



Cooperative Education Report
Handling Marketing for Goldstar Shoes

Written by

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Title: Handling Marketing for Goldstar Shoes

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2024



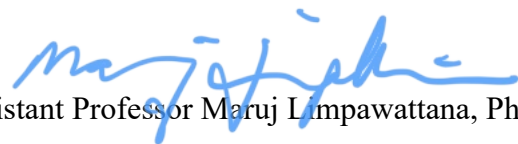
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ABSTRACT

This report, “Goldstar,” focuses on academic and industrial research at Goldstar. The research focuses on the success of Goldstar shoes and why India and China are still leading in the shoe market despite Goldstar's various marketing strategies. The study's objectives were: (1) To examine the strategies employed by Goldstar Shoes to achieve its success, including its focus on quality, affordability, and innovation; (2) To investigate consumer perceptions and preferences regarding Goldstar Shoes; and (3) To identify opportunities and challenges facing Goldstar Shoes in the evolving footwear industry landscape.

The Nepalese footwear industry, exemplified by Goldstar Shoes, has experienced significant growth and transformation in recent years. Originating from a necessity-driven demand in ancient times to combat harsh weather conditions, the industry has evolved into a modern, thriving sector poised for international expansion. I was assigned to work as an intern in Goldstar's marketing and branding department from January 22nd, 2024, to May 10th, 2024. The primary responsibilities include understanding consumer preferences, trends, and competitor strategies, managing the company's social media, assisting in marketing campaigns, and researching influencers to collaborate on sponsored content and promotional campaigns.

Keywords: Goldstar, quality, affordability, innovation, modern

ACKNOWLEDGEMENT

I want to express my profound gratitude for the invaluable internship opportunity provided to me by Kathmandu College of Management (KCM) and Siam University. This internship experience has been immensely enriching and has significantly contributed to my personal and professional development. This internship opportunity has allowed me to gain hands-on experience in my field of study while also providing me with opportunities to collaborate with peers from diverse backgrounds. These experiences have broadened my perspectives and enriched my learning journey in ways that I could not have anticipated.

Throughout my internship tenure, I have had the privilege to work alongside experienced professionals and mentors who have generously shared their knowledge, expertise, and guidance with me. I am particularly grateful to my supervisors, Iraj Shrestha and Pankaj KC, for their unwavering support and mentorship throughout this journey. Their guidance, encouragement, and constructive feedback have been instrumental in shaping my learning experience and helping me navigate the challenges of the industry.

I would also like to express my gratitude to Bishnu Raj Adhikari, the Principal of Kathmandu College of Management, and Dr Maruj Limpawattana, the Coordinator of the Co-operative Education program, for their assistance and support in ensuring the success of this internship. I also want to thank Mr. Michael Slater for his assistance and feedback in completing my report and internship.

As I reflect on my internship experience, I am filled with gratitude for the opportunities afforded to me and the meaningful connections I have made along the way. This internship has reinforced my passion for my chosen field and instilled in me a greater sense of confidence and determination to pursue excellence in my future endeavors.

Prathami Maharjan

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ACRONYMS

BBA: Bachelor in Business Administration

KCM: Kathmandu College of Management

BOD: Board of Department

CMD: Chief Managing Director

COO: Chief Operating Officer

ED: Executive Director



CHAPTER 1

INTRODUCTION

1. Brief History of Footwear

In the ice age era, around 5 million years ago, humans used the first footwear in recorded history. Unfavorable weather conditions caused a rise in the demand for footwear. Footwear dates back to when humans began crafting protective coverings for their feet. Early shoes were made from animal hides, woven grass, or wood. Examples include sandals worn by ancient Egyptians, Greeks, and Romans. During the Middle Ages, footwear became more varied and sophisticated. Leather became a popular shoe material, and styles diversified based on social status and profession. Pointed shoes and boots with intricate designs were fashionable among the nobility. The 20th century brought about numerous innovations in the footwear industry. Rubber-soled shoes, pioneered by companies like Converse and Adidas, revolutionized athletic footwear. Brands like Nike and Reebok emerged, transforming sneakers into fashion statements. (Ghelbet, 2016)

There is a great deal of room for expansion in the Nepalese footwear industry, both domestically and internationally. This industry is poised for rapid growth because of its low manufacturing costs, large labor pool, easy access to raw materials (around 20% come from within the country and 80% from China and India), changing retail systems, changing consumer behavior, and sizable consumption market. Nepal is gradually integrating into the Nepalese way of life and becoming self-sufficient in the manufacture of shoes (Amatya, 2018).

