



Cooperative Education Report

Crafting Brand Identity: A Strategic Odyssey at Pahadi Foods

Written By

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This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, Academic Semester 2/2023

Siam University

Project Title: Crafting Brand Identity: A Strategic Odyssey at Pahadi Foods

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ABSTRACT

This internship report provides a detailed narrative of the cooperative education journey undertaken by Ketan Mishra (Student ID: 6308040038) at Pahadi Foods, commencing on February 18th, 2024. Initially assuming the role of a Management Intern, the experience metamorphosed into an immersive exploration of operational intricacies and brand evolution within the FMCG sector.

Spanning over weeks, the internship encapsulated diverse responsibilities, from meticulously crafting meeting minutes to formulating strategic content. The journey commenced with an earnest endeavor to understand the core functions of the organization, particularly sales operations, alongside Field Sales Representatives (FSRs). Insights highlighted pricing discrepancies, prompting strategic initiatives such as introducing smaller SKUs to address market demands.

Venturing into branding, the intern spearheaded initiatives ranging from collaborations with influencers to orchestrating tasting campaigns. Notable participation in exhibitions, notably at the Federation of Women Entrepreneurship Associations of Nepal (FWEAN), underscored the organization's commitment to community engagement.

A pivotal project on Green Tea product development epitomized a holistic approach, from ideation to market launch, showcasing the intern's prowess in product strategy and execution. The

culmination of this project marked a transformative milestone, culminating in an elevation to the role of Branding Associate, tasked with overseeing diverse aspects of branding.

Reflectively, the internship served as a crucible for personal and professional growth, enabling the practical application of theoretical knowledge in real-world scenarios. Insights encompassed strategic marketing, product development, and brand management, nurturing critical analytical and interpersonal skills pivotal for career advancement.

Keywords: Brand positioning, Research, Product Development, Strategic Management, E-commerce management



ACKNOWLEDGEMENT

I sincerely thank Pahadi Foods for providing me with the invaluable opportunity to embark on a transformative cooperative education journey. As a Management Intern, I delved deep into the intricacies of the FMCG sector, honing essential skills and competencies that will undoubtedly shape my future endeavors.

Special appreciation is reserved for my supervisor at Pahadi Foods, whose guidance and mentorship were instrumental throughout the internship. His unwavering support facilitated my immersion into diverse aspects of the organization's operations, fostering personal and professional growth.

I am deeply thankful to the leadership team at Pahadi Foods for their unwavering support and encouragement throughout this journey. Their vision and commitment to excellence provided the ideal experiential learning and skill development environment.

Furthermore, I express my gratitude to my family for their unwavering support and encouragement throughout this endeavor. Their encouragement provided the necessary motivation to navigate challenges and seize growth opportunities.

In conclusion, this cooperative education experience at Pahadi Foods has been a cornerstone in my academic and professional journey. I am profoundly grateful for the invaluable lessons learned and look forward to applying them in future endeavors.

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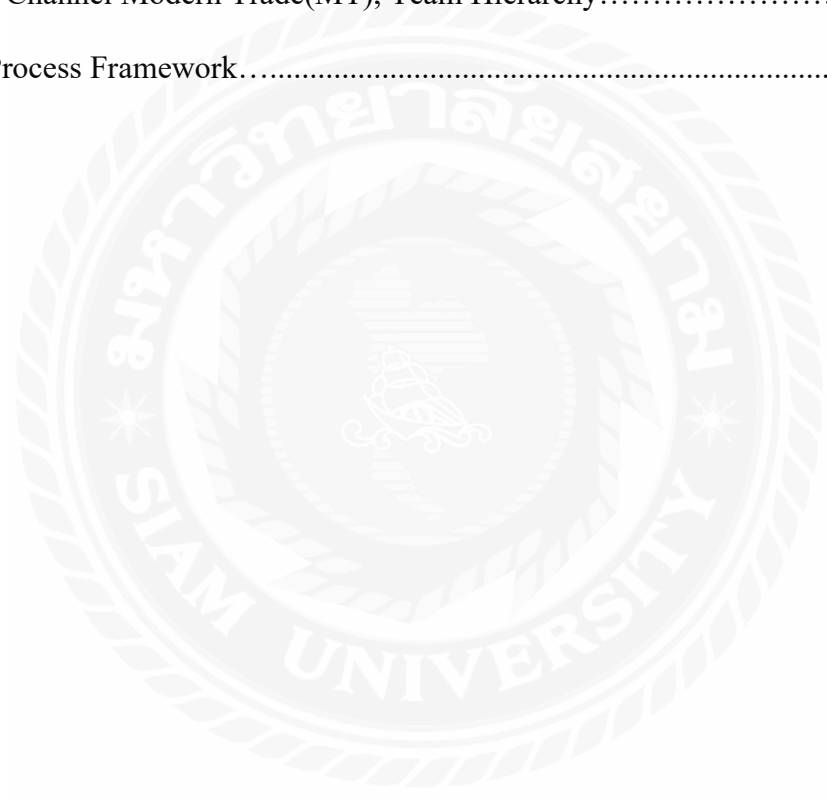
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CHAPTER 1

INTRODUCTION

1. Company Profile



Figure 1: Company Logo

Pahadi Foods, established as a Private Limited Company in 2023, is a pioneering force in revolutionizing the agricultural commodities market within Nepal. Our core ethos revolves around the paramount objective of augmenting and enriching the value of farm products, thereby uplifting both producers and consumers alike. Situated strategically, our state-of-the-art manufacturing facility resides in Budhanilkantha, complemented by our corporate headquarters located in the bustling district of Baluwatar, Bagmati Province, Nepal. This strategic positioning empowers us to orchestrate operations seamlessly while delivering unparalleled service to our esteemed clientele.

With an illustrious journey marked by innovation and dedication, Pahadi Foods boasts an extensive portfolio comprising thirty-one meticulously crafted Stock Keeping Units (SKUs). Our products have made significant inroads into the market, permeating various distribution channels. We proudly serve a vast network spanning over ten thousand general trade (GT) shops and eight hundred outlets encompassing small, medium, and multi-chain modern trade (MT) shops. This expansive reach underscores our commitment to ensuring the accessibility and availability of premium-quality agricultural products to consumers across diverse segments.

At the heart of our success lies a diverse product range encompassing essential staples such as Cheura (beaten rice), Achar (pickle), Daal (lentils), Flour, Grits, Honey, Oil, Rice, Tea, and Ghee,

among others. Each product is a testament to our unwavering dedication to quality excellence, meticulously crafted to surpass the discerning expectations of our esteemed clientele.

