



COOPERATIVE EDUCATION REPORT

“Content Creation and Strategy: Driving Digital Engagement at SMP Pvt. Ltd.”

Written By

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Semester/Academic year: 2/2023


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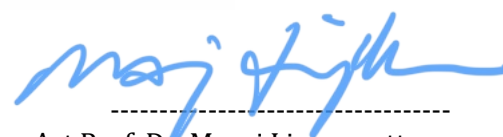
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Abstract

The Cooperative Report entitled "Content Creation and Strategy: Driving Digital Engagement at SMP Pvt. Ltd." provides an insight into Content creation, marketing, and customer relationship management at Social Media Promotion Pvt. Ltd. (SMP), a well-known digital marketing agency in Kathmandu, Nepal which has been operating for 11 years. SMP has established itself as a prominent participant in Nepal's digital marketing environment, focusing on social media management in particular.

The report examines SMP's operational dynamics, focusing on the agency's goal, vision, and client-centric approach. There are two primary objectives: 1) To give prospective professionals insightful perspectives into the day-to-day workings of the marketing sector at an agency such as SMP and to convey important knowledge. 2) The report seeks to provide practical insights for navigating the ever-changing marketing landscape by examining agency operations, digital technologies, and tactics for boosting brand visibility.

Ultimately, the paper reflects on the enriching journey at SMP, providing useful insights into the agency's operating framework as well as the Nepalese digital marketing scene. Readers can obtain a better understanding of the industry's complexities and the important contributions made by organizations like SMP.

Keywords: Digital Marketing, Content Creation, Customer Relationship

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Lastly, I would like to express my sincere gratitude to my family, friends, and everyone else who has helped me along the way. Their unwavering faith in my potential has served as a continual source of inspiration and determination.

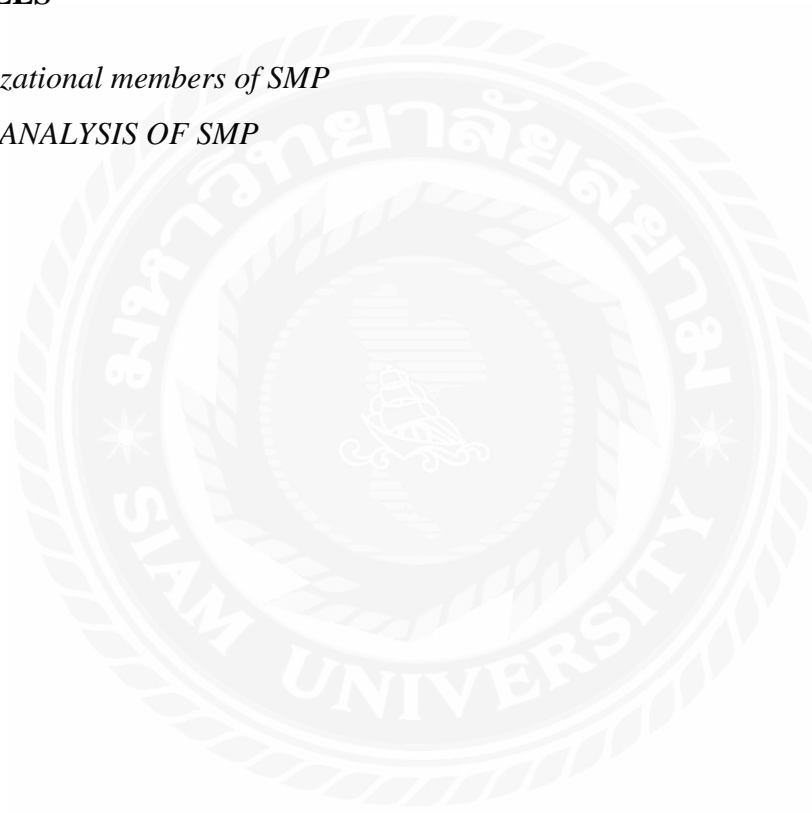
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LIST OF ABBREVIATION

KCM: Kathmandu College of Management

Co-op: Cooperative

ATL: Above the Line

BTL: Below the Line

Ad: Advertisement

CHAPTER 1 INTRODUCTION

1.1. Company Profile



Introduction:

SMP Pvt. Ltd., which started as a digital marketing agency, has grown over the past eleven years to become Nepal's leading marketing and advertising organization. SMP, which specializes in integrated marketing solutions, continues to focus on digital marketing services to increase user engagement and brand exposure.

