more about the industry. Apart from the social media handler and marketing department I visit the field sometime due to which I get extra knowledge about the plants and their lives.

Plant cultivation and maintenance: I got to know about the various plant species, their growing requirements, and how to take care of them. This might cover subjects like cultivating the soil, fertilizing it, irrigating it, controlling pests and diseases, pruning, and propagation.

Marketing and sales: I can discover the different channels for the selling and purchase of flowers and ornamental plants, including wholesalers, shops, and internet marketplaces. Also, I get to know how to design product displays, formulate marketing tactics, and maintain client relationships.

Professional networking : It provides me the chance to meet different people in their field, which helps me to form bonds with them, and create contacts that may help me find work after my graduation too.

Exposure to other industries: I also get the opportunities to learn about a variety of professions and get a wide grasp of their field. So that I can get knowledge about various industries.

Improving soft skills: Doing work in this sector/ company this internship gives me a chance to acquire key soft skills, such as collaboration, communication, and problem-solving, which are essential for success in my career.

Learning about industry trends :I got the chance to benefit from this knowledge since it keeps me current and gives me a competitive edge. So that I can be ready for any kind of trends .



Chapter 4: Conclusion

4.1 Evaluation of the work experience

In conclusion, in the himalaya floriculture pvt.ltd I work as social media handlers beside handling social media and handling marketing department i also get to know about the various aspects of the plants. I feel like I had a different connection with the flowers and also I got a great chance to learn about the industry, by which I get to develop new abilities, and gain practical experience in their field of study. In this position, now I have the confidence and I can proudly say that I can support the business social media presence, interact with clients and followers, and cooperate with other team members.

As a Co-op student, due to this internship I can reflect on the learning objectives, seek feedback, assess the performance, review the work, take into account the organization's culture, and evaluate the overall experience when assessing my work experience. I also can create an action

plan, establish new goals for myself, and evaluate the strengths and weaknesses by doing a self-evaluation.

Overall, working as a social media manager for a himalaya floriculture company is a great chance for me to develop important skills, network with industry professionals, and be ready for the future professions. It is a demanding and fulfilling experience that can significantly affect my career and personal development

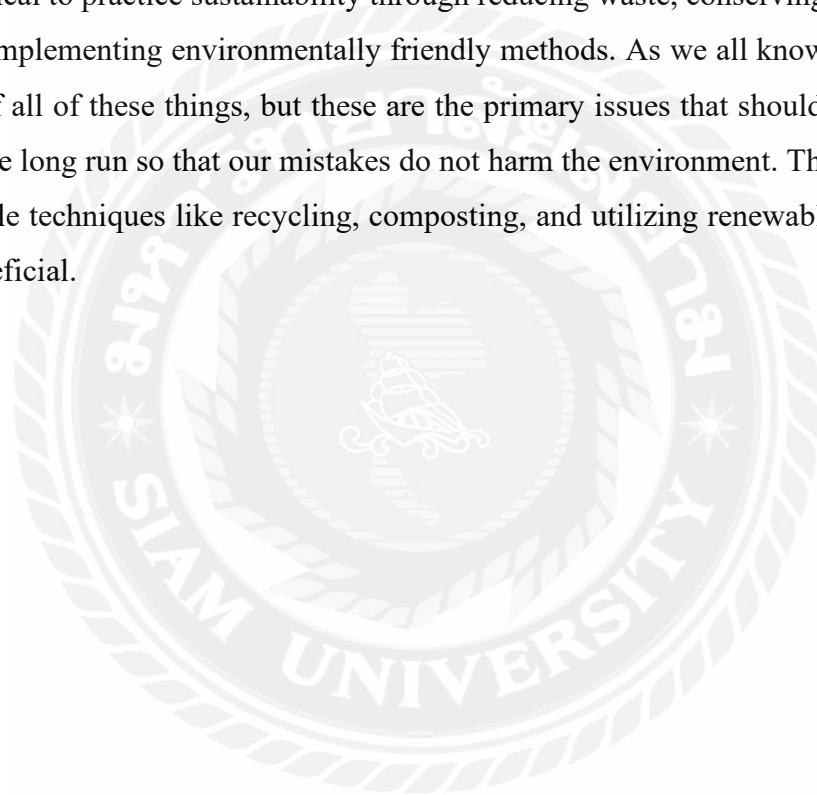
4.2 : Recommendations for the company

Floriculture should prioritize customer happiness because corporate success is dependent on it more than anything else through providing high-quality goods and services, listening to customer input, and providing great customer service. The most important thing is to ensure that we are meeting the clients' needs and expectations.

As we all know, the floriculture industry is constantly changing, and it is vital to stay up to date on the latest trends and advances. To embrace innovation, the firm should experiment with new products, services, and marketing strategies, as well as invest in research and development.

Creating a distinct brand identity for the company is also vital in order to stand out from the competition and generate repeat business. Create a clear brand statement that embodies principles, mission, and distinguishing traits, and ensure that it is regularly communicated across

all media. Finally, practice sustainability because floriculture can have a significant environmental impact. It is critical to practice sustainability through reducing waste, conserving resources, and implementing environmentally friendly methods. As we all know, the corporation is taking care of all of these things, but these are the primary issues that should be implemented day by day in the long run so that our mistakes do not harm the environment. Thinking about Using sustainable techniques like recycling, composting, and utilizing renewable energy sources is superior/ beneficial.



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