



**Cooperative Education Report:
Balancing Brand Storytelling and Budget Management for Herveda's Marketing
Initiatives**



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Balancing Brand Storytelling and Budget Management for Herveda's Marketing Initiatives2

Title : Balancing Brand Storytelling and Budget Management for Herveda's
Marketing Initiatives

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We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2/2023

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Project Title : Balancing Brand Storytelling and Budget Management for Herveda's Marketing Initiatives

Credits : 5

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Degree : Bachelor of Business Administration

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Abstract

The Co-operative education report titled “Balancing Brand Storytelling and Budget Management for Herveda's Marketing Initiatives” includes all the responsibilities and duties I fulfilled as a Marketing and Event Assistant at Herveda Botanicals; a Nepali-based skincare company.

This extensive report summarizes my 16-week internship experience at the company across marketing, finance, and sales. My responsibilities as a Marketing & Events Assistant are explored. These included creating engaging social media content, managing online advertising budgets, and conceptualizing marketing campaigns for festivities and occasions. The report details budget allocation for product and influencer shoots, as well as planning and executing both physical and digital events.

Furthermore, the report outlines my contributions to logistical coordination, research for potential fairs and customer relationship building, and the exploration of new distribution channels. It concludes with my efforts to optimize the customer experience through the Herveda Botanicals website.

Keywords: *Brand Story Telling, Brand Visibility, Budget Management, Content Creation, Content Marketing, Customer Engagement, Event Management*

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I would like to express my gratitude to Dr. Prtiva Pandey and the Herveda Botanicals team for giving me this fantastic internship opportunity. Through the experience, I was able to hone my professional abilities and have a personal understanding of the copywriting sector.

My sincere gratitude is extended to Bhumika Kapali, my direct work supervisor at Herveda Botanicals, whose knowledge-sharing, mentorship, and experience were priceless resources for the duration of my internship.

Lastly, I would like to express my sincere gratitude to the entire Herveda Botanicals team. Their spirit of cooperation, openness to sharing their knowledge, and encouragement made my internship very rewarding.

Supriya Shrestha

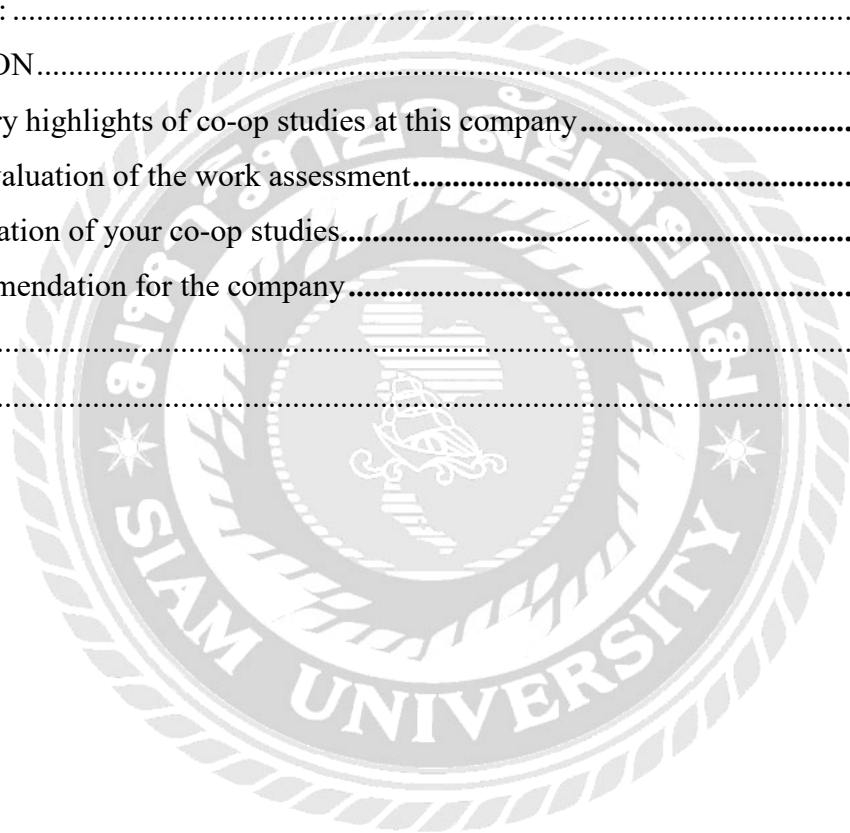
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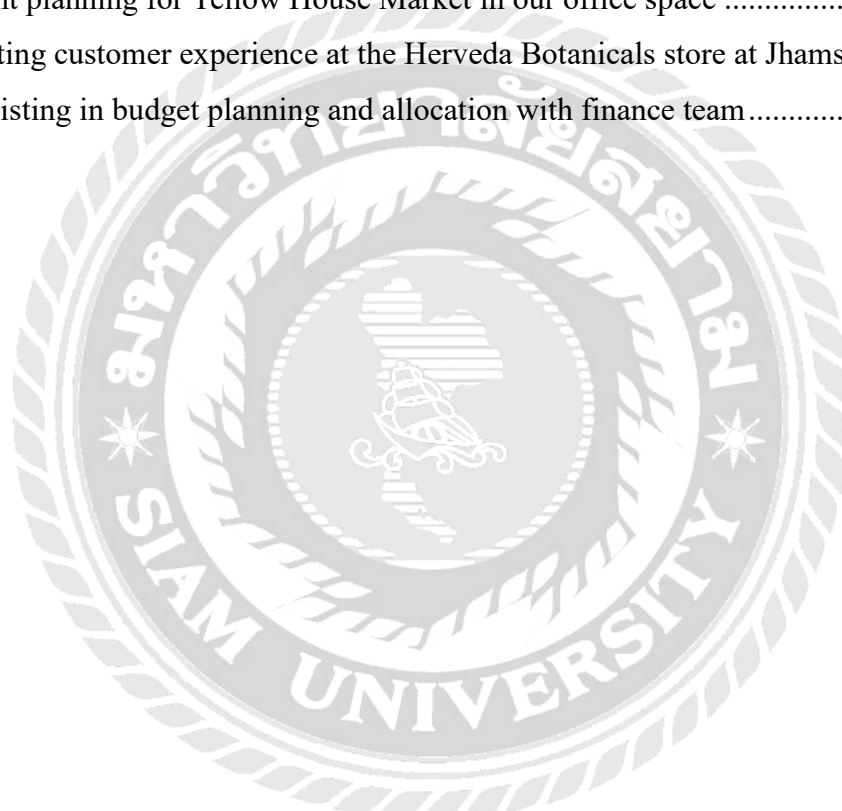
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List of Acronyms

R&D: Research and Development

MAPs: Medicinal and Aromatic Plants

GMP: Good Manufacturing Practices

GLP: Good Laboratory Practices

SMEs: Small and Medium-sized Enterprise

CSR: Corporate Social Responsibility

SEO: Search Engine Optimization

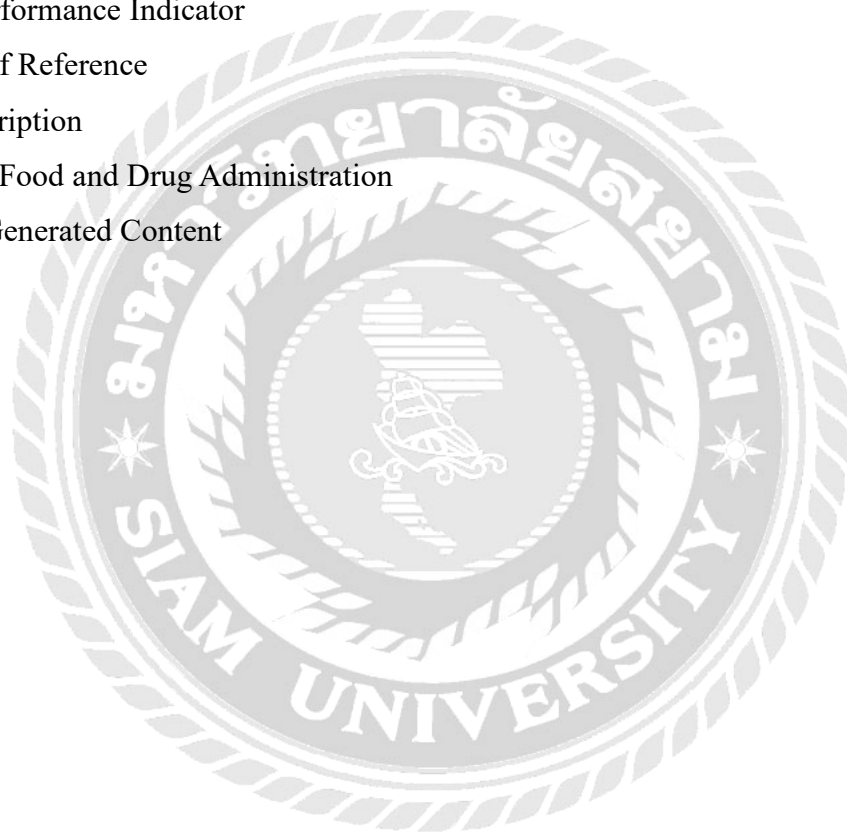
KPI: Key Performance Indicator

TOR: Term of Reference

JD: Job Description

USFDA: US Food and Drug Administration

UGC: User Generated Content



CHAPTER 1 INTRODUCTION

1. Company Profile



Figure 1 : Company Logo

Source: (Herveda, 2021)

Herveda Botanicals is an all-natural skincare brand that harmonizes the rich heritage of Himalayan herbs with cutting-edge innovation in the skincare industry. Founded by Dr. Prativa Pandey, a distinguished research scientist and visionary entrepreneur, the journey of Herveda Botanicals began over four years before its market debut with extensive research and development (R&D) on medicinal and aromatic plants (MAPs) of Nepal. Dr. Pandey explored the study of MAPs, exploring their associations with traditional and indigenous knowledge, as well as uncovering the skincare secrets embedded in alternative medicinal practices such as Ayurveda and Aamchi, which have been practiced in the region for thousands of years.