Nepal has 206 firms registered with the Company Registrar's Office as manufacturers of leather goods and shoes and 850 companies registered with the Department of Cottage and Small Industry Development Board as manufacturers of shoes. Estimates place Nepal's income in the footwear sector at \$484.80 million by 2024. The market is projected to expand at a 5.89% annual rate. By 2028, the number of pairs in the footwear market is projected to reach 31.42 million. In 2025, volume growth is predicted to be 0.5%. In 2024, the average volume per person in the footwear market will be expected to be 0.98 pairs. Under Kiran Shoes Manufacturers and Modern

Slipper Industries Pvt. Ltd., the footwear industry leader in Nepal operates. The business has made a name for itself as Nepal's largest footwear producer. They introduced GOLDSTAR, a mid-range, value-for-money brand, 1990 to cater to increasingly budget-conscious consumers. (Curteza, 2023)

1.1 Company's Profile

Launched in 1990, Noor Pratap Rana founded BS. Goldstar Shoes is underpinned by three key features: Comfort, Durability, and Affordability. Goldstar Shoes are crafted with genuine materials using innovative technology. For this reason, we can be part of each household in Nepal and India and gain popularity in Western countries. The biggest footwear producer in Nepal maintained an annual growth of 25%-35% over the last five years. We are dedicated to availing our products all over Nepal and abroad and focused on addressing the needs of our customers through seasons and locations, in line with the world's best, while maintaining continuous interaction with them to access their changing requirements. The company has received national recognition through various awards, such as the Best Exporter award and the Best Taxpayer in the export category.

Goldstar is produced because of its quality and affordability. But as people say, there is always room for improvement. Goldstar has now decided to reinvent the brand from a durable to fashionable shoe brand with durability. Goldstar hired experts to make its shoes stylish and trendy to attract consumers of younger age groups. The brand has continuously improved its product line and is always looking to adapt to the changing environment. The success of GoldStar is solely due to its continuous improvement and availability at an affordable price. Goldstar made shoes "for the Nepali People" as the shoes were affordable to many Nepali people.

Furthermore, footwear was made to be lightweight and comfortable, providing the company brand value. It offers a wide range of products to every age group. Either you are on trekking, jogging, or somewhere else. Feel and walk with ease. People from different places, seasons, economic classes, ages, and genders can consume the products. In a developing country like Nepal, Goldstar has won the general public's hearts as people don't have to think twice about purchasing the shoes in terms of their quality and price.

1.2 Mission of the Company

Our mission is to create quality footwear at competitive prices with innovative technology. (Goldstar, 2018)

1.3 Vision of the company

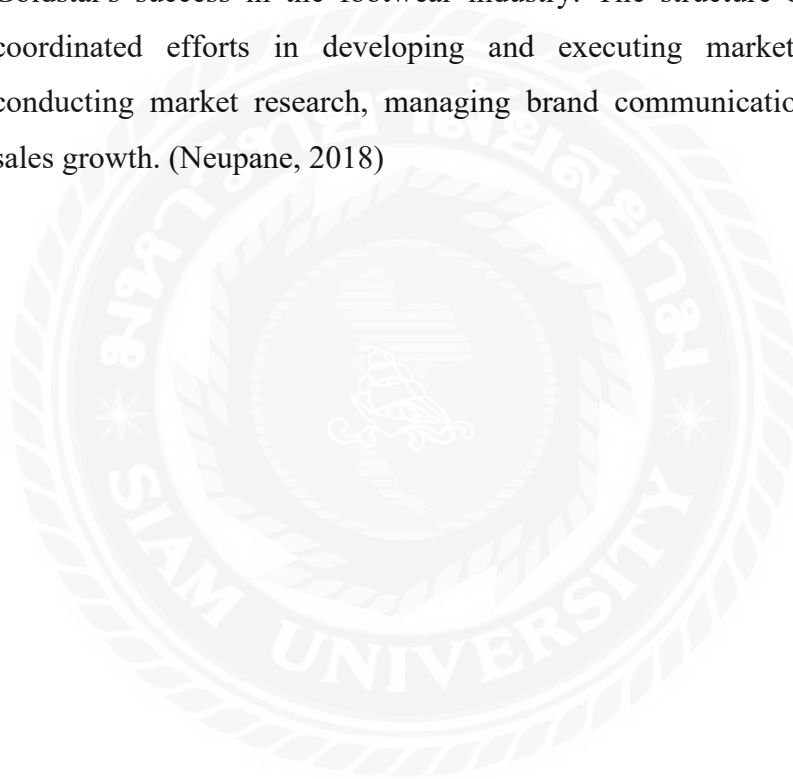
We envision Goldstar to be a part of people's lives in every continent of the world by 2025.