Embodying a steadfast commitment to quality and innovation, Pahadi Foods epitomizes leadership within the agricultural sector, spearheading transformative advancements in manufacturing and value-addition processes. Our profound understanding of the farming landscape and relentless pursuit of excellence positions us as trailblazers.

Beyond business imperatives, Pahadi Foods remains steadfast in its mission to catalyze positive change within the agricultural sector, fostering sustainable growth and prosperity for our community. Our endeavors are driven by a vision to elevate the standards of agricultural products in Nepal. While promoting a culture of sustainability and inclusivity.

Pahadi Foods stands as a beacon of excellence, committed to driving innovation, fostering growth, and enriching lives through the transformative power of agricultural excellence.

1.1 Mission of the Company

To empower farmers with comprehensive support, cultivating a sustainable and efficient agricultural ecosystem that ensures the seamless flow of high-quality products in a robust supply chain.

1.2 Vision of the Company

To be the leading food manufacturing company in Nepal that supports farmer's financial, technical, and moral needs, ensuring their products reach the market efficiently.

1.3 Strategies of the Company

- Product Strategy

Pahadi Foods is committed to offering diverse, high-quality food products, emphasizing the importance of locally sourced, organic, and natural ingredients. This approach meets the growing consumer demand for healthier, more sustainable food options and supports local farmers and the economy. By focusing on organic and natural ingredients, Pahadi Foods positions itself as a brand that cares about the environment, the community, and the well-being of its customers. This strategy aligns with global trends towards health and sustainability, setting a solid foundation for brand differentiation and customer loyalty.

- Pricing Strategy

Adopting a medium pricing model allows Pahadi Foods to cater to the mass market effectively while ensuring profitability and offering value for money. This pricing strategy is designed to balance being accessible to a broad audience and maintaining a perception of quality and exclusivity. By doing so, Pahadi Foods can attract a wide range of customers, from those seeking premium, health-conscious food options to budget-conscious consumers looking for healthier alternatives to conventional food products. This approach ensures competitiveness in the market by appealing to a diverse consumer base without compromising on quality and sustainability.

- Promotion Strategy

Pahadi Foods plans to leverage a comprehensive mix of digital and traditional marketing channels to enhance brand visibility, build brand awareness, and foster customer loyalty. The strategy includes:

- Social Media Marketing:

Utilizing platforms like Facebook, Instagram, and Twitter to engage with the audience, share compelling content, and promote products and sustainability initiatives.

- Below-The-Line (BTL) Activities:

Conducting in-store promotions, sampling events, and community engagement activities to build direct consumer relationships.

- Content Marketing:

Create informative and engaging content, such as blog posts, videos, and infographics, highlighting the benefits of organic and locally sourced products and tips for healthy living.

- **Television Ads:**

Crafting memorable TV commercials that resonate with the target audience, emphasizing the quality, origin, and benefits of Pahadi Foods' products. This integrated promotion strategy is designed to reach consumers across multiple touchpoints, enhancing brand recall and encouraging trial and repeat purchases.

DISTRIBUTION STRATEGY

To ensure widespread availability of its products, Pahadi Foods plans to expand its distribution network across various channels:

- **General Trade (GT)** Collaborating with traditional retail outlets to ensure products are available in local markets and shops where consumers frequently purchase groceries.
- **Modern Trade (MT) and Small Modern Trade (SMT) Stores** Partnering with supermarkets, hypermarkets, and convenience stores to target urban consumers looking for quality and convenience.
- **E-commerce Platforms** Exploring online sales channels, including the company's website and popular e-commerce platforms, to cater to the growing number of consumers preferring to shop online. This approach will help reach a broader audience, including the Nepali diaspora abroad, and offer convenience and accessibility to customers.

By implementing a multi-channel distribution strategy, Pahadi Foods aims to maximize its market reach and ensure its products are readily available to consumers across Nepal and internationally. This approach will be crucial in building a market presence, driving sales, and achieving long-term growth.