The brand name "HERVEDA" embodies a fusion of two essential elements: "Her" representing the inherent connection to women and nature, and "Veda," signifying the profound knowledge found in ancient Sanskrit texts. The combination reflects a deep understanding of both HERBs and the innate wisdom possessed by HER, with women and nature alike. "HERVEDA" summarizes not only the profound insights derived from herbs and nature but also the introspective journey of self-discovery, identity, and passion. The logo is featured with a full bloom lotus at its center representing holistic knowledge and wisdom. The circle around the lotus was intentionally made imperfect to highlight the beauty that lies in imperfection, reminding us of the journey towards full bloom which is enlightenment and understanding (Herveda, 2021).

Herveda Botanicals is dedicated to leveraging scientific and technological advancements to enhance the value of Nepal's potent herbs while simultaneously supporting the communities engaged in their farming and collection. As an innovation spin-off of

Catalyst Technology, Dr. Prativa Pandey, a nationally and internationally awarded research scientist with a Ph.D. in Organic Chemistry and management and leadership certificates from top-ranked US universities, brings over a decade of research experience in academic and industrial settings in US, Singapore, and Nepal to the table. Her vision for Herveda Botanicals is not only to address challenges in the medicinal and aromatic plants (MAPs) value chain but also to strengthen Nepal's innovation ecosystem.

After the devastating earthquake hit Nepal in 2015, Dr. Pandey returned from the United States. During this time, she explored various parts of Nepal to gain a deeper understanding of the context, avoiding predetermined solutions. She became fascinated by the beneficial properties of Nepal's Medicinal and Aromatic Plants (MAPs), yet observed significant gaps in the MAPs value chain. These included a lack of coordination among farmers, distributors, and traders, as well as the presence of multiple middlemen resulting in unfair profit distribution, weak value and supply chains, and a lack of value addition.

Furthermore, Dr. Pandey encountered issues in the cosmetic and skincare industry, including the use of harmful chemicals, lack of regulations, creation of distorted and unrealistic perceptions of beauty, lacking business ethics and innovation, export of herbal raw materials at very low prices, and large dependency on import of skincare products. Identifying immense potential for value addition through research and product development, she conducted extensive MAP research covering regions such as Surkhet, Nepalgunj, Mustang, Myagdi, Mugu, and Birgunj. This exposed her to various traditional and indigenous practices, including Ayurveda and Aamchi.

After over four years of research on MAPs and skincare products through Catalyst Technology, Dr. Pandey formally established Herveda Botanicals in 2019. She believes strongly in every brand's responsibility to address market problems and strengthen the ecosystem while continuously striving for improvement.

1.1 Mission of the Company

“to elevate skincare beyond beauty, empower through education, and celebrate self-care as a daily ritual”

1.2 Vision of the Company

“to bridge the gap between traditional wisdom and modern skincare science”

1.3 Brand Promise

To contribute to the ecosystem, Herveda Botanicals recognizes the responsibility to address the market challenges. Brand promises which are set are:

1. Value Addition of Medicinal and Aromatic Plants:

They prioritize sustainable cultivation and utilize Nepal's rich diversity of medicinal and aromatic plants, which maximizes the brand's value.

2. Equitable Profit Distribution:

They believe in fair profit sharing across all stakeholders involved in the value chain, promoting mutual benefit and prosperity.

3. Synergistic Collaborations:

They actively seek partnerships with like-minded businesses to create a stronger ecosystem, promoting collective growth and sustainability.

4. Ethical and Sustainable Sourcing:

Their commitment to ethical and sustainable practices guides them to sourcing raw materials, ensuring minimal environmental impact and social responsibility.

5. High-Quality Standards:

They adhere to stringent quality standards, including Good Manufacturing Practices (GMP) and Good Laboratory Practices (GLP), to ensure excellence in their products and processes.

6. Cruelty-Free Philosophy:

They staunchly oppose animal testing and uphold a cruelty-free philosophy in all their operations, advocating for the ethical treatment of animals.

7. Conservation of Indigenous Knowledge:

Through research and development initiatives, the brand strives to conserve and promote indigenous and alternative medicinal knowledge, safeguarding cultural heritage and biodiversity.

8. Innovative Skincare Solutions:

They are dedicated to pioneering the latest innovations in the skincare industry, offering cutting-edge products that deliver tangible benefits to their customers.

9. Challenging Beauty Standards:

They aim to debunk misconceptions and unrealistic standards of beauty, celebrating diversity and promoting a more inclusive and authentic portrayal of beauty.

By staying true to these promises, HERVEDA BOTANICALS endeavors to not only offer exceptional skincare products but also contribute positively to society and the environment (Herveda, 2021).

1.4 Strategies of the Company

1. Current Strategies

a. Product Line Expansion:

Herveda Botanicals aims to diversify its product offerings to cater to a wider range of skincare needs and preferences. The strategy allows Herveda to attract new customers and retain existing ones, having multiple skincare solutions formulated with naturally sourced ingredients. Product line expansion allows to capture more market segments and increase revenue streams.

b. Events Marketing - Market Fair Participation:

Actively participating in market fairs and events allows Herveda Botanicals to enhance brand visibility and engage directly with potential customers. Placing products in these events allows for firsthand interaction and product demonstration, building brand awareness, and generating interest to a larger audience, leading to an increase in sales.

c. Brand Visibility on Social Media Platforms:

Through engaging, educational content and targeted advertisement, it allows Herveda to connect with its customers, get a platform to share the company's story along with the story of its skincare products and reinforce its brand image as a natural skincare solution from Nepal. Leveraging different social media platforms, Herveda Botanicals ensures a strong online presence to connect with its larger target audience and increase its visibility.

d. Influencer Marketing:

Collaborating with influencers who align with Herveda Botanicals' brand values and target audience allows them to tap into their follower base and leverage their influence to promote Herveda's product. Influencer marketing also helps amplify the brand's reach and credibility. Influencers who align with the brand's values, share their experiences with the products, effectively promoting them to their followers (reaching new followers) enhancing credibility, and driving sales.

2. Future Strategies:

a. Distribution Oversight and Expansion into Wellness Centers and Skin Clinics:

Taking control of distribution channels alongside partnering with wellness centers and skin clinics, Herveda Botanicals ensures its products are easily available to its consumers seeking easy access at different parts of the county. This expansion enhances accessibility and credibility. And starting oversight distribution can reach a broader customer base and tap into a new market segment.

b. Farm Cultivation for Ingredient Sourcing:

Establishing Herveda's farm for growing ingredients ensures a reliable source of raw materials free from pesticides and harmful chemicals, quality control, and sustainability. This vertical integration of its supply chain, reduces dependency on external suppliers, strengthens the brand's commitment to using naturally sourced ingredients and reinforces its brand story of authenticity and transparency.

c. Brand Ambassador Program:

Appointing a brand ambassador who resonated with Herveda's core brand values and aesthetics allowed us to leverage the influence and credibility of individuals. Brand ambassadors serve as advocates, effectively promoting the brand through their networks and endorsing its products too for a longer-term period.

d. Enhanced Website Features:

Improving the website with features such as membership programs and subscription plans, interactive content enhances the overall customer experience and encourages customer loyalty. By using this strategy of offering exclusive benefits and personalized services, Herveda Botanicals fosters online presence, and long-term relationships with its customers and drives repeat purchases.

By implementing these strategies, Herveda Botanicals aims to strengthen its position in the skincare market, reinforce its brand identity, and foster sustainable growth while staying true to its commitment to natural ingredients and holistic wellness.

1.5 Products/ Services of the Company

1. Herveda Commons

Herveda Botanicals launched an initiative called Herveda Commons to unite Nepali business owners who have developed brands in an inventive manner under one roof, with a

focus on utilizing local labor, raw materials, and traditional and indigenous knowledge.

'Products with Nepali stories' are intended to highlight Nepal's distinctiveness in regional and international markets. Since small and medium-sized businesses (SMEs) frequently face comparable difficulties, such as problems with the supply chain or barriers to market access, Herveda Commons aims to become a venue where different SME owners can come together, work together, and share a common area as they travel through a journey of innovation, identity, and impact. Through this project, Nepali brands in the ecosystem may come together and operate as a group to promote a shared identity and impact.

2. Product List

Table 1 : Product List

| S.no. | Skincare | Benefits |
|-------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Kon Foaming Rice Exfoliant | <ul style="list-style-type: none"> a. Brightens and evens complexion b. Removes blackheads and cleans pores c. Restores youthful radiance d. Reduces and prevents hyperpigmentation |
| 2 | Marigold Hydration Mist | <ul style="list-style-type: none"> a. Promotes luminous complexion b. Delivers intensive skin hydration c. Maintains oil balance in skin |
| 3 | Vitamin C & E Serum (10% &15%) | <ul style="list-style-type: none"> a. Activates collagen production b. Improves skin texture and glow c. Reduces the appearance of fine lines d. Reduces pigmentation and acne scars |
| 4 | Daily Defense Moisturizer | <ul style="list-style-type: none"> a. Balances oil and locks hydration b. Protects skin from UV rays and pollution c. Reduces acne scars and pigmentation |

(Continued..)

Table 1 (Cont.): Product List

| S.no. | Skincare | Benefits |
|-------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | Age-perfect Night Concentrate | <ul style="list-style-type: none"> a. Helps produce collagen for youthful radiance b. Reduces fine lines and wrinkles c. Promotes even skin tone and texture |
| 6 | Himalayan-Hydra Glow Oil | <ul style="list-style-type: none"> a. Reveals natural skin glow b. Strengthens and repairs skin barrier c. Reduces and prevents pigmentation d. Reduces fine lines and wrinkles |
| 7 | Intensive Repair Lip Balm | <ul style="list-style-type: none"> a. Heals dry, chapped, irritated lips b. Locks in moisture c. Protects from sun damage |
| 8 | Berry Boost Radiance Mask | <ul style="list-style-type: none"> a. Nourishes skin for youthful radiance b. Improves skin texture, balances oil and prevents acne c. Removes pollutants and prevents sun damage d. Deeply hydrates and soothes skin |
| 9 | Tea Tree Citrus Cleanser | <ul style="list-style-type: none"> a. Brightens and evens complexion b. Deeply cleanses pores and reduces skin inflammation c. inflammation d. Maintains oil balance for natural glow e. Promotes healthy skin barrier |

(Continued..)