In addition to digital marketing, SMP provides a full marketing mix that includes Above the Line (ATL), Below-the-line (BTL), Out of Home (OOH), and Digital Out of Home (DOOH) advertising options. By combining these many channels, SMP creates bespoke campaigns to fit its clients' demands.

With an emphasis on collaboration, SMP works with prestigious customers in a variety of national and international industries. SMP continues to be a trusted choice for compelling marketing and advertising initiatives that provide concrete results by leveraging its knowledge and commitment to quality.

1.1.1 Mission:

Enrich the Digital Marketing experience for people, by providing cost-effective and efficient advertising tools, techniques, and therefore, results.

1.1.2 Vision:

To be nationally recognized as the most trusted, convenient, and reliable Digital Marketing Agency in Nepal.

1.1.3 Strategies of the Company



FIGURE 1: SMP PORTFOLIO

1. **Advertising Campaigns:** SMP utilizes targeted advertising campaigns that are based on customized and personalized content to ensure increased engagement with potential audiences. The campaigns are furthermore targeted and segmented on the basis of demography, interest, behavior, and age group which ensures increased engagement and conversion.
2. **Integrated Marketing Campaigns:** SMP focuses on integrated marketing campaigns as one of its main strategies. Proper utilization of the available platforms and marketing mix of such platforms are carefully strategized and implemented as per the nature of the industry. SMP carefully develops content based on available platforms such as digital marketing platforms, ATL platforms, BTL platforms, OOH Adverts, DOOH Adverts, etc., and strategically plans its implementation.
3. **Creative Content Development:** SMP also focuses on creatively crafting the content for its clients. Creative content development has been one of the major strategies for SMP and content such as motion graphics, static content, and written content are crafted that resonate with the potential and targeted audience.

4. **Influencer Collaboration:** Working together with influencers in related fields assists SMP's clients become more well-known and credible. Through the process of discovering influencers whose values coincide with the brand and whose followers are similar to the intended audience, SMP can organize collaborations that promote brand awareness and foster genuine interaction.
5. **Data Analytics and SEO:** SMP can monitor the social media campaign performance of its clients in real time by employing data analytics techniques. SMP may find patterns, insights, and places for progress by examining important data like reach, engagement, and conversion rates. With the use of this data-driven methodology, SMP can maximize campaign efficacy and return on investment.

1.1.4 Products Offered by SMP

1. Pay Per Click Advertising
2. Facebook Advertising
3. Search Engine Optimization
4. Content Management
5. Social Media Campaign
6. Website Development