1.4 Strategies of the Company

- **Reinvention of Brand Identity:** Goldstar Shoes recognized the need to adapt to changing consumer preferences and market trends. They decided to transition from being solely known for durability to becoming a fashionable shoe brand while retaining their core value of durability. This shift in brand identity aimed to attract younger age groups of consumers who prioritize style and quality.
- **Focus on Product Quality and Affordability:** Goldstar Shoes has built a reputation for offering high-quality footwear at affordable prices. They balance quality and affordability, making their products accessible to many consumers, particularly in countries like Nepal and India, where affordability is crucial for purchasing decisions.
- **Wide Range of Products:** Goldstar Shoes offers a diverse range of products catering to various age groups, activities, and preferences. Whether consumers seek shoes for trekking, jogging, or everyday wear, Goldstar provides options suitable for different needs and lifestyles.
- **Customer-Centric Approach:** Goldstar Shoes prioritizes understanding and addressing the needs of their customers. By maintaining continuous interaction with consumers, they gather feedback and insights to adapt their products and strategies accordingly. This customer-centric approach helps them stay relevant and responsive to changing market demands.
- **Hiring Experts and Continuous Improvement:** Goldstar Shoes invested in hiring shoe design and fashion experts to revamp their product line. By continuously improving their designs and staying updated with the latest fashion trends, they aimed to ensure that their shoes remain appealing to consumers and meet their evolving preferences.

1.5 Organizational structure

Goldstar Shoes' organizational structure comprises a Board of Directors led by Amir Pratap Rana, overseeing an executive management team responsible for strategic direction and operational management. Also responsible for overall strategic direction and operational management. Departments include product development, manufacturing, sales, marketing, branding, finance, and HR, each headed by a leader. Regional offices and production facilities ensure efficient operations and market presence. This structure emphasizes innovation, quality, and customer satisfaction, driving Goldstar's success in the footwear industry. The structure below facilitates coordinated efforts in developing and executing marketing campaigns, conducting market research, managing brand communications, and driving sales growth. (Neupane, 2018)



1.6 Organizational structure diagram

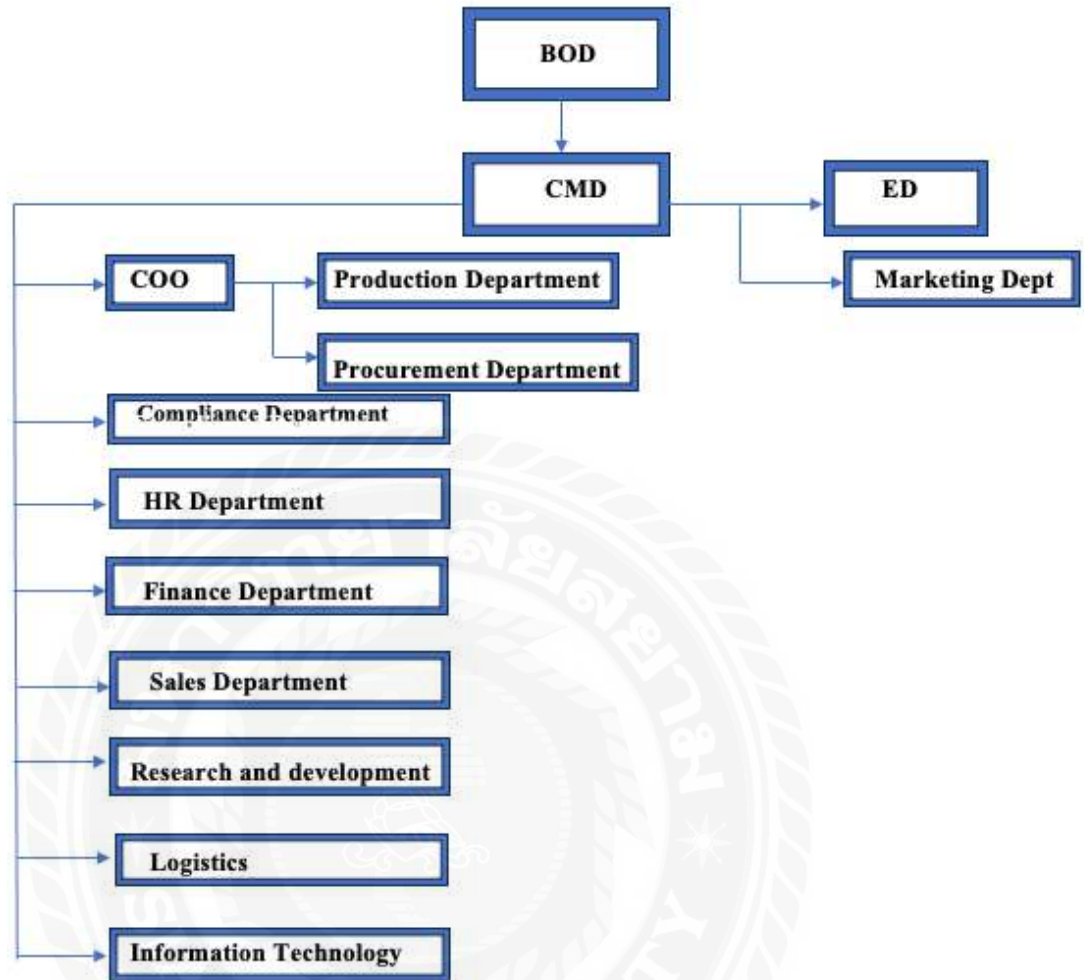


Figure 1 Organizational structure diagram

1.7 My job position

I was assigned as a marketing and branding Intern. This position entails supporting the brand and marketing team in various activities to enhance brand visibility, promote products, and engage with clients.