Table 1 (Cont.): Product List

| S.no. | Skincare | Benefits |
|-------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 | Orchid Citrus Firming Eye Cream | <ul style="list-style-type: none"> a. Reduces appearance of dark circles and puffiness b. Visibly firms skin to smooth the appearance of fine lines and wrinkles c. Revitalizes the delicate skin around eyes d. Deeply hydrates under-eye area for youthful radiance |
| 11 | Orchid Citrus Hydrating Hyaluronic B5 Serum | <ul style="list-style-type: none"> a. Hydrates and nourishes skin for a fresh and rejuvenated look b. Strengthens skin barrier and prevents from environmental skin damage c. Brightens skin for a luminous glow d. Reduces fine lines and early signs of wrinkles |
| 12 | Melt Away Cleansing Balm | <ul style="list-style-type: none"> a. Gently dissolves makeup, pollutants and sebum b. Improves skin texture, balances oil and prevents acne c. Promotes healthy skin barrier d. Hydrates and nourishes skin |
| 13 | Rosemary Keratin Anti-Hairfall Repair Mask | <ul style="list-style-type: none"> a. Reduces hair fall and breakage b. Restores hydration, leaving the hair smoother and shinier c. Locks in moisture and prevents frizziness d. Promotes healthy hair growth |

(Continued..)

Table 1 (Cont.): Product List

| S.no. | Haircare | Benefits |
|-------|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14 | Orchid Citrus Anti-Hairfall Cream | <ul style="list-style-type: none"> a. Helps stimulate hair growth b. Improves hair strength and elasticity c. Reduces frizziness, damage and hair fall d. Locks in moisture and reveals a natural shine |
| 15 | Rosemary Spikenard Hair Serum | <ul style="list-style-type: none"> a. Promotes healthy hair growth b. Smoothens frizziness c. Helps seal off hair cuticles d. Locks in moisture |
| 16 | Rosemary Bhringraj Hair Oil 30 ML & 100 ML | <ul style="list-style-type: none"> a. Reduces and prevents hair fall b. Promotes healthy hair growth c. Nourishes the scalp and restores natural hair shine d. Relieves stress and headache e. Prevents hair breakage and split ends |
| | Wellness | Benefits |
| 17 | Release Himalayan Pink Salt Coffee Body Scrub 100g/200g | <ul style="list-style-type: none"> a. Releases tension and induces calm feeling b. Deeply nourishes and moisturizes the skin c. Gently buffs away dead, dull skin that trap bacteria and sebum d. Reduces appearance of cellulites and improves skin tone |

(Continued..)

Table 1 (Cont.): Product List

| S.no. | Wellness | Benefits |
|-------|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 18 | Renew Brown Sugar Coffee Body Scrub 100g/200g | <ul style="list-style-type: none"> a. Best to use after waxing to prevent ingrown hair b. Induces confidence and renewed energy c. Gently buffs away dead, dull skin cells that trap bacteria and sebum d. Reduces appearances of cellulites and improves skin tone |
| 19 | Luxurious Bath Salt/ Foot Soak | <ul style="list-style-type: none"> a. Soothes muscular aches and pains b. Helps relieve body stress and anxiety Eliminates body/foot odor c. Prevents bacterial and fungal infections |
| | Tools | Benefits |
| 20 | Rose Quartz Gua Sha | <ul style="list-style-type: none"> a. Improves skin elasticity, tones & tightens the skin b. Boosts collagen production and stimulates lymphatic drainage c. Eases facial muscle tension and helps reduce the appearance of puffiness and fine lines |
| 21 | Rose Quartz Roller | <ul style="list-style-type: none"> a. Eliminates toxins by accelerating skin cell renewal b. Brightens skin tone by increasing lymphatic drainage c. Helps reduce the appearance of fine lines and puffiness d. Helps facial oils and moisturizers to absorb better into the skin. |

Source: (Herveda, 2021)

2: Organizational Structure

Herveda Botanicals operates with a lean but focused organizational structure, fostering effective communication and collaboration across departments. Key functional areas ensure the smooth operation of the company:

1. Executive:

The CEO plays an important role in providing overall leadership, and strategic direction, and ensuring the smooth operation of all departments. As a Ph.D. holder in organic chemistry and a formulator, Dr. Prativa Pandey is responsible for developing new formulations for skincare products within the brand.

2. Manufacturing & Packaging:

Overseeing the entire production process of Herveda Botanicals' skin care products. They are dedicated to maintaining exceptional quality standards and strict adherence to safety regulations throughout the manufacturing and packaging processes. Additionally, this team continually seeks out opportunities for process optimization and efficiency improvements to enhance productivity while minimizing environmental impact.

3. Customer Service:

This team serves as the frontline representatives of Herveda Botanicals, offering personalized support to customers at every touchpoint. They are committed to delivering exceptional service by promptly addressing inquiries, resolving skin care-related issues, and providing tailored product recommendations based on individual needs and preferences. Furthermore, they actively gather feedback from customers to drive continuous improvement and ensure a seamless and delightful brand experience.

4. Sales:

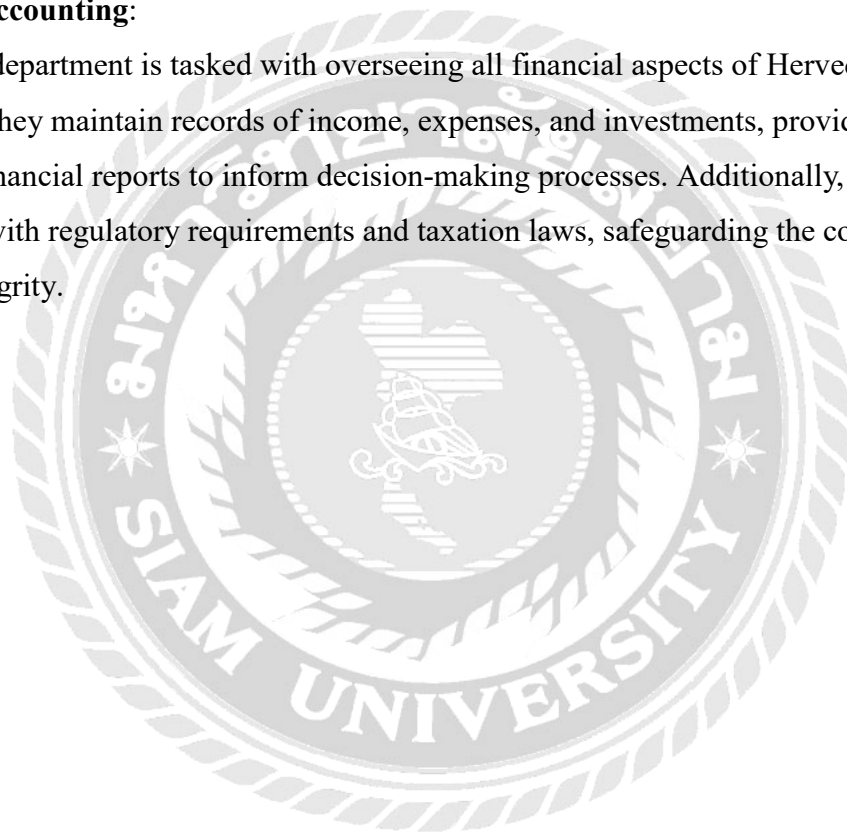
This dynamic team is responsible for driving sales and fostering positive customer experiences in Herveda Botanicals' retail location. In order to improve the entire shopping experience, they are committed to raising brand recognition, informing customers about the advantages of their products, and providing outstanding service. Additionally, they collaborate closely with the Marketing & Branding department to execute in-store promotional events and initiatives, driving foot traffic and maximizing sales opportunities. Through their proactive approach and deep product knowledge, they cultivate strong relationships with customers, driving loyalty and repeat business.

5. Marketing & Branding:

Responsible for shaping the brand's identity and driving market visibility, the Marketing & Branding department develops comprehensive strategies that encompass various channels and touchpoints. In addition, they leverage digital platforms to engage with target audiences effectively. This team also collaborates closely with influencers and brand ambassadors to amplify brand messaging and reach new audiences. Furthermore, they conduct in-depth market research and analysis to stay ahead of industry trends and consumer preferences, informing strategic decisions and ensuring the brand remains relevant and competitive.

6. Accounting:

This department is tasked with overseeing all financial aspects of Herveda Botanicals' operations. They maintain records of income, expenses, and investments, providing accurate and timely financial reports to inform decision-making processes. Additionally, they ensure compliance with regulatory requirements and taxation laws, safeguarding the company's financial integrity.



CEO: Dr. Prativa Pandey

Marketing & Communications Associate: Bhumika Kapali

Marketing & Communications Assistant: Neha Pathak

Marketing & Events Assistant: Supriya Shrestha

Accounting: Smriti Maharajan

Manufacturing Staff: Januka

Sales Staff & Customer Service: Susmita Kunswar, Sunaina Upreti

2.1 Diagram of the Organization Structure

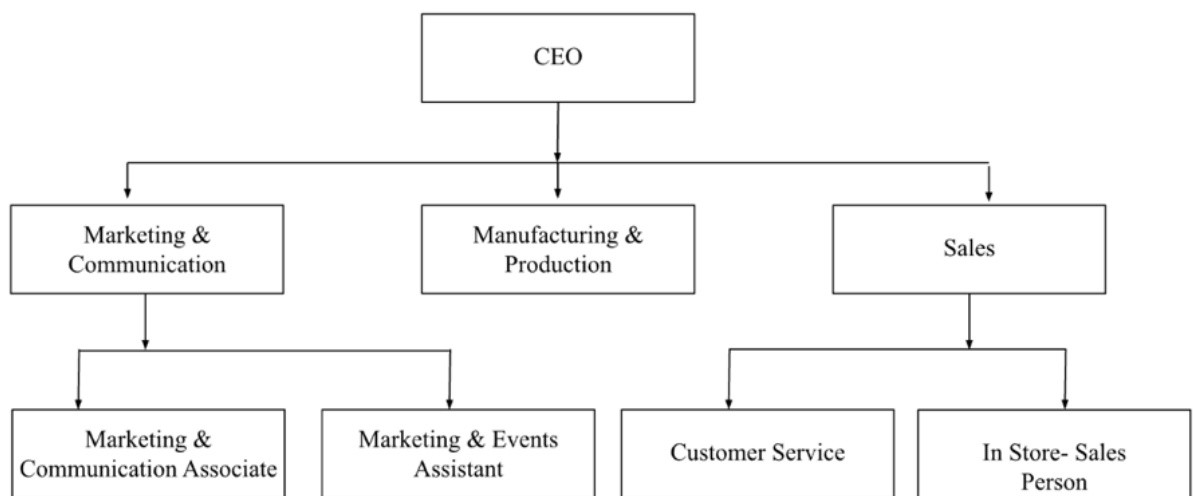


Figure 2 : Organizational Structure of Herveda Botanicals

2.2 My Job Position

Position: Marketing & Events Assistant

Duration: Feb 8, 2024

Working Hours: 10 am- 2 pm (Monday- Friday)

Place of work: Herveda Botanicals, Lalitpur (both Jhamsikhel and Sanepa)

Salary: Rs 22,000

As a marketing and events assistant at Herveda Botanicals, I stayed on a contract of 4 months of continuous work, for the major task of creating promotional content for social media platforms, helping in influencer mobilization and marketing, product photography,

potential fair and stalls placement, expansion of product line distribution through various online and offline channels.