Some of the Clients of SMP Pvt. Ltd



FIGURE 2: CLIENTS OF SMP

1.2 Organizational Structure

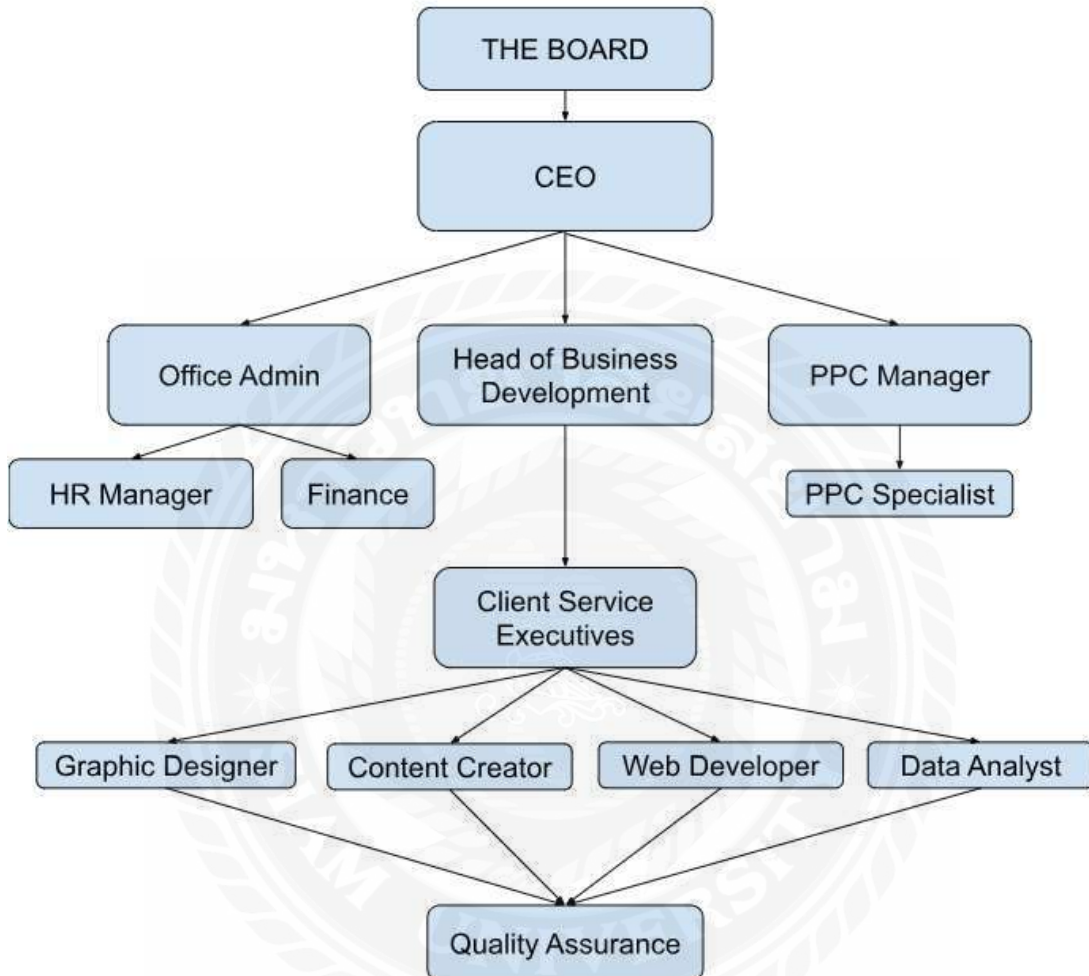


FIGURE 3: ORGANIZATIONAL STRUCTURE OF SMP PVT. LTD

TABLE 1: ORGANIZATIONAL MEMBERS OF SMP

Managing Director	Prasit Nepal
Executive Director	Ashish Bhandari
Finance Director	Pran Chandra Nepal
Head of Business Development	Atish Bhandari
Finance manager	Vivek Timalisina
Client Success Officer	Ishan Piya
Client Service Executive	Anu Shah
Client Service Executive	Nayan Shakya
Senior Graphic Designer	Bishwajit Acharya
Graphic Designer	Khemanand Bhatt
Graphic Designer	Niraj Maharjan
Motion Graphic Designer	Bishwamitra Baraili
Content Creator	Akanchhya Baniya
Content Creator	Jessica Shrestha
Web Developer	Nirajan Timalisina

1.2.1 Job Position

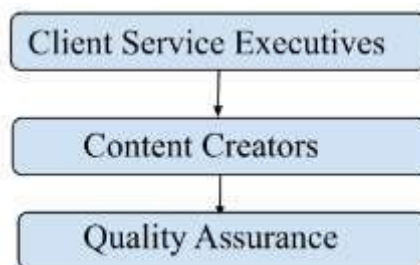


FIGURE 4: MY JOB POSITION IN THE COMPANY'S ORGANIZATIONAL STRUCTURE

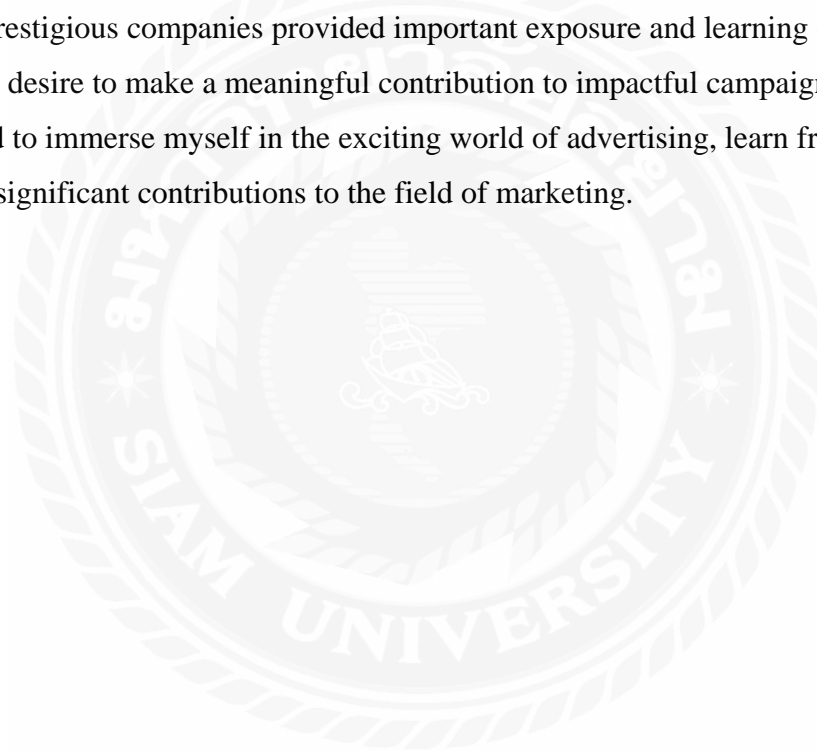
During my time at the company, I worked as a Content Creator Assistant, serving Client Service Executives. My position included collaborating closely with the executives to ensure seamless communication and effective content generation.