2.1 Organizational Structure Diagram

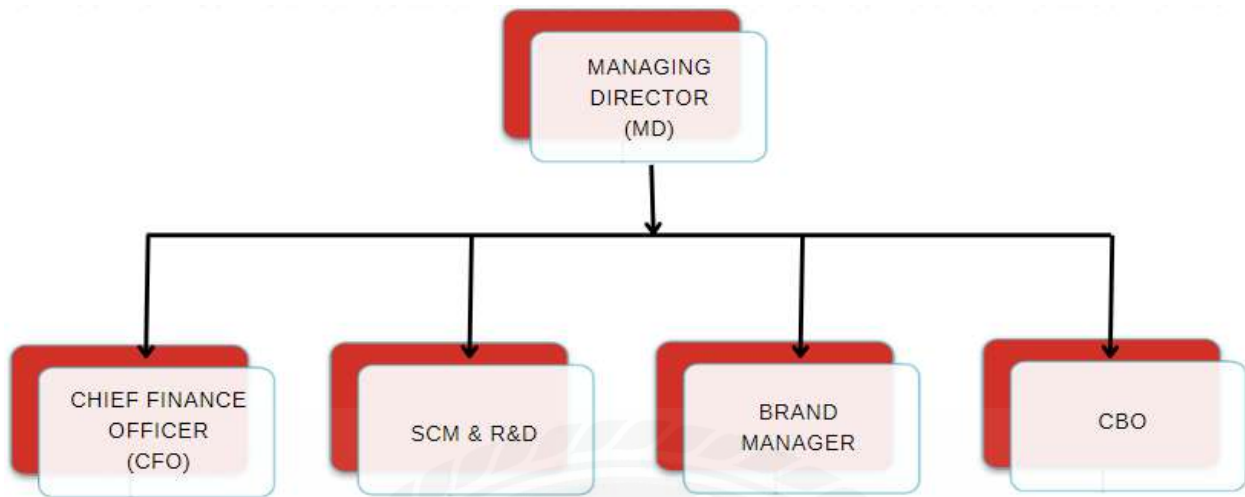


Figure 2: Organization Structure

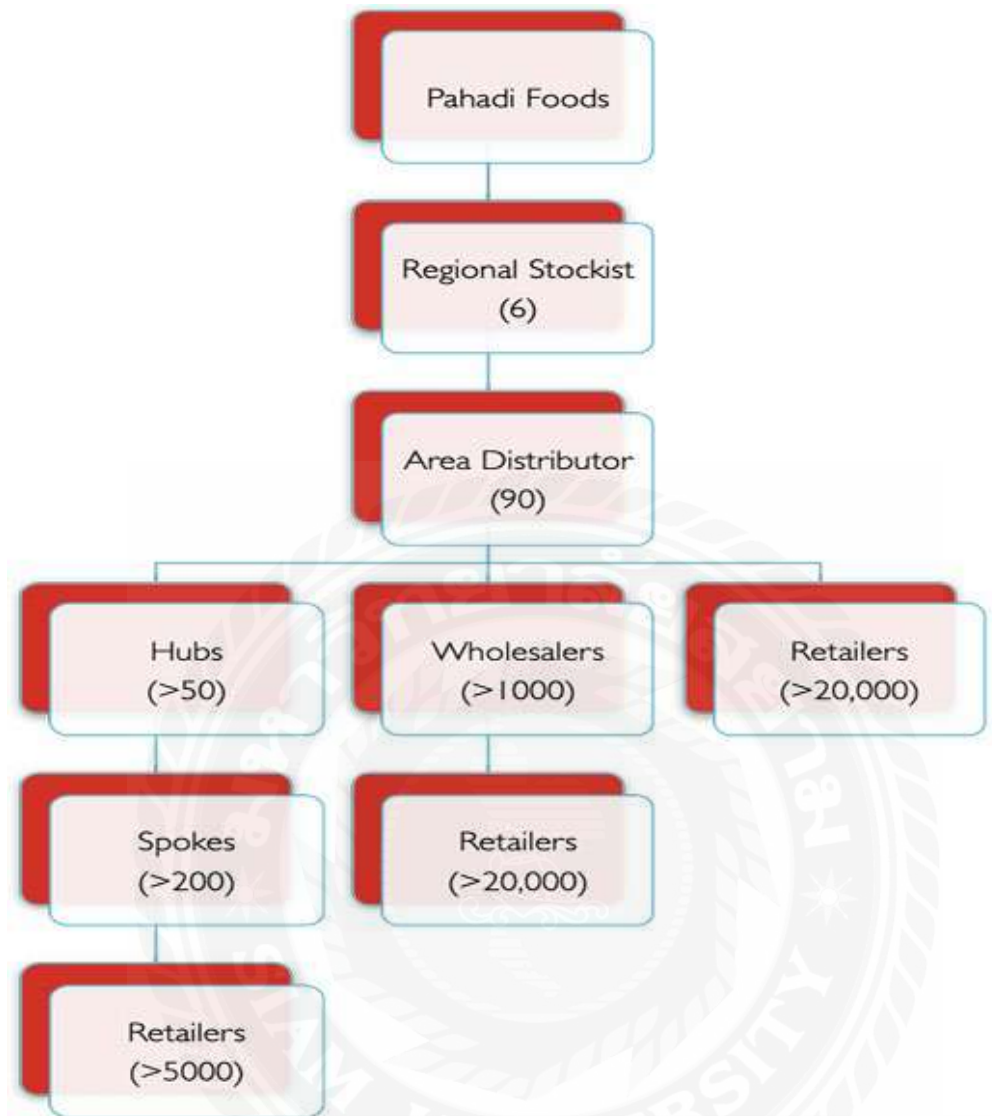


Figure 3: Sales Channel General Trade (GT)



Figure 4: Sales Channel General Trade (GT), Team Hierarchy

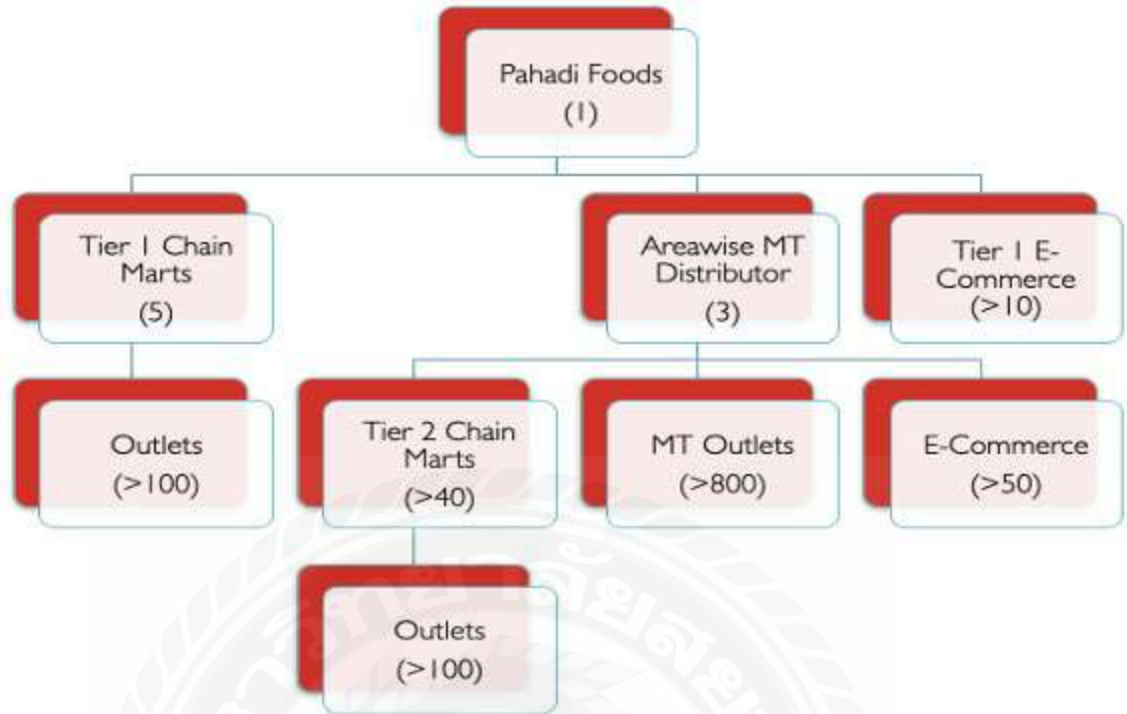


Figure 5: Sales Channel Modern Trade (MT), Channel Hierarchy



Figure 6: Sales Channel Modern Trade (MT), Team Hierarchy

2.2 My Job Position

I, Ketan Mishra, began my journey at Pahadi Foods as a management intern. My role initially focused on writing meeting minutes and strategizing content. My internship gave me a comprehensive understanding of the FMCG sector, which I had always aspired to work in due to its scalability in monetary value and brand presence.