2.3 Job Position in Organizational Structure

Herveda's organizational structure consists of various departments which include production & packing, marketing & branding, research and development, sales, and customer service. The research and development team is responsible for making formulations for products along with putting them through various testing processes. The production team then takes the tested formulations into production, which is then handed over to the packing side. The marketing & branding team then pushes the product by creating various content through different channels. With our store team, they look after sales and customer service. Being part of the Marketing & Branding department, with my roles particularly being in creating storytelling brand content and hiking up sales, I had to work closely with the marketing team and sales team alongside the CEO of Herveda.

3. Intention and Motivation

With the growing number of businesses in the skincare and cosmetics industry, Herveda with the promise of using all-natural ingredients in their products and the thought of connecting plants, people, and science under one roof, made me wanna use my skills and theoretical knowledge of marketing, finance and sales to this brand. Digging deeper into the brand, I also came to know about the service they have been providing to the small entrepreneurs which later happened to be supporting women entrepreneurs by providing a space to showcase their products and use it as a branding space with very minimal rental amount being charged. This made me feel that I would not only be working with 1 brand but also with other small-scaled Nepal brands that have similar brand value to help them reach a larger audience with the help of my work of content creation in digital platforms along with campaigns carried out in our physical store too. Our CEO, Prativa Pandey is a PhD holder in organic chemistry from one of the best universities in the State, Northwestern University, and certificates in organizational leadership, and international development from Harvard University, she is highly motivated to bring change in the skincare industry of Nepal where most of the skincare products are not medically test for its use. With farmers of Nepal getting very little for the cultivation of ayurvedic and aromatic plants due to lack of education of the farmers and engagement of the middlemen, the conception of connecting People (being the

farmers and skin care product users), Plant (use ayurvedic and aromatic plants and use of rare medicinal plant with authority from the government) and Science (she being having educational in the same background) i.e wanted to connect these three factors as a baseline of Herveda. Previously working with a larger team, I wanted to see how a startup company with limited human resources would run and generate the maximum outfit that would allow the growth of the brand.

4. Strategic Analysis

4.1 SWOT Analysis

Table 2: SWOT Analysis

| Strength | Weakness |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1. All the products are formulated and manufactured in Nepal, 2. Use of medicinal, aromatic, and ayurvedic ingredients that reflect traditional knowledge. 3. Raw materials directly sourced from local farmers in Nepal, 4. Use of all-natural, sustainable, and green technology, aligning with eco-conscious consumer preferences. | <ol style="list-style-type: none"> 1. Limited market reach 2. Challenges in expanding market size overseas, mainly due to regulatory differences and the need for various tests and paperwork. 3. Positioning of products in the higher-end segment limiting accessibility to a larger audience 4. Difficulty in sourcing raw materials exclusively from rural areas of Nepal, as only naturally sourced ingredients are used in the products 5. Struggles in involving ingredient-wise in both new and existing product lines hinder innovation of the product line. |

(Continued..)

Table 3 (Cont.): SWOT Analysis

| Opportunities | Threat |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1. Increasing demand for natural and organically sourced skincare products, driven by increasing consumer awareness of health and sustainability. 2. Product diversification, including hair care and wellness products. 3. Formulation of multi-functional products for convenience and value to consumers. 4. Enhance brand recognition on a global scale through strategic marketing initiatives and partnerships. | <ol style="list-style-type: none"> 1. Competition from established skincare brands within Nepal poses challenges to market penetration and brand differentiation. 2. Regulatory constraints in Nepal regarding the sourcing of rare ingredients could impact product development and availability. 3. Formulation and product efficacy claims could impact marketing strategies. 4. Geopolitical factors in Nepal and key export markets pose risks to business operations and growth prospects. |

4.2 PESTEL Analysis

1. Political:

Potential political factors that could impact Herveda Botanicals' operations and profitability include changes in tax policies, regulatory procedures, and laws. As Herveda relies on the outsourcing of rare ingredients and ayurvedic plants that require government approval for extraction, alterations in these policies could significantly impact the product process and supply chain.

2. Economic:

Economic factors have undoubtedly had a direct impact on demand, sales, and revenue. Increases in the prices of raw materials have elevated product costs and affected profitability. Importing packaging materials from China exposes the brand's profitability due to changes in fluctuations of exchange rates, potentially affecting competitiveness as well.

Being a skincare brand that too on the luxury side, reduced consumer income may lead to decreased spending on non-essential products like skincare.

3. Social:

With the rise in social media consumption and trends that have heightened awareness of self-care, people diving into naturally sourced skincare products is creating opportunities for Herveda Botanicals. However, rapid changes in beauty trends can lead to unnecessary product formulations. Different beauty standards across regions also influence product demand. Since Herveda Botanicals is a Nepali brand, formulated and made entirely in Nepal, it offers a unique advantage. Many of their customers (around 90%) are Nepali themselves which allows them to use rare medicinal plants grown locally, which resonates deeply with consumers seeking genuine and culturally significant skincare solutions.

4. Technological:

Continuous innovation in formulation techniques maximizes the efficacy of rare medicinal plants in their products. Advancements in green technology support efficient production and quality control. Advancement in modern science and production equipment also becomes a driving force to make more innovative and effective skincare products. Digital marketing platforms aid in reaching a wider audience domestically and internationally, driving brand awareness and sales growth. The goal of expanding the brand in the international market will be made easier with the advancement in digital platforms.

5. Environment:

Increased awareness of sustainability and CSR companies consumers favor brands like Herveda Botanicals, which use all-natural ingredients, ethical sourcing practices, and sustainable packaging that perfectly aligns with these values. However, climate change poses a challenge by potentially disrupting the cultivation of their key ingredients, impacting the supply chain and production. This highlights the importance of conserving rare medicinal plants, which not only aligns with Herveda's responsible sourcing practices but is also crucial for maintaining biodiversity.

6. Legal:

Adherence to government regulations and quality standards for skincare products is critical for building trust and avoiding legal issues. Herveda Botanicals ensures compliance with regulations governing ingredient sourcing, product formulation, labeling, advertising, and marketing, bringing in transparency and avoiding legal issues in the future. Protecting

intellectual property rights through trademarks and patents safeguards the brand's competitive advantage.

5. Objective of the Cooperative Study

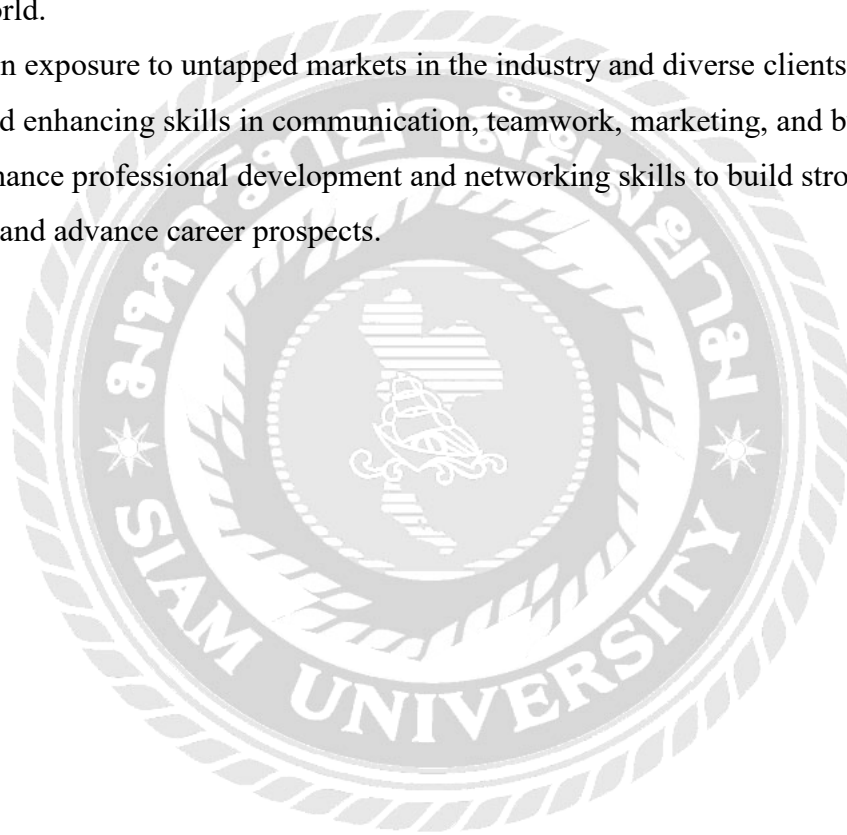
The main aim of this co-op study is to provide students with professional life experience. The objective of the Co-operative study are as follows:

1. Enhance professional and personal growth through business learning, including comprehending the functioning of a large corporation.

2. To gain experience as a professional, implementing theoretical knowledge learned in the real world.

3. Gain exposure to untapped markets in the industry and diverse clients, while improving and enhancing skills in communication, teamwork, marketing, and budgeting.