- **Starting date:** January 22, 2024
- **Department:** Marketing
- **Duration:** 4 months

1.8 My job position in the company's organizational structure

The organizational structure of Goldstar is such that the board of directors is at the topmost hierarchy, followed by the chairman. After the chairman comes the COO,

Compliance, HR department, Finance department, new product development department, sales department, and the executive director. The chief operation officer handles the production department and the procurement department. The executive director handles the marketing and branding department, where I intern.

As a marketing intern, I typically fall under an entry-level position within the company's organizational structure. I report to a marketing manager and a branding manager. My role involves assisting with various marketing activities such as market research, social media management, content creation, campaign execution, and data analysis. I also collaborate closely with other members of the marketing team as well as cross-functional teams such as sales. While I already have specific tasks and projects assigned to me, my position also offers opportunities to learn from experienced professionals, gain practical experience, and contribute to the overall success of the marketing and branding efforts.

1.9 Intention and motivation

I am very enthusiastic about the fashion and shoe industries and am keen to obtain hands-on experience in brand creation and marketing tactics. My goal in taking on this internship at Goldstar Shoes is to fully immerse myself in a creative and dynamic setting where I can hone my marketing knowledge and skills while also helping the business expand.

The chance to work for Goldstar, a well-known footwear brand recognized for its dedication to affordability, quality, and durability, inspires me. I can't wait to work with bright individuals, pick the brains of industry leaders, and obtain new perspectives on the challenges of marketing and brand management in a cutthroat sector.

In addition, I am motivated by the possibility of significantly advancing Goldstar Shoes' marketing campaigns by creating interesting content, doing market research, or providing campaign strategy support. I can't wait to put my excitement, analytical abilities, and inventiveness to use in order to boost the brand's visibility and establish a stronger connection with customers.

My goal and inspiration for this internship come from a sincere love for the field, a desire to advance professionally, and a dedication to leaving a lasting impression on Goldstar Shoes.

1.10 Strategic Analysis of the Company (SWOT Analysis)

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Manufacturing giant • Brand Loyalty • Brand Awareness • Skilled Manpower • Huge infrastructure 	<ul style="list-style-type: none"> • Supply chain disruption • Slow adaption to fashion trends • Employee retention • Limited brand recognition globally • Shortage of workers
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increasing demand in global market • Global expansion • Growing use of diverse footwear products in the market • Fashionable rebranding in 	<ul style="list-style-type: none"> • Nepal's neighbors China and India are manufacturers giants • Dependency on local market • Shortage of trained labor due to outmigration. • Economic fluctuation • Unstable government

Table 1 SWOT Analysis of the Company

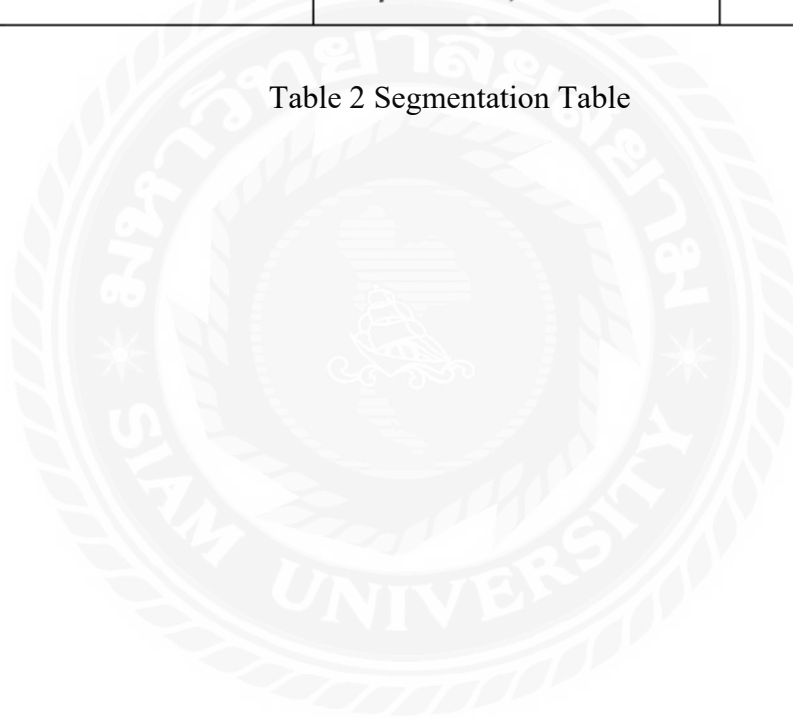
1.11 Objectives of the Co-Operative Study

- Analyze Goldstars' branding strategies and market positioning.
- To Identify target audience demographics and preferences.
- To examine Goldstars strengths, weaknesses, opportunities, and threats in the footwear market.
- To enhance my knowledge and interpersonal skills.
- To apply acquired marketing knowledge in practical scenarios.
- To develop new networks and connections in the corporate world.