- Starting date: February 18, 2024
- Department: Management
- Duration: 3 months

2.3 Job Position in the Company's Organizational Structure

The organizational structure of Pahadi Foods is designed to ensure efficient operations and clear reporting lines. The Managing Director oversees the entire organization at the topmost hierarchy. Below the managing director are four key departments: finance, brand management, supply chain management, research and development, and chief business officer.

- **Managing Director:** The highest authority in the company, responsible for overall strategic direction and management.
- **Finance Officer:** Oversees all financial activities, including budgeting, financial planning, and reporting.
- **Brand Manager:** (Currently vacant, but I am being considered for this position based on my performance) Responsible for overseeing marketing activities, branding strategies, and maintaining the company's brand presence.
- **Supply Chain Management and Research & Development:** Focuses on logistics, inventory management, product development, and research initiatives.
- **Chief Business Officer:** Manages business operations, sales strategies, and market expansion efforts.

My Position in the Organizational Structure

I began working at Pahadi Foods as a Management Intern on February 18, 2024. Initially, my role involved writing meeting minutes and strategizing content. As part of the organizational structure, I reported directly to the Managing Director and was involved in various aspects of the company's operations.

- Starting date: February 18, 2024
- Department: Branding and Marketing
- Duration: 4 months

Key Responsibilities and Experience:

- First Week: Writing meeting minutes and strategizing content.
- Second Week Onwards: Traveled with our Field Sales Representatives (FSR) to understand the core functions of sales, identifying problems, opportunities, and weaknesses in the market.
- Product Development: Addressed the issue of high product prices by developing smaller SKUs, such as more miniature packs of CTC tea and sachets of pickles, which were approved and implemented.
- Branding: Sent PR packages to celebrities and influencers in Nepal and managed tasting campaigns in various marts where customers sampled honey, pickles, beaten rice, and tea. Oversaw stock management, coordinated location selection, motivated staff to collect feedback, and engaged with customers.
- Exhibitions: Designed and coordinated our stall at the Federation of Women Entrepreneurs Associations of Nepal (FWEAN) expo, successfully conducting a 5-day exhibition.
- Green Tea Project: Led the development of a green tea product from ideation to launch. This included competitor analysis, market analysis, strategy formulation, packaging design, and post-launch feedback.
- Branding Associate: Promoted to Branding Associate, overseeing a team of content creators and merchandisers. Responsibilities included planning content calendars,

ensuring product placement in stores, and managing e-commerce and social media platforms.

I am the Branding Associate who oversees the overall branding and marketing activities. My role is pivotal in ensuring our branding strategies align with the company's goals and market demands. Based on my performance, I am being considered for the position of Brand Manager, which is currently vacant. This potential promotion will place me in a more strategic role, directly reporting to the Managing Director and significantly contributing to the company's branding and marketing efforts.

Through this role, I have gained extensive insights into sales, operations, branding, and product development, significantly contributing to my professional growth and the success of Pahadi Foods.

2.4 Intention and Motivation

Of all the courses I took for my bachelor's degree, Market Research, and Data Analysis were my favorites. They made me understand that research is not just an academic course but a skill for building knowledge and facilitating learning. It also made me realize that research is essential not only for students and academics but for all professionals and nonprofessionals. So, when I got the opportunity to intern as a Management Intern at Pahadi Foods, I was more than happy to accept it as it perfectly matched my area of interest.

The primary motivation for choosing this internship was the nature of the FMCG (Fast Moving Consumer Goods) industry. FMCG companies are among the most scalable businesses in terms of monetary value and brand presence, which intrigued me. I wanted to be a part of an environment where I could learn about the various facets of such a dynamic industry.

Regarding choosing the organization, Pahadi Foods stands out for its commitment to innovation and quality in the agricultural commodities market. The company's diverse product range, including staples and essentials like Cheeura (beaten rice), Achar (pickle), Daal (lentils), Flour, Grits, Honey, Oil, Rice, Tea, and Ghee, reflects its dedication to enhancing and adding value to

agricultural products. Working at Pahadi Foods allowed me to gain hands-on experience in sales, operations, and branding, which are crucial for my professional development.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Innovative product range including Cheeura, Achar, Daal, Flour, Grits, Honey, Oil, Rice, Tea, and Ghee. • Strategic location with manufacturing in Budhanilkantha and corporate headquarters in Baluwatar. • Strong distribution network across over 10,000 GT shops and 800 MT outlets • Commitment to high-quality standards. • Deep local market knowledge and understanding of consumer preferences. • Product development capabilities demonstrated by projects like green tea. 	<ul style="list-style-type: none"> • Higher product prices even for tier 1 customers. • Limited brand recognition as a relatively new company established in 2023. • Operational scale challenges as a young company. • Dependency on key personnel for significant projects.

OPPORTUNITY	THREATS
<ul style="list-style-type: none"> • Growing FMCG market with scalability and growth potential. • Digital marketing and e-commerce expansion. • Export potential to international markets. • Rising health and wellness trends. • Strategic partnerships with influencers and other brands 	<ul style="list-style-type: none"> • Intense competition in the FMCG sector. • Economic volatility affecting consumer purchasing power. • Supply chain disruptions due to natural disasters, pandemics, or political instability. • Regulatory changes impacting operations and costs. • Rapid shifts in consumer preferences and trends.

Table 1: SWOT Analysis

4. Objectives of the Co-Operative Study

The following are the objectives of the Co-Operative Studies:

- To gain practical experience in the FMCG sector by working with Pahadi Foods.
- To understand the core sales and operations functions within a leading FMCG company.
- To develop and implement strategies for creating smaller SKUs, making products more accessible to tier 1 customers.
- To enhance branding efforts by engaging in activities such as sending PR packages to celebrities and influencers and overseeing tasting campaigns.
- Manage and coordinate promotional events, including exhibitions and stalls at major events like the Federation of Women Entrepreneurs Associations of Nepal (FWEAN) expo.

- To lead a project from ideation to market launch, specifically focusing on developing a green tea product.
- To improve my product development, market analysis, competitor analysis, and strategic planning skills.
- I aim to be promoted to a higher position, such as Brand Manager, based on performance, thus taking on more strategic responsibilities within the company.
- To broaden my professional network and establish connections in the FMCG and broader business community.
- I aim to apply and integrate theoretical knowledge from my academic studies into real-world business scenarios, particularly in marketing and branding activities.



CHAPTER 2

COOPERATIVE STUDY ACTIVITIES

1. Job Description

As a Management Intern at Pahadi Foods, I was tasked with various roles across different facets of the company. Initially, my responsibilities included writing meeting minutes and strategizing content. Over time, my role expanded to include fieldwork, product development, branding, and sales operations.