4. Enhance professional development and networking skills to build strong client relationships and advance career prospects.



CHAPTER 2

CO-OP STUDY ACTIVITIES

1. Job Description

Working as a Marketing & Events Assistant, I was responsible for creating promotional content for social media platforms alongside increasing the online sales of the company. With research in the skincare industry and getting familiar with the products of the company, my responsibility was also to increase visibility through product placement in market stalls and events that aligned with the target market of the company. Along with that, I had to even find potential influencers who matched our brand values and could promote our brand. Another task that tagged along was negotiating with different online as well as offline channels in order to expand our distribution channel.

2. Job Responsibilities

a. Create compelling brand and product content for various channels including social media and other digital platforms:

In my role as a Marketing & Events Assistant at Herveda Botanicals, I was assigned the task of crafting captivating content that effectively communicated the unique value propositions of our skincare products. This involved not only showcasing the use of all-natural ingredients and benefits of our products but also weaving in storytelling elements that resonated with our target audience who were struggling with skin care problems. Whether it was crafting engaging social media posts, writing informative product descriptions, or developing visually appealing graphics, I strived to create content that captured the essence of our brand on our customers. With 4-5 story posts daily, 3 posts/videos every week, influencer content posts monthly, and 1 reel presented by our CEO regarding the untold stories of your brand I had planned and executed the content beforehand accordingly.

b. Budget segregation and allocation for monthly online boosting:

As part of my responsibilities, I meticulously managed budgets allocated for various online marketing initiatives. This involved segregating funds to maximize our online presence through platforms like Instagram and Facebook with targeted advertising, sponsored video and photo content, and promotional campaigns. By analyzing past content data and performance metrics, I ensured that our budget allocations were optimized accordingly to drive maximum return and achieve our sales target along with the digital media footfall.

c. Plan for different marketing campaigns to promote Herveda and its products during festivities and other occasions:

Coming up with daily content, one of the key aspects of my role was also to conceptualize and execute strategic marketing campaigns aimed at promoting Herveda Botanicals and its range of skincare products during different festivities from brainstorming creative campaign ideas to developing comprehensive marketing plans, I played a pivotal role in orchestrating campaigns that effectively engaged our target audience and drove brand awareness. Whether it was leveraging seasonal trends, capitalizing on cultural events, or tapping into emerging consumer interests, I worked collaboratively with cross-functional teams to bring our marketing initiatives to life.

d. Budget allocation for product shoots and influencer shoots

Another aspect of my role involved managing budgets for product photoshoots and influencer collaborations. I worked closely with my job supervisor to allocate funds for high-quality photoshoots that showcased our products in the best possible way with a limited amount of finance to balance out both. Additionally, I identified and negotiated partnerships with influencers whose values aligned with the brand, ensuring that their endorsement effectively reached our target demographic and drove engagement. It also included making contracts between the company and the potential influencer to have an understanding of both parties with the work to be done.

e. Planning, coordination, and execution of events, both physical and digital:

Whether it was organizing physical events such as market fairs and pop-up shops or coordinating digital events such as virtual workshops and running interactive campaigns, I was responsible for the end-to-end planning and execution process along with other team members. This included everything from venue selection and logistics coordination to event promotion and attendee management. By planning such events and executing them, I helped create brand visibility and customer experience which fostered deeper connections with our audience and strengthened brand loyalty.

f. Support content related to logistics and coordination of tasks:

In my marketing responsibilities, I was also provided logistical support for various initiatives. This involved coordinating tasks related to content creation, event logistics, and product distribution to ensure smooth operations and timely delivery. Whether it was managing products for stalls or coordinating with influencers for photoshoots, I ensured that there was no logistical hassle of any sort and was well organized.

g. Research potential fair and help build customer relationships:

As part of my role, I conducted research to identify potential marketing opportunities and consumer insights. This involved analyzing and finding the perfect market fair happening which had the same target audience as us. Later I had to create a brand experience around which made attracting new customers and building relationships. Here I even had to collect data and feedback, which later would help us to tailor our formulation of the products and help us better with marketing efforts to meet their need and preferences.

h. Distribution channel expansion:

Another key responsibility was to explore opportunities for expanding our distribution channels, both online and offline. This involved identifying potential concept stores, retail partners, spa and wellness centers, negotiating agreements, and implementing strategies to increase product availability and reach new customers.

i. Customer experience through the website:

With different online platforms come websites, and I had to focus on optimizing the customer experience through our website. This included new ideas to increase the website tap either with Search Engine Optimization (SEO) or giving membership benefits to the customers along with identifying areas for improvement, implementing user-friendly features, and ensuring seamless navigation to enhance engagement and facilitate online sales.

3. Activities in Coordination with Co-Workers.

With the number of employees being comparatively less in Herveda, I was able to work closely with every department and individual and learn how each department works in synergy with another. However, as I was a Marketing and Events Assistant, I had to work directly under the supervision of my job supervisor Ms. Bhumika Kapali, which gave me much of a learning curve.

As our CEO was always available, I was able to understand the brand more closely with her lens. With this, I was able to develop a smooth and seamless flow of work that aligned with that of the company. The following are the major tasks that I had to coordinate with my co-workers to complete the delegated tasks:

1. Weekly meeting

We held weekly-hand meetings where we discussed and planned 1-2 weeks before the schedule which gave us time to revise the idea if there were any mistakes or changes to be made. During these weekly meetings, everyone would update the work done for the week, the

goals and targets that had been met, and plans for the coming week. If there was a hindrance in any of the tasks we had to give valid reasons for its delay.

2. Co-ordinating with the marketing and communication team

With the monthly goal set, we would work closely with the planning of the daily social media content that had to be prepared. Here we strategize about the campaigns working and would reach the target.

3. Collaboration with the Product Development Team:

As a Marketing and Events Assistant, I liaised closely with the product development team to understand upcoming product launches and promotions. This collaboration ensured alignment between marketing strategies and product offerings, ultimately enhancing customer engagement and sales.

4. One on One review session with the CEO

At the end of every month, we had a one-on-one review meeting with the CEO (Dr. Pandey), where each individual was given feedback for the work done in the entire month, what needed to be improved, and what goals could be placed for the next month in order. In this meeting, we would even have a chance to share ideas or new strategies that we wanted to bring to the table.

4. Job Process Diagram

a. Content creation

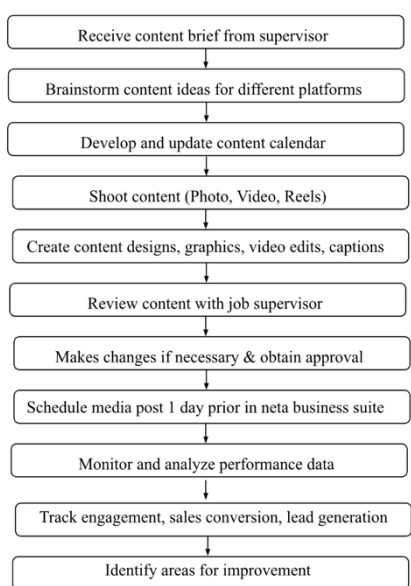


Figure 3 :Content creation job diagram

The process of working as a content creator at Herveda begins with the receipt of a content brief from the supervisor, which outlines key objectives. Following this, I with the marketing team engaged in an intensive brainstorming session to generate a variety of content ideas tailored for different platforms, ensuring alignment with the product and brand's messaging and values. Then these ideas are organized and scheduled into a content calendar, allowing for strategic planning and timely execution.

With the content calendar in place, we then proceed with the creative phase, like a shoot of diverse content types such as high-quality photos, engaging videos, and captivating reels. After this we jump into the next stage of crafting compelling designs, graphics, and captivating captions to accompany each piece of content, ensuring maximum impact and resonance with the target audience.

Once the content is ready, it undergoes a thorough review process with the job supervisor, where constructive feedback is provided to refine and enhance the quality of the content further. Incorporating any necessary changes and obtaining final approval we schedule the posts using Meta Business Suite. These media posts are strategically scheduled one-day prior, optimizing posting times for maximum audience reach and engagement. Then we diligently monitor and analyze performance data, tracking key metrics such as engagement rates, sales conversion, and lead generation. This data-driven approach enables the identification of trends, successes, and areas for improvement, facilitating continuous optimization and refinement of the content strategy to ensure long-term success and impact for Herveda Botanicals.

b. Events and Market fair

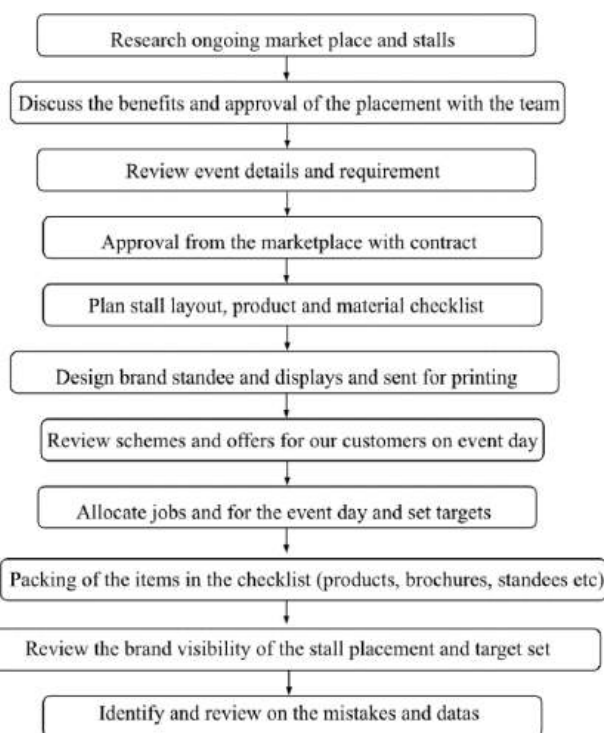


Figure 4 :Events and stalls job diagram

As per the job title, I have to also look after the events and the potential marketplace. The process commences with comprehensive research into ongoing marketplaces and stalls, ensuring strategic placement to maximize brand visibility and customer engagement, and keeping our products brings an advantage to the company. Collaborating closely with the team and discussing the benefits of each potential placement, we seek approval for the chosen venues, aligning decisions with the brand's marketing objectives. Following approval, we as a team review event details and requirements, coordinating with marketplace authorities to finalize contracts and logistics. Then comes the stall layout, potential product placement, and material checklist for the particular marketplace. After which we start the next step of designing captivating brand standees and displays, ensuring consistency with the brand's aesthetic and messaging. These designs are then sent for printing to maintain high-quality presentation standards.