Working with Client Service Executives gave me vital insights into client relationships and content management in the marketing landscape. Throughout my time in this role, I helped the team maintain client satisfaction and create high-quality content that was tailored to their specific needs. This event reinforced my awareness of the value of teamwork and client-centered methods in accomplishing company goals.

1.2.2 Intention and Motivation to join the company

The decision I made to pursue a 16-week internship at SMP emerged from my strong interest in marketing and a desire to obtain practical experience in Nepal's advertising industry. With marketing's growing importance across the world, in the context of Nepal, SMP stood out to me as a platform that encourages innovation without imposing rigid constraints. This appealed to my need for a dynamic and creative work atmosphere in which I could freely express my creative capabilities.

Furthermore, SMP's impressive list of well-known clients influenced the choice I made. Working with prestigious companies provided important exposure and learning opportunities, which drove my desire to make a meaningful contribution to impactful campaigns. By joining SMP, I expected to immerse myself in the exciting world of advertising, learn from industry pros, and make significant contributions to the field of marketing.



1.3 Strategic Analysis of the Company

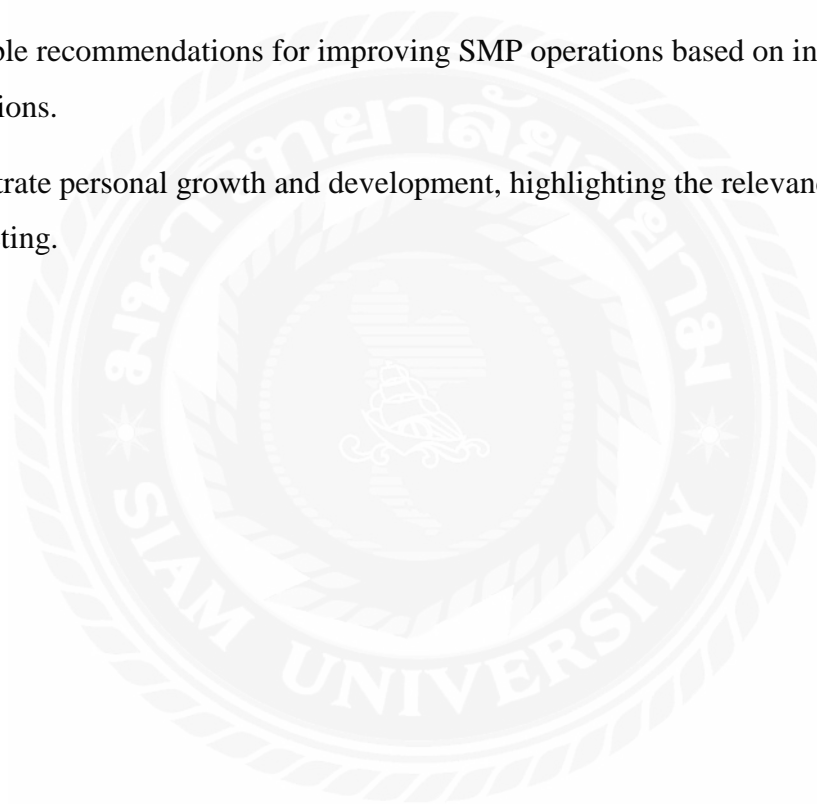
SWOT Analysis:

TABLE 2: SWOT ANALYSIS OF SMP

<p>Strengths</p> <ul style="list-style-type: none"> - 11 years of extensive Experience - Strong Social Media Presence - Diverse Service Offering - Strategic Partnerships 	<p>Weakness</p> <ul style="list-style-type: none"> - Platform Dependency - Limited Geographic Reach - Resource Constraints - Skill Set Challenges
<p>Opportunities</p> <ul style="list-style-type: none"> - Expansion into New Markets - Niche Specialization - Strategic Partnership 	<p>Threats</p> <ul style="list-style-type: none"> - Intense Competition - Technological Changes - Regulatory Changes

1.4 Objective of the study

1. Detailed documentation of the duties and knowledge learned during the 16-week internship.
2. A critical assessment of SMP's marketing techniques, client management, and operational effectiveness.
3. Firsthand knowledge of Nepal's advertising agency environment and its function in the marketing industry.
4. Actionable recommendations for improving SMP operations based on internship observations.
5. Demonstrate personal growth and development, highlighting the relevance of experience in marketing.