2. Job Responsibilities and Work Duties

Given the dynamic nature of the FMCG industry and the multifaceted role I played at Pahadi Foods, my job responsibilities and duties varied significantly over time. Here is a detailed breakdown of my responsibilities:

Job Responsibilities and Work Duties for the Initial Phase:

- Meeting Documentation:
 - Write and organize meeting minutes.
 - Ensure accurate and timely documentation of discussions and decisions.
- Content Strategy:
 - Develop content strategies to enhance brand visibility.
 - Collaborate with the content team to plan and create engaging content.

Job Responsibilities and Work Duties for Field Sales:

- Sales Fieldwork:
 - Travel with Field Sales Representatives (FSR) to understand core sales functions.
 - Identify problems, opportunities, and weaknesses in the market.
- Market Analysis:
 - Analyze the pricing of products and suggest feasible solutions.
 - Propose smaller SKUs such as more miniature packs of CTC tea and sachets of pickles.
 - Develop and implement approved plans for creating smaller SKUs.

Job Responsibilities and Work Duties for Branding and Campaigns:

- PR and Influencer Marketing:
 - Send PR packages to celebrities and influencers in Nepal.
 - Enhance brand presence through strategic influencer partnerships.
- Tasting Campaigns:
 - Oversee tasting campaigns in various marts, offering the public honey, pickles, beaten rice, and tea.
 - Manage stock and coordinate location selection for stalls.
 - Motivate staff to collect feedback and engage with customers.
- Exhibition Management:
 - Design and coordinate the company's stall at the Federation of Women Entrepreneurs Associations of Nepal (FWEAN) expo.
 - Successfully conducted a 5-day exhibition, ensuring efficient stall management and customer engagement.

Job Responsibilities and Work Duties for Product Development (Green Tea Project):

- Project Leadership:
 - Led the Green Tea project from ideation to launch.
 - Conduct competitor and market analysis to understand various SKUs and price segments.
 - Collaborate with government organizations such as the Tea and Coffee Development Board.
- Market Research:
 - Collect data from marts to understand green tea sales.
 - Analyze sales data from leading marts in Nepal.
- Product Design:
 - Guide the designer in creating packaging designs for green tea.
 - Develop SKUs, including 25 tea bags containing 1.5 grams of green tea.

Job Responsibilities and Work Duties as Branding Associate:

- Team Management:
 - Oversee a team of content creators and merchandisers.
 - Plan and manage content calendars.
- E-commerce and Social Media Management:
 - Oversee the company's e-commerce platforms and social media sites.
 - Ensure consistent and strategic brand messaging across all channels.

- Merchandising:
 - Ensure product placement in racks in various marts and departmental stores.
 - Maintain standard product positioning.

Additional Responsibilities:

- Performance Evaluation:
 - My performance will be evaluated over the next 3 to 4 months for potential promotion to Brand Manager.
 - Oversee branding activities in the absence of a Brand Manager.
- Organizational Structure:
 - Report to the Managing Director.
 - Collaborate with departments such as Finance, Supply Chain Management Research and Development, and Chief Business Officer.

Through these diverse roles and responsibilities, I have gained extensive experience in sales, operations, branding, and product development, contributing significantly to Pahadi Foods' growth and success.

3. Activities in Coordinating with Coworkers

During my internship at Pahadi Foods, I organized intern engagement initiatives to enhance the intern experience and foster camaraderie within the team. From planning social events to facilitating networking opportunities, I prioritized creating a supportive and inclusive environment where interns felt valued and motivated to contribute their best. These activities showcase my role in fostering coordination with coworkers:

- Learning and Development Workshops: Recognizing the importance of continuous learning and skill development, I organized workshops tailored to interns' needs and interests. Whether hosting sessions on social media marketing strategies or conducting tutorials on e-commerce platforms like Daraz and Shopify, these workshops provided valuable learning opportunities. They equipped interns with practical skills relevant to their roles.
- Cross-Functional Communication: I actively engaged in cross-functional communication to facilitate smooth workflow processes. This entailed effectively communicating with colleagues from different departments to clarify requirements, address discrepancies, and ensure alignment in our collective efforts to achieve common goals.

- **Problem-Solving and Decision-Making Discussions:** I actively participated in problem-solving and decision-making processes during team meetings and discussions. By contributing insights, sharing observations, and offering solutions, I drove informed decisions and addressed daily operations challenges.
- **Sustainability Initiatives:** Driven by Pahadi Foods' focus on sustainability, I spearheaded initiatives promoting eco-friendly practices among interns. From implementing recycling programs in the office to organizing awareness campaigns on sustainable fashion, these initiatives aligned with Pahadi Foods' values and empowered interns to contribute to environmental conservation efforts.
- **Continuous Improvement Initiatives:** I engaged in ongoing efforts to identify process improvement and optimization opportunities. Collaborating with coworkers, I contributed ideas and suggestions to enhance efficiency, streamline workflows, and foster a culture of continuous improvement within the organization.

4. JOB PROCESS DIAGRAM

As I am assigned various tasks, I have created a framework to tackle specific tasks such as product development or content creation. I follow this framework to accomplish these tasks efficiently.

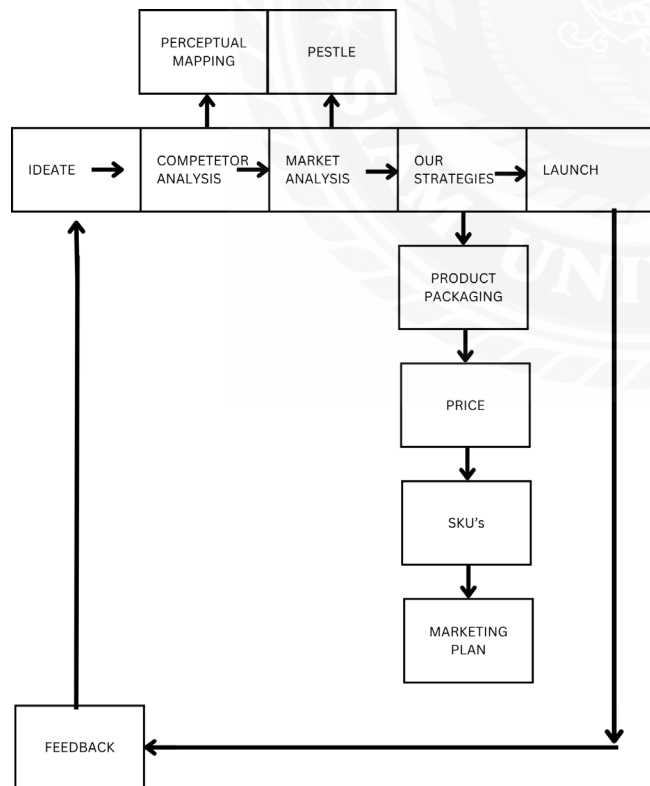


Figure 7: JOB PROCESS FRAMEWORK

5. Contribution as a Cooperative Student to the Company

During my tenure at Pahadi Foods, my contributions were qualitative, focusing on enhancing processes and projects rather than producing measurable outcomes. Here are my major contributions as a cooperative student:

Market Research and Product Development Framework:

- I initiated and led the development of a comprehensive framework for market research and product development. This framework encompassed ideation, competitor analysis, market segmentation, strategic planning, product launch, and feedback analysis. By meticulously outlining each process step, I streamlined our approach to product development, ensuring alignment with market demands and consumer preferences.

Introduction of New Product Lines:

- Leveraging insights gained from market research and analysis, I proposed the introduction of new product lines aimed at expanding our market reach and catering to diverse consumer preferences. Specifically, I spearheaded the launch of smaller-sized SKUs, such as compact packs of CTC tea and sachets of pickles, to make our products more accessible to customers across different segments. This initiative increased sales and enhanced brand visibility in targeted market segments.

Branding and Marketing Strategies:

- As a branding associate, I orchestrated various branding and marketing initiatives to bolster Pahadi Foods' brand presence and engage with customers effectively. From coordinating PR packages for celebrities and influencers to overseeing tasting campaigns and exhibition stalls, I played a pivotal role in enhancing brand awareness and fostering customer engagement. Additionally, I developed content calendars and optimized product placement strategies across e-commerce platforms and social media channels, further strengthening our brand's digital presence.

Collaborative Team Efforts:

- I actively collaborated with cross-functional teams throughout my internship to drive collective success. Whether it was coordinating with sales representatives to identify market opportunities or liaising with designers to create packaging designs for new product variants, I fostered a culture of collaboration and shared responsibility. By leveraging the diverse expertise within the organization, we were able to address challenges effectively and capitalize on emerging opportunities in the market.

Continuous Improvement Initiatives:

- Committed to driving continuous improvement, I proactively identified areas for optimization and innovation within existing processes and practices. By soliciting stakeholder feedback, conducting performance evaluations, and implementing iterative improvements, I enhanced operational efficiency, product quality, and customer satisfaction levels across various facets of the business.

While my contributions may not be quantifiable in terms of specific metrics or campaigns, they reflect my dedication to driving positive change and contributing to the overall growth and success of Pahadi Foods.

CHAPTER 3

LEARNING PROCESS

1. Problems Faced

During my tenure at Pahadi Foods, I confronted various intricate challenges that demanded innovative solutions to ensure optimal operational efficiency and marketing effectiveness:

1. **Inconsistent Brand Messaging Across Platforms:** The absence of a cohesive brand narrative across diverse marketing channels led to a disjointed brand identity. This lack of uniformity undermined efforts to foster brand loyalty and recognition, hampering market penetration and customer engagement strategies.
2. **Inventory Management Discrepancies:** Frequent inventory management inconsistencies stemming from misalignments between marketing initiatives and actual stock availability. Posed significant operational hurdles. This discrepancy often resulted in the inadvertent promotion of products either low in stock or completely unavailable, leading to customer dissatisfaction and erosion of brand trust.
3. **Skill Gaps in Content Creation:** Encountering noticeable skill gaps, particularly in advanced content production techniques such as professional photography, videography, and graphic design, impeded the quality and resonance of marketing collateral. This limitation hindered our ability to captivate and convert the target audience effectively.
4. **Challenges with Advanced Digital Marketing Tools:** Grappling with the complexities associated with advanced digital marketing tools and analytics proved to be a formidable obstacle. Mastery of these sophisticated instruments is imperative for gauging the efficacy of marketing endeavors, deciphering consumer behavioral patterns, and recalibrating strategies for maximal impact in a competitive digital landscape.
5. **Limited Integration between Marketing and Operations Teams:** A discernible disconnect between the marketing and operations departments compromised operational synergy and cohesion. This disjointedness engendered inefficiencies in inventory management processes, exacerbated by the absence of real-time communication channels and integrated collaborative frameworks.

6. Adapting to Dynamic Market Conditions: Ever-fluctuating market dynamics posed a perennial challenge, necessitating adeptness in swiftly recalibrating marketing strategies and tactical maneuvers. This agility enabled us to remain abreast of emergent trends, capitalize on opportunities, and circumvent potential pitfalls amidst incessant market volatility.

2. Problem Solving

Throughout my internship at Pahadi Foods, I encountered multifaceted challenges that demanded innovative solutions to optimize operational efficiency and enhance marketing efficacy. Here are the key problem-solving initiatives I spearheaded:

1. Unified Brand Messaging Strategy: I led the development and execution of a comprehensive brand messaging strategy, ensuring consistency across all marketing channels. This initiative bolstered consumer trust and affinity by fortifying our brand identity and amplifying brand recall.
2. Enhanced Cross-Functional Communication: Organizing regular cross-functional meetings facilitated seamless information exchange between marketing and operations teams. This alignment preempted potential inventory-related issues and enhanced operational synergy.
3. Skill Enhancement Workshops: Recognizing the importance of content creation, I curated skill enhancement workshops focused on refining team proficiency in photography, videography, and graphic design. These workshops elevated the caliber of our marketing collateral.
4. Professional Development in Digital Marketing: Initiating a drive to enhance digital marketing acumen, I facilitated training sessions and encouraged continual learning in leveraging advanced digital tools and analytics platforms.
5. Streamlining Inventory Management Processes: Leveraging analytical insights, I optimized inventory management protocols by implementing automated tracking systems and agile replenishment strategies to minimize discrepancies and enhance operational agility.

6. Agile Marketing Strategies: Embracing an agile marketing approach, I devised nimble strategies responsive to market dynamics, enabling us to capitalize on emerging trends and maintain market positioning.

These initiatives collectively addressed operational challenges and fostered a culture of innovation and adaptability within the organization.