On the event day, with the tasks allocated to the team members we carry forward each work divided cross checking each other's work leaving as little space for mistakes as possible, and meeting the performance targets to drive sales and engagement. Before the events, we oversee the packing of items, ensuring all products, brochures, standees, and

materials are prepared and displayed effectively. By continuously monitoring brand visibility and customer interaction at the stall placement, I see the progress against set targets, making real-time adjustments to optimize performance and capitalize on opportunities for enhanced brand exposure and customer satisfaction.

Post-event, we conduct a comprehensive review, identifying any mistakes or areas for improvement, and analyze event data to inform future strategies and refine event management processes for even greater success and impact for Herveda Botanicals with the whole marketing and sales team with our CEO.

c. Influencer Marketing

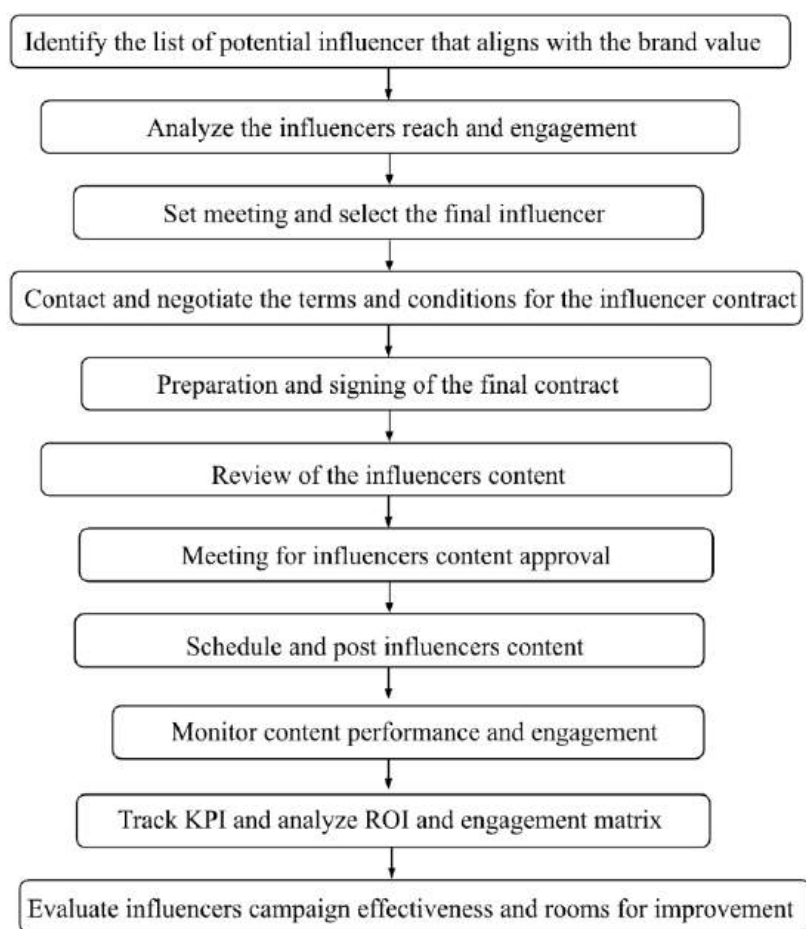


Figure 5 :Influencer marketing job diagram

Another task on my task list includes overseeing influencer marketing at Herveda. Firstly, we bring in a list of potential influencers who resonate with the brand's ethos and target audience. After compiling a list of potential candidates, we analyze each influencer's reach and engagement metrics across various social media platforms to see their effectiveness

in driving brand awareness and engagement. Only then meetings are arranged with the selected influencers to discuss potential collaboration opportunities, during which discuss to finalize the most suitable influencer based on alignment with brand values and audience demographics taken into account.

Negotiations to discuss and finalize the terms and conditions of the collaboration are taken forward, ensuring clarity and mutual agreement between both parties. Following successful negotiations, the preparation and signing of the influencer contract, detailing expectations, deliverables, and compensation arrangements is done.

Here comes the creation of content for the influencer side according to the proposed terms and conditions to meet the brand's aesthetics, and quality standards. We then set up a meeting for the content approval or any necessary changes to be made. After the content is finalized I schedule the posting of the influencer's content across relevant social media platforms, strategically timing the releases for optimal audience engagement and impact. Throughout the campaign period, there is a close monitoring of the performance of the influencer's content, tracking key performance indicators (KPIs) such as engagement rates, reach, and conversion metrics. This data-driven approach enables the creator to analyze the return on investment (ROI) and evaluate the overall effectiveness of the influencer campaign.

Post-campaign evaluation meetings are held to assess the influencer campaign's success and identify any areas for improvement, allowing to refine strategies and optimize future collaborations for even greater impact by the whole team.

5. Contribution as a Co-op Student in the Company

Despite being a finance & banking major student while working in the field of marketing, I was successful in putting the theoretical knowledge that I gained in the last 7 semesters of my BBA year into the professional world. With 1 and a half months of knowing the brand and the skincare industry, I have listed down the contributions that I was able to bring to Herveda Botanicals as a Co-op student.

1. Increase in Social Media Engagement Rate

Knowing what the customers in the beauty industry want and the ongoing trends I was able to create compelling content and engaging visuals strategically increasing social media engagement rates. This led to an increase in followers mainly on the Instagram platform, a rise in product queries, the reach of content to a wider audience as well an increase in the interaction of reel content. By crafting the problems of the customer and bringing in solutions

through captivating posts, videos, and interactive stories, I was able to foster deeper connections with the loyal audience, driving higher levels of likes, shares, and comments across Herveda's social media platforms.

2. Campaign Run Increase in Sales of Gift Box:

With the recent occasion of Mother's Day, keeping in mind the emotional aspects of the people I suggested creating a nurturing video that would allow our customers to relate to the video resulting in a significant uptick in sales of the Mother's Day gift box. By leveraging persuasive messaging and visually appealing content, the video effectively communicated the value proposition of our gift boxes, driving increased conversions and revenue. To date, this campaign happened to be the most engaging video to hike up our revenue for the festive occasion by 20%.

3. Brand Visibility in New Market Fair

As I was a fresh employee of the company, I had a newer perspective on what they were delivering on behalf of both market fair placements. With the second event conducted on my behalf, I was able to successfully secure placement for Herveda at a prominent new market fair, expanding our brand's visibility and reach into the untapped markets. The Yellow House Market proved to bring in 2 times the normal sales of our old fairs. Through strategic booth layout, eye-catching displays of Herveda's flex, and attractive offers we were able to bring in new as well as old customers and were able to establish a strong presence at the fair generating buzz around our products. This brought in a lot of foreigners who were keen on a natural skincare brand that was formulated and made in Nepal with all the ingredients outsourced from different parts of the country.

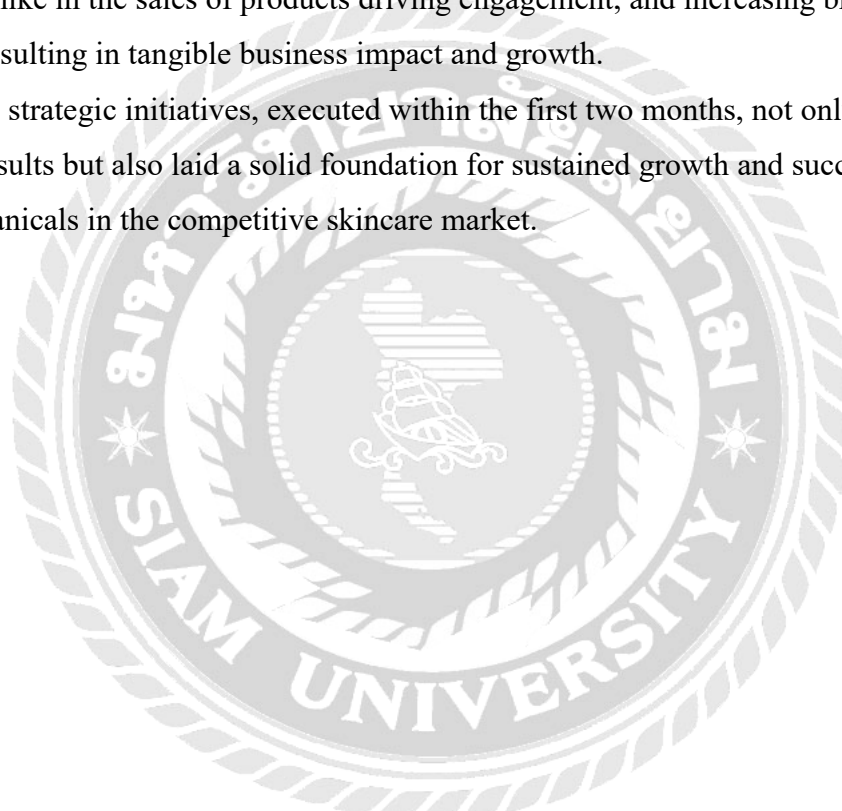
4. Old Customer Retention Along with New Ones

As Herveda's website was up and running with the basic features implemented, I had the chance to share ideas and bring in more customer landings. Now after several meetings, we have decided to bring in membership IDs which allows first users to get 20%, different subscription plans on the basis of our different customers, website sales along Herveda's gift cards. With a newer perspective, I was able to use the existing platform of the brand to drive in more customers keeping in mind the comfort and ease of the new trend of mobile tap service to increase the revenue of the company and retain our loyal customers with these plans. Although these new features are still in the process of making, I definitely could bring in more to the company with the existing resources.