1.12 Segmentation table

Factors	S1 (Ideal Customers)	S2 (Non-ideal customers)
Age	20-40 years	40-55 years
Gender	Both	Both
Income	20k-40k	40k and above
Lifestyle	Fashionable, athletic, adventurous	Corporate employees, teenagers
Climate	Summer, winter	Spring, autumn
Purchasing habit	Twice a year	Once a year
User	Baby boomers, Millennials	Gen z

Table 2 Segmentation Table



CHAPTER 2

COOPERATIVE STUDY ACTIVITIES

2.1 Job Description

As a marketing and branding intern, I was tasked with gaining practical experience in brand development, marketing tactics, and client interactions. I fulfilled several responsibilities that greatly aided the business's operations and prosperity. With the assistance of seasoned experts, I significantly contributed to a number of marketing campaigns meant to raise the profile and visibility of the Goldstar brand. I have contributed to studying consumer preferences and industry trends, offering insightful information for tactical decision-making. I helped the marketing team create and carry out Goldstar's most recent lifestyle campaign initiative.

2.2 Job Responsibilities and Work Duties

As a marketing intern at Goldstar Shoes, my responsibilities would encompass a wide range of tasks to support the marketing and branding team in driving brand awareness, customer engagement, and sales growth. There were various job responsibilities and work duties that I needed to fulfill.

- Assist in developing and implementing marketing campaigns to promote Goldstar Shoes across multiple channels.
- Brainstorming campaign ideas and assisting with the creation of campaign materials.
- Contribute to creating compelling content for digital platforms and social media channels.
- Assist in developing social media content calendars and strategies to increase brand visibility and engagement.
- Conduct market research and analysis to identify emerging trends, consumer preferences, and competitive landscape.
- Monitor and evaluate the performance of marketing initiatives, generating reports and insights to inform future strategies.

- Working with other departments to ensure alignment of marketing efforts with overall business objectives.
- Stay updated on industry trends, best practices, and emerging technologies in branding and marketing.

2.3 Activities in Coordinating with Coworkers

Several essential tasks must be coordinated with colleagues to ensure efficient workflow and goal attainment. Regular communication through emails, messaging apps, and meetings was the norm in the past. This was crucial for keeping everyone informed and on the same page. There were specific expectations, such as frequent check-ins and the need to be flexible to handle obstacles and adjust to shifting priorities efficiently. To promote a positive team culture, my coworkers have always welcomed comments, engaged in constructive dispute resolution, and celebrated accomplishments. I discovered how crucial it is to share pertinent data, knowledge, and resources with colleagues to promote cooperation and problem-solving. Giving each other access to databases, project management software, or shared documents guarantees that everyone has the knowledge and resources they need to complete their jobs efficiently. Extending help and support to colleagues as required, whether through assignment advice, work evaluations, or assistance in overcoming challenges. An atmosphere where team members feel empowered and encouraged fosters collaboration. They encouraged group problem-solving by generating ideas, getting feedback from teammates, and considering other viewpoints. Better results and creative ideas can result from utilizing the team's combined knowledge and inventiveness. Resolving disputes and conflicts among coworkers quickly, amicably, and without insulting anyone is critical. The teammates consistently promoted candid communication, attentive listening, and compromise to arrive at win-win solutions.