3. Recommendation to the Company (Pahadi Foods)

1. Streamlined Inventory Management: Implementing a more efficient inventory management system is crucial to address inconsistencies and stock discrepancies. By leveraging technology such as inventory management software, Pahadi Foods can enhance accuracy in stock monitoring, minimize wastage, and ensure optimal product availability to meet customer demand effectively.
2. Investment in Employee Training: Recognizing the importance of continuous skill development, Pahadi Foods should prioritize investment in employee training programs. Providing comprehensive training sessions on various aspects of the business, including sales techniques, product knowledge, and customer service, can empower employees with the necessary skills to perform their roles effectively and contribute to overall organizational success.
3. Enhanced Marketing Strategies: Pahadi Foods could benefit from implementing enhanced marketing strategies to increase brand visibility and market penetration. This may involve leveraging digital marketing channels such as social media platforms and e-commerce websites to reach a broader audience. Additionally, exploring partnerships with influencers and conducting targeted marketing campaigns can help drive brand awareness and customer engagement.

These recommendations aim to address key areas of improvement within Pahadi Foods, ultimately enhancing operational efficiency, employee performance, and brand competitiveness in the market.

4. LEARNINGS

My internship journey at Pahadi Foods was an immersive learning experience, offering insights and lessons that have significantly contributed to my personal and professional growth. Here are the key learnings I've garnered during this period:

Critical Thinking

Critical thinking emerged as a fundamental skill essential for conducting effective research. It enabled me to dissect complex data, analyze its components, and discern how each piece contributes to or challenges existing assumptions. This ability to construct well-reasoned arguments proved invaluable in shaping the trajectory of my project.

Communication

Effective communication emerged as a cornerstone for fostering internal cohesion and external engagement. I realized the pivotal role of clear and concise communication in aligning management and team members, instilling confidence in our collective efforts, and ensuring seamless collaboration throughout the internship.

Collaboration

Collaboration emerged as the linchpin that binds disparate organizational functions into a cohesive unit. Recognizing its significance in achieving common goals, I embraced collaborative approaches such as active listening, constructive evaluation, team motivation, and acknowledging contributions. These practices facilitated synergistic teamwork and bolstered project outcomes.

Creative Thinking

Contrary to conventional notions, creativity is indispensable even in research-oriented endeavors. I discovered that infusing creativity into the research process catalyzes innovative problem-solving and enhances analytical depth. Techniques such as idea mapping, intuitive thinking,

constructive feedback incorporation, and fostering an inspired mindset proved instrumental in nurturing creative thinking abilities.

My internship at Pahadi Foods epitomized a transformative learning journey characterized by cultivating critical, communicative, collaborative, and creative competencies essential for navigating the dynamic landscape of professional endeavors.

5. Application of Coursework Knowledge to Real Working Situation

During my internship at Pahadi Foods, I effectively applied theoretical concepts from my academic coursework to address real-world challenges and enhance organizational performance:

Strategic Management:

1. Drawing from my academic background in strategic management, I contributed valuable insights to align organizational goals with strategic initiatives. With a firm grasp of strategic planning and competitive analysis, I collaborated with cross-functional teams to ensure that marketing efforts were congruent with broader company objectives. By fostering collaboration and communication across departments, we developed and executed strategic plans that effectively supported business goals. This collaborative approach drove growth and sustainability for the organization.

Consumer Behavior:

2. Building upon my studies in consumer psychology, I applied my understanding of consumer behavior to devise targeted marketing strategies that resonated with our target audience. I identified consumer preferences and trends through comprehensive market research and analysis, enabling us to tailor marketing efforts accordingly. We fostered strong brand loyalty and engagement by connecting with consumers on a deeper level and addressing their needs, desires, and aspirations. This strategic approach resulted in positive outcomes for the brand, driving customer satisfaction and retention.

Supply Chain Management:

3. Utilizing my coursework knowledge in supply chain management, I contributed to streamlining operational processes and optimizing supply chain efficiency. Through careful analysis of supply chain dynamics, I identified areas for improvement and implemented strategic interventions to enhance productivity and reduce costs. By fostering collaboration with suppliers and optimizing inventory management practices, we achieved greater operational resilience and responsiveness to market demands. This proactive approach strengthened the organization's competitive position and facilitated sustainable growth.

Marketing Analytics:

4. Applying my expertise in marketing analytics, I conducted comprehensive data analysis to derive actionable insights and inform marketing strategies. Leveraging advanced analytical tools and techniques, I interpreted consumer data to identify emerging trends, preferences, and behavioral patterns. By harnessing the power of data-driven decision-making, we optimized marketing campaigns, improved targeting accuracy, and enhanced overall campaign performance. This analytical approach facilitated the continuous refinement of marketing strategies and drove measurable business impact.

Leadership and Team Management:

5. Drawing upon my leadership and management coursework, I effectively led cross-functional teams and fostered a culture of collaboration and innovation. By providing guidance, support, and mentorship to team members, I facilitated synergy and cohesion, enabling the team to achieve shared goals effectively. Through effective communication and motivational strategies, I empowered team members to contribute their best and realize their full potential. This leadership approach fostered a positive work environment and drove high organizational performance.

Project Management:

6. Applying project management principles acquired through academic coursework, I successfully managed various projects from inception to completion. By defining project objectives, allocating resources effectively, and establishing clear timelines, I ensured project success and delivered results that exceeded expectations. Through meticulous planning, execution, and monitoring, I mitigated risks, resolved issues proactively, and maintained project momentum. This structured approach to project management enabled us to meet project goals efficiently and drive continuous improvement.

Communication and Stakeholder Engagement:

7. Leveraging my coursework knowledge in communication and stakeholder engagement, I effectively communicated with internal and external stakeholders to build strong relationships and drive alignment. By crafting compelling messages and delivering presentations with clarity and impact, I influenced stakeholder perceptions and garnered support for key initiatives. Through active listening and empathy, I addressed stakeholder concerns and fostered a collaborative decision-making environment. This communication strategy enhanced organizational transparency, trust, and credibility, laying the foundation for long-term success.

Ethical Decision-Making:

8. Applying ethical principles learned through academic coursework, I upheld the highest standards of integrity and ethical conduct in all aspects of my work. Adhering to ethical guidelines and corporate values ensured fairness, transparency, and accountability in decision-making processes. I inspired trust and confidence among colleagues and stakeholders through ethical leadership and role modeling, fostering a culture of ethical behavior and corporate responsibility. This commitment to ethical conduct strengthened the organization's reputation and built trust with customers, partners, and the community.