5. Influencer Marketing

With many brands in Nepal taking in influencer marketing to hike up the revenue and increase the brand's visibility, I certainly took the same path and implemented that in Herveda. By taking the lead on the project of influencer marketing, I was able to successfully shoot new content from the POV of men in the skincare brand. With this new content showcasing skincare and self-care through a male perspective, I was able to bring in new male customers to our brand. Though all our products are unisex, we were not able to bring in male customers as the branding was not in the right place. This influencer marketing campaign was able to take a hike in the skincare brand of Nepal opening gates to new audiences, a hike in the sales of products driving engagement, and increasing brand awareness, resulting in tangible business impact and growth.

These strategic initiatives, executed within the first two months, not only drove immediate results but also laid a solid foundation for sustained growth and success for Herveda Botanicals in the competitive skincare market.



CHAPTER 3 LEARNING PROCESS

1. Problems and Issues of the Company

In the 21st-century of competitive world, education and learning are not enough, putting these theories into practice in the work field is much more important. This is the exact purpose of the cooperative studies of the last semester, which encourages the students to exercise the learning into use in the practical world. With two years of work experience in the marketing field that too in social media content creation field itself, I faced some problems and issues in the company.

Talking about the problems I encountered in the company related to my job process diagram are:

In the skincare industry, particularly for a company like Herveda Botanicals which pledges to use all-natural ingredients, the role of a social media content creator and event assistant is pivotal for brand visibility and customer engagement. However, problems can arise when there is lack of clarity in task delegation and inconsistency in training processes, leading to inefficiencies and potential challenges in executing responsibilities effectively.

a. Designation of Varying Degrees of Tasks:

There were differences in the number of work assigned to employees in the same positions within the organization. Because of this, some workers went through a stressful process doing a set of chores, while others in the same position remained idle for the majority of the project completion time. There is a lack of proper allocation of tasks to the employees which resulted in unequal workload and discrepancies in job satisfaction.

b. Lack of Training Process and Inefficiency in Onboarding

Working in a skincare brand comes with a lot of responsibilities from taking care of the customer to having no place for mistakes while recommending skincare products. However, no structured training was given to know in-depth about the products of the brand, its uses, benefits, and its effect on certain skin types. With minimum information, many problems arise after the hiring of individuals in every department. From difficulty in creating social media content showcasing the brand's value and promise, marketing department to recommendation process of products to customers from customer services to giving information of our products by sales representatives in physical stores. This problem is faced by the newly hired ones in every department.

Talking about the problems that existed in the company are:

c. Difficulties in retaining existing, current, and potential customers

As said before, with all-natural ingredients being used in our products it leads to limited products to bring in the market. With this era of digital marketing, people have access to numerous local as well as international brands providing various variations of products, making it harder to retain old customers. With the same products being marketed on different platforms it becomes monotonous for the audience to stick to one brand and go in search of other options. On top, Herveda has only one physical brand space currently, where the products are being showcased for the audience to have physical access to the brand products. The lack of physical stores of the brand also has an inclining effect on the visibility of the brand and its products. So, retaining our old customers along with bringing in new ones with limited product lines is a struggle.

d. Price justification of the product

As all of our products are formulated, tested, and manufactured in Nepal itself, the cost of our products is on the expensive side for the normal crowd. Although the quality of the product justifies the higher price, it still brings our target audience to a much smaller circle. If correct branding of the product that justifies the price is not brought to the customers it creates a huge gap to hike up the revenue of the company.

2. Literature Review

Every employee faces work overload, stress at work, and personal life which ultimately affect their performance and job satisfaction (Ali & Farooqi, 2014). The journal article published by the International Journal of Multidisciplinary Science and Engineering, heavily stresses how work overload of an employee can directly impact their productivity as well as the quality of work they deliver.

Given the importance of well-designed and well-executed training programs, it is important to learn more about the content and design of effective training programs for new employees, particularly those that have been implemented in the skin industry (Tracey & Thorek, 2014).

The consumer need for science-based products and trusted service will lead to a new selling model that goes beyond transaction and towards relationship and service-based, where Professional Health Care guides consumers to more holistic health, wellness, and beauty routines (Aslanian, Bort, & Cassar, 2020).

The International Journal of Production Research has identified the product pricing justification for skincare is backed by the benefits customers reap from the skincare products. Even though skincare products are perceived to be costly, respondents buy them as the use of the products is considered to be essential to maintaining healthy skin (Zhang & Han, 2014).

3. How to Solve the Problem

a. Clear work division among work employees

It is important to define clear job descriptions and responsibilities for social media content creators and event assistants, ensuring consistency in task delegation and equitable distribution of workload. Another important aspect is to regularly review and adjust task assignments based on individual skills, interests, and performance to optimize team productivity and job satisfaction.

b. Implementing structured training to improve onboarding efficiency.

A comprehensive training program for new hires in the social media content creator and event assistant role, sales representative, and customer service covering essential skills, tools, processes, and company policies is critical. Providing them with ongoing support, mentorship, and professional development opportunities will help ensure that employees feel confident and empowered to excel in their roles. Additionally, encouraging cross-training and knowledge sharing among team members will help to foster collaboration and skill development.

c. Embracing green technology and holistic skincare promotes lasting customer loyalty

The new-age skincare users are well informed about their preferences on the raw materials, production process, and the type of skincare brand they are supporting. Incorporating green materials in a brand's products and providing a complete skin care experience to the customer will make them appreciate the brand more. Bringing in content highlighting and encouraging the importance of holistic beauty in various social media platforms will have the current customers have informative content. Being able to directly cater to their needs and preferences will make them a lasting customer and they will showcase their undoubted loyalty towards the brand.

d. Emphasizing the value proposition of locally sourced, high-quality ingredients to justify the premium pricing.

A brand must be able to justify its premium pricing strategy to its customers. Skincare brand generally showcases a direct relationship between high prices and the quality of raw materials they use. Skincare products are considered as costly irrespective of whether they are natural products, international brands, or national products.

4. Recommendations of the Company

a. Having a clear term of reference (TOR) during the new hiring process

Herveda should mention every detail of the employee's task in a TOR and segregate tasks in a way that has a clear definition of the job roles. This will help the intern to understand their job description (JD) and work accordingly. Overlapping roles will be eliminated when the JD is clearly defined.

b. Develop comprehensive training modules

After the hiring process, Herveda should incorporate a skincare module for a week, highlighting the brand, its products, product benefits, and recommendations of these products regardless of the job position they are being hired for. This will help them have a clear picture of the job assigned, like the sales and the customer departments will have confidence in recommending products to the customers, and the content team will have clarity in making content that reflects the skincare problems of the audience and how Herveda's products can solve them.

c. Implement a loyalty program to reward repeat purchases

Recognizing the loyal customers of our brand and giving them monthly subscription plans for the products will help retain repeat customers. Herveda uses green technology to produce its products, making them aware of the all-natural ingredients being used and how they fix their problems in a longer-term period giving healthy skin rather than quick-fix solutions that affect them in the long-term usage. They can also provide them with loyalty points during every purchase of their product which will help the company to retain their customers.

d. Increase transparency in the pricing strategy

As Herveda's products fall on the expensive side, it is important to make people aware through the content of the benefits they are obtaining for the additional price being paid. As the brand is using all-natural ingredients in their products they should be transparent

about all the ingredients the customer is using. They can do this by making video content that highlights the premium ingredients being used for the premium price and informative static posts that show the results from the use of Herveda's products.

5. What I Have Learned During My Co-Op Studies

a. Importance of review period after each campaign, boosting as well as influencer marketing

After completion of any work, review would have been always lacking which would have a gap in knowing the mistakes that occurred in the process. Working in Herveda, I had to sit for review meetings at the end of every month to know the effectiveness of the campaigns run, and boosting made in the entire month. I got to know that with every review period, we got to know about assessing performance, identifying strengths and weaknesses, refining future strategies, and avoiding the mistakes made in the previous one. I also became aware that by analyzing key metrics such as engagement, reach, conversion rates, and return on investment, businesses gain valuable insights into the effectiveness of their marketing efforts and the brand can make data-driven decisions to optimize results and use the limited resources in a managed manner. I came across review periods allowing for reflection on what worked well and what could be improved, enabling continuous learning and refinement of tactics for future campaigns. Additionally, it provides an opportunity to gather feedback from customers, influencers, and other stakeholders, fostering transparency, accountability, and trust in the brand's marketing efforts.

b. Attention to details

Having our brand's posts reached a large audience within a couple of minutes, any mistake in the post, or the message being shared could have backlash for the company. With every information being on the internet, a small grammar error can result in miscommunication of the message being sent to the audience. Hence checking the same details became the most important learning while working in this position. That too working in the skincare industry negligence of these details can lead to recommendations of wrong products causing skin problems which can also be troublesome with involvement of legal matters. I started checking the smallest of the details with every work I did no matter how urgent the situation was.

c. Strategies

A large number of content is to be prepared every month being content creators, however posting on different social media platforms without the correct strategies in place would make the work go to waste. I got to understand the importance of using the best strategies to reach the desired target audience along with obtaining the targeted goals. I also understood that usage of the right strategies would also bring brand awareness among our audience, generating traffic to the website increasing engagements as well as helping in conversion rates in terms of sales.

d. Brand Management

Every individual puts in their best efforts while working in a company to maintain a strong brand image. I always used to focus only on content creation in the early stages of work and missed out on the brand management part. With parts like the values and missions of the company missing in the content I was publishing, there was a slight shift in the old customer retention rate. This is when I came to understand that brand management is paramount for every business as it establishes a distinct identity, builds trust and loyalty with consumers, creates differentiation in competitive markets, drives recognition increases market value, and facilitates growth and expansion. Hence, understanding the effective management of a brand involves defining its values, mission, and personality, ensuring consistency in branding and messaging, and actively monitoring and protecting its reputation. I never missed out on brand management in the later days while coming up with content and campaigns for long-term success and sustainability in the marketplace.

e. Importance of event planning and coordination for brand visibility

Event planning and coordination is never a one-person job. Hence working in a team and doing the assigned tasks is one of the most important things to be done. As all of the work is interconnected with each other, a mistake made has to be a burden accountable to all the members of the team. As my work came along with taking care of the events part of the company as well, I had to have multitasking skills. I came to know that increasing the brand visibility of the company through product placement in such events and fairs would bring in a larger audience and increase sales.

6. How I Applied Knowledge From Coursework to the Real Working Situation

The theoretical knowledge gained throughout my course of time during my bachelor's is directly applicable in the real professional world with my position as a Marketing and Events Assistant.