2.4 Job Process Diagram

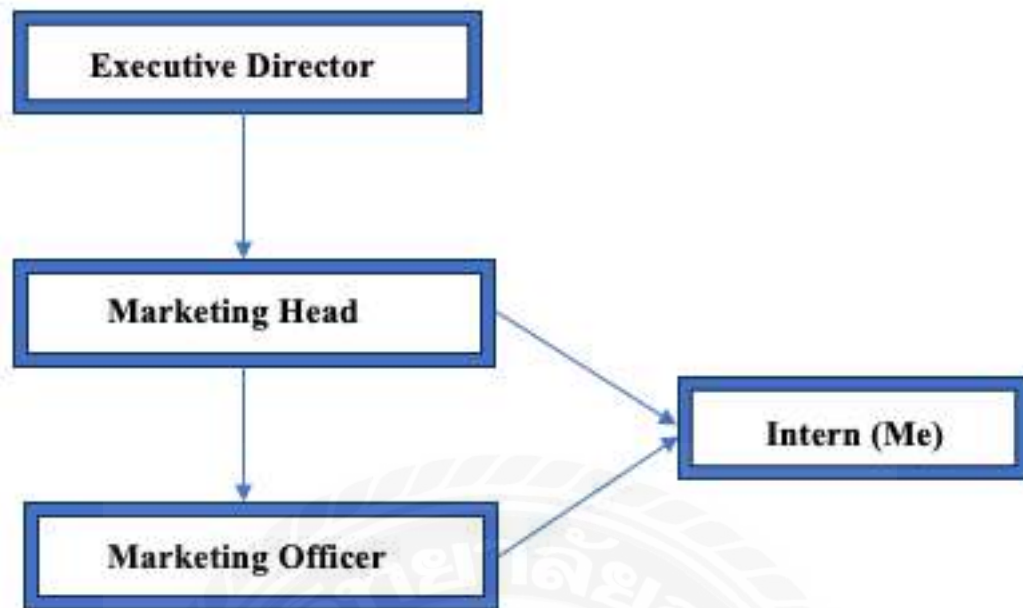


Figure 2 Job Process Diagram

2.5 Contribution as a Cooperative Student to the Company

- **Fresh Perspective:** Being a student gives me a unique viewpoint that the company may use to generate fresh concepts and insights that might not have been thought of previously. My distinct perspective can assist Goldstar in bringing new ideas to bear on its product development and marketing plans.
- **Eagerness to Learn:** I'm excited to take in as much information as possible while I'm a student at Goldstar. My desire to learn can motivate me to take on new challenges, look for opportunities for development, and easily adjust to new duties and responsibilities.
- **Creativity:** As students, we often bring a high level of creativity to our work, which can be invaluable in marketing roles. My creativity can help generate fresh ideas for marketing campaigns, content creation, and product innovations, helping Goldstar stay ahead of the competition.
- **Tech-Savvy Skills:** Growing up in the digital age, students like me tend to be tech-savvy and adept at using digital tools and platforms. My proficiency with social media and other digital marketing technologies can enhance Goldstar's online presence and marketing efforts.

- **Adaptability:** As students, we are used to dealing with change and uncertainty, which can be especially helpful in hectic settings like Goldstar. My capacity for swift adjustment to shifting demands and market dynamics might benefit the business by keeping it flexible and responsive to changing customer demands.
- **Passion for Footwear:** My passion for the footwear industry can drive my contributions to Goldstar. My genuine interest in the company's products and mission can inspire and fuel my dedication to helping Goldstar achieve its goals.



CHAPTER 3

LEARNING PROCESS

3.1 Problems Faced

In this learning journey, I encountered some challenges with the company. Some of the problems that I faced are as follows:

- **Lack of Experience:** Being new to the workforce, I have lacked the experience or hi
- Expertise needed to tackle specific marketing challenges and projects, requiring me to seek guidance or training from more experienced colleagues.
- **Communication Barriers:** Working professionally with colleagues from diverse backgrounds and experience has presented communication challenges.
- **Adapting to Company Culture:** I interned at a startup company during my early semesters. Every company has its policies. Goldstar is a huge corporate company. Adjusting to the companys culture and dynamics have been challenging initially, especially as it is different from my experiences and expectations.
- **Handling Feedback:** Receiving feedback on my work, whether positive or constructive, has been challenging, especially for someone like me who is very new to corporate work culture and as it's the first time I've received professional feedback in a corporate setting. Learning to effectively accept and incorporate feedback in my work is a very important skill to develop.

3.2 Problem Solving

1. **Seek Mentorship and Training:** By proactively seeking guidance and training from experienced colleagues, I could overcome the experience gap by requesting mentorship opportunities and participating in relevant training programs to enhance my skills.
2. **Improve Communication Skills:** By practicing active listening, asking clarifying questions, adapting my communication style to accommodate diverse

backgrounds, engaging in team-building exercises and workshops to improve my interpersonal communication.

3. **Adapt to Company Culture:** embracing the company's values, rules, and expectations; observing and comprehending Goldstar's corporate culture; and looking for ways to become more integrated into the culture through networking and attendance at company events.
4. **Handle Feedback Positively:** Viewing criticism as a means of education rather than an attack. BY considering your input, seeking clarification where necessary, and creating an action plan to deal with the things you can do better. By asking mentors or superiors for advice on how to apply criticism in a productive way.
5. **Practice Continuous Learning:** By staying proactive in my professional development and seeking learning opportunities. I will stay updated on industry trends, attend relevant workshops or seminars, and actively seek feedback to continuously improve my skills and knowledge.
6. **Build Confidence:** Concentrating on my accomplishments and talents may increase my confidence in my skills, by establishing reasonable objectives for myself and acknowledging my achievements along the way. Remember that learning involves both adaptation and progress and that every experience advances my career.

3.3 Recommendation to the Company

- **Collaborate with Fashion Influencers:** Partner with fashion influencers and celebrities who resonate with the brand's target audience to promote Goldstar Shoes as a stylish, trendy footwear option. Create engaging content showcasing how Goldstar shoes can be incorporated into different fashion trends and lifestyles. (D., 2018)
- **Corporate Social Responsibility (CSR):** Engage in CSR activities consistent with the brand's values and appeal to the target audience to show your dedication to social and environmental problems. CSR initiatives can improve a brand's reputation and increase consumer loyalty, whether focused on lowering ecological impact, boosting education, or helping local communities.
- **Customization and Personalization:** Give clients the ability to customize their shoes by giving them options for color, material, and unique engraving or

stitching. This not only makes each pair of shoes feel more unique and like they belong, but it also improves the consumer experience.