6. Special Skills and New Knowledge Learnt

During my internship at Pahadi Foods, I embarked on a transformative journey of experiential learning, acquiring proficiency in various new areas:

Advanced Digital Marketing Techniques:

Delving into the realm of advanced digital marketing techniques, I explored the intricacies of SEO, content marketing strategies, and data analytics tools. Through hands-on experience and experimentation, I broadened my understanding beyond conventional marketing methods. This journey allowed me to adapt to the evolving digital landscape, enhancing our online presence and resonance with our audience. Furthermore, I delved into the nuances of leveraging social media platforms and digital advertising to optimize our marketing efforts. By staying abreast of the latest trends and technologies, I equipped myself with the tools necessary to navigate the dynamic digital marketing landscape effectively.

Integrated Marketing Communication:

The concept of integrated marketing communication emerged as a pivotal aspect of my learning journey. Understanding the importance of cohesive brand messaging across various communication channels, I endeavored to weave a narrative that resonated with our audience. This involved aligning our brand's messaging and values across digital and analog platforms to ensure consistency and authenticity. Through strategic planning and implementation, I honed my skills in crafting compelling narratives that transcended traditional marketing boundaries. This holistic approach to communication enabled us to foster deeper connections with our audience and enhance brand perception.

Sustainable Business Practices:

Immersing in Pahadi Foods' commitment to sustainability, I delved into ethical entrepreneurship and community empowerment principles. From learning about ethical sourcing to advocating for

sustainable business practices, I embraced sustainability as a guiding principle in my professional journey. By integrating sustainability into our business operations, I witnessed firsthand its positive impact on our brand reputation and the communities we serve. This experience instilled in me a profound appreciation for the intersection of business and social responsibility, shaping my approach to future endeavors.



CHAPTER 4

CONCLUSION

1. Summary

My internship journey at Pahadi Foods has been an enlightening and transformative experience, providing me with invaluable opportunities to translate theoretical knowledge into practical skills. Throughout this internship, I actively engaged in diverse tasks within the marketing and operations departments, contributing to the company's objectives while honing my abilities.

Encountering various challenges during this period underscored the significance of adaptability, problem-solving, and effective communication in navigating dynamic work environments. By proactively addressing these challenges with innovative solutions, I enhanced operational efficiency and contributed to the success of the company's endeavors.

Reflecting on this experience, I have gained comprehensive insights and developed a versatile skill set encompassing soft and hard skills. Each aspect of this internship has contributed to my personal and professional growth, from cultivating discipline and teamwork to mastering digital marketing strategies and e-commerce management.

As I transition to the next phase of my academic and professional journey, I am grateful for the opportunities and lessons learned during this internship. The knowledge acquired and skills developed will undoubtedly shape my future marketing, operations, and beyond endeavors.

2. Evaluation of the Work Experience

My internship at Pahadi Foods gave me invaluable insights into marketing and operations within the FMCG sector. Collaborating closely with passionate team members, I actively participated in campaign management, content creation, and e-commerce optimization initiatives.

A highlight of this internship was the opportunity to work alongside dedicated professionals committed to driving the company's growth and success. Through hands-on experience and mentorship, I better understood marketing strategies, sustainable practices, and community engagement initiatives.

Moreover, this internship allowed me to refine my analytical skills, enhance my proficiency in digital marketing tools, and improve stakeholder communication. The practical exposure not only complemented academic learning but also provided insights into real-world applications of marketing and operations principles.

Overall, my internship at Pahadi Foods was a rewarding experience that equipped me with valuable skills and insights for my future career in marketing, operations, and beyond.

3. Limitation of Cooperative Studies

Several challenges emerged during my internship at Pahadi Foods, affecting the overall internship experience. These challenges included:

1. **Scope of Responsibilities:** While engaging in various tasks and projects, I found my responsibilities relatively narrower than those of full-time employees. This limited exposure hindered my comprehensive understanding of the organization's dynamics, particularly in marketing and operations.
2. **Integration Challenges:** Bridging theoretical knowledge from academic coursework with practical experience proved challenging. The disparity between the educational curriculum and internship tasks occasionally hindered the application of theoretical concepts in real-world scenarios, necessitating additional effort to align theory with practice effectively.
3. **Limited Mentorship Opportunities:** Although guidance from supervisors and colleagues was available, structured mentorship programs were scarce. The absence of dedicated mentorship opportunities restricted personalized guidance and feedback, impacting professional growth and development.
4. **Limited Exposure to Cross-Functional Collaboration:** Interns had limited exposure to cross-departmental collaboration. While opportunities existed within marketing and operations, collaboration with departments like sales, product development, or customer service was limited. This hindered the understanding of holistic business operations and interdepartmental dependencies.

5. **Insufficient Training in Specialized Tools and Software:** Training in specialized tools and software relevant to marketing and operations roles was lacking. While basic software knowledge was provided, comprehensive training in digital marketing platforms, inventory management systems, and data analytics tools was inadequate. This gap hindered efficiency in executing tasks requiring proficiency in these tools.

4. Recommendation for the Company in terms of Cooperative Studies

Based on my internship experience at Pahadi Foods, I propose the following recommendations to enhance the internship program:

1. **Regular Feedback Sessions:** Implement scheduled feedback sessions between interns and supervisors to foster open communication. These sessions should provide opportunities for interns to receive feedback, address challenges, and identify areas for improvement, facilitating professional development.
2. **Clear Project Assignments:** Provide interns with clear project assignments outlining objectives, timelines, and deliverables. Transparent project assignments will enable interns to understand their roles, align efforts with organizational goals, and effectively take ownership of their work.
3. **Cultural and Market Exposure:** Offer international interns opportunities to gain exposure to local market dynamics and cultural nuances. Organize workshops, events, or field visits focused on foreign culture and market trends to enrich interns' experiences and broaden their perspectives.
4. **Enhanced Cross-Functional Exposure Opportunities:** Facilitate more opportunities for interns to engage in cross-departmental projects and initiatives. This could involve interdisciplinary team projects, cross-functional workshops, or rotational assignments across departments, fostering collaboration skills essential for professional growth.
5. **Comprehensive Training Programs for Specialized Tools:** Implement comprehensive training programs to equip interns with proficiency in specialized tools and software relevant to marketing and operations roles. These programs should focus on digital marketing platforms, inventory management systems, data analytics tools, and other industry-specific software to enhance interns' capabilities.

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ANNEXURE



Picture 1 : I am Showcasing my Prototype Monobox design for Green Tea



Picture 2 : Final SKUs of our Green Tea



Picture 3: Our Stall at the 7th Expo of the Federation of Women Entrepreneurship Association of Nepal.



Picture 4: Interviewing farmers in Nepal to understand their problems.



Picture: I am interviewing farmers in Nepal to understand their problems.