Throughout the co-op study journey, I have realized that theoretical knowledge is empirical when it comes to a real-world cooperative setting. I have been able to apply my course learnings to the tasks and responsibilities I was assigned at my workplace. As I had prior subjective knowledge of the different fields of marketing and budget management I was able to translate my learnings to my job responsibilities.

As a part of the BBA program, we were required to complete a semester of principles of marketing in the 1 year where I learned about Brand Management. With that, I was able to apply how to plan, create, and manage a brand which helped me understand Herveda Botanicals better and make appealing content that reflected the brand story, its purpose, and the vision in terms of posts and videos to circulate in different social media platforms.

The learning of the marketing mix in both 1st year and 4th years helped me develop strategies for different campaigns that I conducted during my duration in the work position. We had even learned about pricing strategies, value-based pricing which made me recognize a clearer picture of Herveda's premium product pricing strategy.

Design Thinking Studio was another course that was integrated into our course in the 2nd year where we learned about budget management. This helped me during launching of Herveda's brand campaign and influencer marketing shoots.

My overall communication at here botanicals required English as a primary language. In my BBA program, English proficiency gave me mileage when it came to my writing skills. This made it easier to write blogs for websites, copy captions for Instagram posts, and scripts for videos and reels.

As an events management assistant, my JD defined I had to have a direct customer relationship. The in-person customer conversation was backed up by my theoretical knowledge of consumer behavior. The Consumer Behaviour course helped me recognize the customer's personalities, their behavior, and how I could influence the customer intent.

7. Special Skills and Knowledge Learning During Co-Op Studies

a. Networking and Interpersonal skills

Connecting and working with different macro and micro level influencers, I was able to develop strong connections with people in the skin care industry from beauty influencers, makeup artists, female entrepreneurs, formulators, etc. This allowed me to have meaningful professional relationships opening my doors to future collaborations and career opportunities. Working as a marketing and events assistant in Herveda certainly increased my public relations PR list.

b. Time management and scheduling

As all of our content had to be prepared beforehand and scheduled on the active audience time, a slight delay in posting would have a huge impact on the conversion in terms of a fall in engagement, message conversions, and insights into the digital marketing platforms. This made me more aware of prompt completion of my work without procrastinating and meeting deadlines beforehand. With this, I started getting to the shoot locations and office 15 minutes before the call and started respecting others' time spent as well.

c. Teamwork and collaboration skills

I had always been keen on working with a team and believed that working together would bring more effectiveness to any work to be completed. However, after joining Herveda Botanicals, I was blessed with the opportunity to work with energetic, inspired, and motivated individuals. This allowed me to understand how working with a team would make your work experience much easier even in high-pressure situations. I also started respecting the ideas and decisions that came as a team to any problem or brainstorming session to reach a collective goal in a much easier manner. I understood that working in a team also bridged the gap of misunderstanding and miscommunication for any work to move ahead smoothly.

d. Negotiation skills

I have always been a person who run away from negotiating however, this position for my internship demanded this skill, having me set out of my comfort zone. With my supervisor pushing me to set out of my comfort zone, I started taking the lead in meetings when the time came for negotiation in real-world scenarios. Then I slowly started adapting to this and learned new methods to convince people, and with months passing by I started getting confidence in this area of communicating convincingly. This skill also helped me in

navigating discussions to achieve mutually beneficial outcomes and resolve conflicts professionally.



CHAPTER 4: CONCLUSION

1. Summary Highlights of Co-Op Studies at This Company

The Co-op program provided by KCM/Siam University has proven effective in achieving its main purpose of acquainting students with the corporate world while providing firsthand experience of the working environment. This curriculum offers students comprehensive exposure and insight into the day-to-day operations of a company, bridging the gap between theoretical knowledge and practical application.

During my 16-week tenure as a Marketing and Events Assistant at Herveda Botanicals, I gained invaluable experience and honed my skills across various fields of marketing, finance, and sales. This report outlines my key responsibilities, tasks, learnings, and achievements throughout my co-op journey at Herveda.

Through this experience, I expanded my knowledge beyond my specialization as a finance student and got into the intricacies of marketing through various training, continuous practice, and expert guidance. As an integral part of the marketing team, I garnered firsthand experience in customer interactions, brand expansion, and awareness-building efforts.

My daily tasks included creating engaging content on social media platforms, providing me with newfound confidence in visual strategies that resonate with our audience. Collaborating with seasoned professionals within the team provided me with invaluable learning opportunities. Under the guidance of my supervisor, I learned effective task management techniques and adapted to the fast-paced work environment seamlessly.

Given the nature of skincare brands, handling customer inquiries and recommending product solutions started getting nature to me. Moreover, I deepened my understanding of SEO and ad-boosting strategies, realizing their potential in amplifying brand visibility to a wider audience.

In summary, my co-op experience at Herveda Botanicals has been educational, transformative, and enjoyable. It compelled me to step out of my comfort zone from day one, fostering personal and professional growth in an enriching environment.

2. Your Evaluation of the Work Assessment

Working in any organization experience is something that all individuals take away in the end. Likewise, my internship journey at Herveda Botanicals was remarkable, gaining a lot

of experience. Being a marketing and events assistant helped me have a clear understanding and view of my future potential career path. As mentioned in the summary of the Co-op studies, I have excelled in the skills that I learned in college on numerous platforms and expanded my ability to work with and in other divisions of the company.

Working in a Nepali skincare company in the first couple of weeks was an overwhelming experience, as I did not know the skincare products, the ingredients being used, their benefits, and how I would be able to market those products. With any training given, I had to research and self-learn all of these intricate details of the company as well as the industry as a whole. All these difficulties faced in the first weeks somehow made the whole learning process even more interesting and fun. Everyone says that content creation is an easy job where you have to stay behind the phone and research the trends only, once I started working I came across the behind-the-scenes work which made me realize the importance and the hard work behind this job position. With all the knowledge and theories limited to the books only, I came to understand that putting it into practice and getting results according to the target set was more of a difficult job.

As a Self-Assessment, during my internship at Herveda, I have been able to improve my content creation skills by crafting engaging product posts, videos, reels, followers' interactive stories, blog content, and product placement during stalls and different marketplaces. My brand storytelling ability through content being pushed on different social media platforms has rigorously improved. Learning the depths of content boosting has helped me gain practical experience improving Herveda's online visibility as well.

The internship program provided by Siam University and KCM, working at Herveda proved to be an invaluable experience, exceeding my initial expectations. The program effectively bridged the gap between theoretical knowledge and practical application. I used my classroom knowledge of marketing as well as finance in a real-world business setting. I was also able to learn about skincare products and their uses alongside the benefits of maintaining a healthy skin form inside. This internship significantly strengthened my professional skill set and prepared me for a successful career in marketing, social media content creation, or event management. The experience at Herveda was very effective, and enjoyable alongside informative, due to the set of co-workers with whom I was able to work closely, who was patient in helping with all my work and encouraging me to break my shell to excel in the professional work environment.

Overall, my internship period at Herveda was a transformative experience that provided me with the opportunity to learn, grow, and contribute to a dynamic and innovative company. Existing for the company after my internship completion will surely give me confidence in the skills that I have developed and the experience gained widely used in my future career endeavors.

3. Limitation of your co-op studies

While this co-op provided me the opportunity to learn new experiences in the professional world, that I will take forward in my future career, there were a few limitations that I came across during my internship period which are listed below:

1. With 16 weeks of work experience in the company, I was not able to gain in-depth knowledge about the company Herveda and the skincare industry of Nepal. This time constraint limited my growth in the company as well as my job experience.

2. This report is undoubtedly based on my own experiences, particularly those that include interactions with coworkers. In-depth research is necessary to classify the data and elements utilized in this report as primary and secondary data levels because they are insufficient. This might be arbitrary and in conflict with the policies of other interns and staff members at Herveda Botanicals.

3. The work assigned to me with the position of marketing and events assistant did not cover all the areas of the company, thus limiting my exposure to other aspects of the company.

4. Although Herveda has a small team to work with me being an intern, I was not included in some of the decision-making processes of the company and was limited to lower-level information.

5. The Co-op program experienced challenges due to a lack of clarity in communicating the specific skills and experience sought by academic supervisors, making it difficult for students to tailor their applications effectively. Furthermore, during a session at SIAM University, there was a need for clearer communication regarding the extent of the internship report, which posed obstacles to its completion.

4. Recommendation for the company

My internship journey in Herveda Botanicals has been extremely beneficial although it was only for 16 weeks. The company that I worked for; Herveda Botanicals is a skincare

company providing all-natural products to their customers which is a new concept in the Nepalese market. However, I would like to suggest some recommendations to the company for its betterment in the long term.

1. With 5 years in business, Herveda has grown past its startup phase, I highly think it's time to take in direct investment, which will be a huge support for reinvestment, expansion, and growth of the company.

2. Having a U.S. Food & Drug Administration (USFDA) certification in all our products, all of our products can be sold in the United States of America (US) market. Hence, this year will be a perfect time to go forward with this expansion.

3. As Herveda has only one physical store making its product available to its customers, I recommend the company has product placement in different concept stores, wellness centers as well and skin clinics to make Herveda's products easily accessible and increase brand visibility.

4. Influencer marketing has already been used by Herveda and the result has been beneficial to the company. Now with many companies tapping into user-generated creators (UGC) to increase the credibility of the company and potential purchase of the product, Herveda will be able to influence its customer purchase behavior and intention in a positive manner.

5. Herveda should implement performance recognition programs to acknowledge and reward employees who consistently achieve set goals in the company. Employees of the Month can be started which will keep them motivated towards the job responsibilities of the individual.

6. While Herveda now has a small group of employees working to achieve the company's rapidly growing goal this small team has been inefficient in many forms. Now it's high time to expand Herveda's Team, segregating assigned jobs according to the position given.

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Annexure



Figure 6: Mothers' day campaign planning CEO and Marketing & Communication Associate



Figure 7: Event planning for Yellow House Market in our office space



Figure 8: Testing customer experience at the Herveda Botanicals store at Jhamsikhel



Figure 9: Assisting in budget planning and allocation with finance team