- **International Trade Shows and Exhibitions:** Participate in prominent international trade shows and exhibitions related to footwear, fashion, and outdoor gear to showcase Goldstar Shoes to a global audience of retailers, distributors, and potential customers. These events offer valuable networking opportunities and exposure to new markets.
- **Continuous Market Research:** To keep up with evolving fashion trends, shifting consumer preferences, and the competitive market, continue to invest in market research. Use social listening technologies, focus groups, and surveys to get information for product development, marketing campaigns, and growth initiatives.

3.4 Learnings

This whole internship period was a learning process for me. I learned so much in these past 4 months. Some of them are as follows:

- **Business Operations:** I was exposed to various aspects of business operations, such as supply chain management, inventory control, and retail operations. I also learned how to optimize processes, streamline workflows, and ensure efficient resource allocation to support the company's growth and profitability.
- **Team Collaboration:** I learned to develop teamwork and collaboration skills by working closely with different marketing, product development, and sales colleagues. I learned to communicate effectively, delegate tasks, and contribute to cross-functional projects.
- **Problem-Solving Skills:** I encountered real-world challenges and learned how to analyze problems, identify root causes, and develop creative solutions. I gained experience in troubleshooting issues related to product quality, customer satisfaction, and market dynamics.
- **Professional Networking:** Building professional relationships expanded my network within the footwear industry by interacting with colleagues, mentors, and industry professionals.
- **Marketing Strategies:** I gained hands-on experience executing marketing initiatives, including digital marketing campaigns, social media management, and influencer partnerships. I also learned how to analyze and optimize marketing efforts to reach target audiences effectively.

- **Personal Development:** Actively seeking feedback from my supervisors, mentors, and colleagues regarding my performance, progress, and areas for improvement has helped me develop my skills. I have always taken constructive criticism and used feedback as an opportunity for growth. All the skills I've developed, the knowledge I've gained, and the lessons I've learned throughout the internship will help me advance in my career.

3.5 Application of Coursework Knowledge to Real Working Situation

What I enjoyed the most during my internship was that I got to apply coursework knowledge that I learned inside a classroom to a real working situation. Concepts, theories, and frameworks such as SWOT analysis and STP were directly applicable.

- **Identifying Marketing Principles:** I realize the value of knowing consumer behavior, market segmentation, branding, and promotional methods because of my marketing education. These fundamental ideas act as a roadmap for developing successful marketing campaigns and projects.
- **Analyzing Market Trends and Competitors:** I perform in-depth market research using the knowledge I've gained from my coursework to pinpoint new trends, customer preferences, and the competitive environment in the sector. Finding chances for distinctiveness and strategic positioning is made easier with the use of this approach.
- **Developing Targeted Marketing Strategies:** I collaborate with the marketing team to create specialized plans to target particular client segments by using the segmentation and targeting principles I've learned in class. Engaging the target audience entails determining the best channels, messaging, and promotional strategies.
- **Creating Compelling Content:** Utilizing my understanding of branding and communication strategies, I contribute to creating compelling marketing content that resonates with the target audience. That includes actively helping with Goldstars' latest multimedia campaigns.
- **Executing Marketing Campaigns:** I support the implementation of marketing campaigns across a range of channels, including digital platforms, social media, and traditional advertising, by putting the concepts of integrated marketing

communication to use. To get the most impact, I ensure that branding and messaging are consistent.

- **Staying Updated with Industry Trends:** It's critical to constantly learn new things and stay current with developments and trends in marketing. I use my class knowledge to stay current on new platforms, technologies, and best practices. This helps me to bring new perspectives and tactics to the team.

3.6 Special Skills and New Knowledge Learnt

- **Competitive Analysis:** Developing skills in conducting competitive analysis to benchmark Goldstar Shoes against competitors. I learned to identify competitive strengths and weaknesses, anticipate competitor moves, and differentiate Goldstar Shoes.
- **Digital Marketing Skills:** I learned more about digital marketing channels, such as social media and content marketing. I understood how to leverage these channels effectively, which can significantly enhance a brand's online presence and customer engagement.
- **Brand Management:** Understanding the fundamentals of branding, brand positioning, and brand identity helped me expand my brand management knowledge. I gained knowledge on how to convey brand values clearly and consistently via a range of marketing platforms.
- **Project Management Skills:** My experience working on large-scale marketing campaigns and initiatives from conception to completion has given me excellent project management abilities. In order to execute a successful campaign, I had to learn how to set goals, make timetables, assign resources, and collaborate with cross-functional teams.

CHAPTER 4

CONCLUSION

4.1 Summary

The objective of writing this report is to document and communicate the valuable insights, skills, and contributions I gained while working with Goldstar as a marketing intern to fulfill Siam University's Co-op education requirement. This report provides a platform for reflecting on my experiences, identifying areas of learning and improvement, and showcasing my capabilities.

I started a journey motivated by my love for the shoe industry during my four months as a marketing and branding intern at Goldstar Shoes. From the beginning, I showed that I wanted to work in a fast-paced atmosphere where I could hone my talents and contribute to marketing strategies and brand development. Inspired by Goldstar's reputation for cost and quality, I was excited about the chance to gain knowledge from professionals in the field and contribute significantly to the company's marketing campaigns.

My internship included a variety of goals, from studying Goldstar's branding tactics to developing my knowledge and social skills. I actively participated in various activities during my employment, including campaign development, market research, and support for marketing projects. I gained valuable insights into consumer preferences and industry trends while playing a key role in the formulation and execution of Goldstar's most recent marketing campaign, the lifestyle campaign, under the supervision of seasoned professionals.

Even though I encountered difficulties, like adjusting to the company's culture and managing criticism, I saw these setbacks as chances for improvement. Throughout my internship, I learned a lot, from improving my understanding of company operations to honing my problem-solving, networking, and teamwork skills. I also got the chance to use what I had learned in the classroom in real-world scenarios, using ideas like market segmentation and SWOT analysis to create engaging content and focused marketing campaigns.

One of the most rewarding aspects of my internship was acquiring unique skills and knowledge, including competitive analysis, digital marketing, brand management, and project management. These abilities improved my professional skills and gave me the means to advance Goldstar Shoes' marketing campaigns. Upon reflection on my

internship, I appreciate the priceless lessons I gained and am eager to apply my newly acquired knowledge as I start the next phase of my professional journey.

4.2 Evaluation of the Work Experience

I participated in a range of work experiences during my internship at Goldstar Shoes, all of which significantly impacted my professional growth. My primary responsibilities as a marketing and branding intern were assisting the brand and marketing team with initiatives to increase brand awareness, promote products, and interact with customers. I carried out extensive market research, actively participated in developing and implementing marketing initiatives, and made valuable contributions to creating engaging content for social media and digital platforms.

The chance to engage closely with seasoned experts and participate in strategic decision-making processes was a noteworthy part of my job experience. Under their guidance, I acquired significant insights into customer preferences, industry trends, and competitor dynamics that were important in molding our marketing plans and campaign tactics. Working on Goldstar's most recent marketing initiative, the lifestyle campaign, also gave me a chance to use my analytical and creative abilities to produce results that had an impact.

Even though I had to overcome obstacles like communication problems and cultural adjustment, I saw these difficulties as chances for improvement. Accepting criticism, I worked tirelessly to hone and polish my abilities. I improved my comprehension of business processes, honed my problem-solving techniques, and strengthened my teamwork abilities through practical experience. In addition, working at Goldstar Shoes allowed me to grow my network of professional contacts in the shoe sector.

Overall, my experiences at Goldstar Shoes were enriching and rewarding, providing me with a solid foundation in marketing and branding while equipping me with invaluable skills and knowledge for my future career endeavors. I am grateful for the opportunity to have been part of such a dynamic and innovative environment. I am excited to leverage the lessons learned as I progress in my professional journey.

4.3 Limitation of Cooperative Studies

I am grateful to have the opportunity to intern at one of the leading companies in Nepal and experience their working culture. However, there are some limitations to my study.

1. **Limited Autonomy:** As an intern and not an employee, I had limited decision-making authority and needed approval for deals and actions from my supervisors.
2. **Restricted Access to Resources:** As an intern, I didn't have access to all the tools, data, or resources available to full-time employees, affecting my ability to execute specific tasks or projects.
3. **Learning Curve:** As this internship journey is a learning curve, I faced a steep learning curve in understanding company processes, systems, and industry-specific knowledge, which can affect my productivity and contribution.
4. **Limited Networking Opportunities:** As interns, we might have fewer opportunities to network with senior professionals or decision-makers within the company because we are in a junior position, which is also understandable.
5. **Competitive Environment:** In a large company, the departments can be highly competitive, making it challenging for an intern to stand out and make significant contributions.

4.4 Recommendation for the Company in terms of Cooperative Studies

- Flexible working hours for both intern and full-time employees are essential. 10-6 is a very long time to stay at an office. This flexibility allows interns and employees to balance their work with their office work responsibilities more effectively and can also improve overall employee satisfaction and work-life balance.
- Goldstar should focus on increasing employee retention by offering various incentives, bonuses, and opportunities for advancement to enhance worker performance and efficiency.
- To ensure top-notch service for its clients, the company should prioritize hiring professionals with extensive experience in the relevant industry.

- Even after spending 16 weeks at Goldstar, I remained unfamiliar with many department members. Therefore, Goldstar could emphasize the importance of fostering effective employee communication.



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ANNEX



Picture 1: My working space



Picture 2: Photoshoot for lifestyle campaign



Picture 3: Discussion with the marketing team



Picture 4: prospective for slipper campaign



Picture 5: Goldstar showroom newroad



Picture 6: Lifestyle campaign shoot