CHAPTER 2

CO-OP STUDY ACTIVITIES

2.1 Your job Position:

My Job Position details are:

Position: Content Creator at Social Media Promotion Pvt Ltd.

Duration: 10th January 2023 to 10th May 2023

Working Hours: 10:00 am – 6:00 pm [Sunday to Friday]

2.2 My Job Responsibilities

As a Content Creator, my responsibilities were diverse and crucial to our client's online presence. My everyday tasks comprised the following:

1. **Content Creation:** I conceptualized and created compelling material suited to each client's individual requirements, ensuring that it connected with their target audiences. This required critical thinking about the type of content that would best attract users' interest, whether it was informative, interactive, or lifestyle-oriented.
2. **Writing Press Releases:** I was also responsible for creating press releases for various events, such as product launches or corporate inaugurations. This work demanded language diversity, as I had to prepare these in both English and Nepali.
3. **Social Media Management:** I managed social media platforms for various brands, connecting with the public by answering questions, reacting to comments, and generating leads through these interactions.
4. **Client Pitching:** My role included client engagements, where I worked with client service officers to discuss marketing ideas and how we might assist them increase their brand visibility.

5. **Comparative Analysis:** I frequently conducted comparative analyses to compare our clients to their competitors, delivering insights and strategic input to them via extensive presentations.
6. **Campaign Development:** During the Nepali New Year, a key period for marketing initiatives, I created campaign ideas suited to the festivities and specific client needs, increasing brand engagement and visibility during this peak season.

2.3 Activities in Coordinating with Co-workers

Effective collaboration with coworkers was essential for the success of our projects. I collaborated closely with my colleagues to ensure that our marketing ideas were carried out seamlessly, from ideation sessions to campaign implementation. This collaboration was important in maintaining a high level of service delivery and client satisfaction.

Specific Projects and Outcomes



FIGURE 5: PROJECTS & OUTCOMES OF SMP

SMP Pvt. Ltd. is well-known for its extensive 11-year expertise in Nepal's competitive market. Throughout its history, SMP has worked with over 200 clients and managed over 1600 projects. Currently, the firm serves a wide portfolio of 30 clients, exhibiting a thorough awareness of market trends and consumer requirements. Among these, I had the opportunity to contribute to some important accounts:

1. **KTM Nepal:** KTM is Europe's leading motorcycle manufacturer, producing both on and off-road motorcycles. I actively contributed to KTM's social media marketing by developing posts, carousel ads, and video material. My involvement peaked during the official release of their new Duke bikes, the KTM 250 Duke Gen 3 and KTM Duke 390 Gen 3, when I was in charge of PR writing and developing the visual assets utilized at the launch event. KTM also conducted a dealer's meet for this launch where my responsibility was to come up with design for the standee and mnemonics for the dealers meet.



FIGURE 6: LAUNCH DAY OF KTM DUKE 390 GEN-3



FIGURE 7: DEALERS MEET OF KTM

2. **Mazda/Maxus:** I generated premium content for Mazda/Maxus, which is operated by Paramount Motors Pvt. Ltd in Nepal. Since, Mazda and Maxus are a luxurious international brand it required careful attention on the content and the words used in promoting the car. I focused on the high-end nature of their vehicles in creating social media content that were available in Nepal. Since it is an Automobile brand, the campaign was developed for each brand in the Nepali New Year.



FIGURE 8: MAZDA NEW YEAR CAMPAIGN



FIGURE 9: MAXUS NEW YEAR CAMPAIGN

3. **Savitri Kanchenjunga:** A longstanding incense brand in Nepal, Savitri Kanchenjunga serves a niche market of spiritual and religious consumers. My responsibility was to generate content that engaged strongly with this group while showcasing the brand's legacy and value.

4. **CG Motors – King long, KYC Van:** As industry leaders in Nepal's electric van sector, CG Motors' brands, such as King long and KYC, require Nepali-specific content to attract local consumers. I was involved in writing press releases and creating promotional materials for the opening of their new showroom as well as content for their online presence.



Kinglong Showroom in Nepal

CG Motors is the authorized distributor of Kinglong commercial electric vehicles in Nepal. The new showroom was officially opened by Liu Zhijun, Chairman of Kinglong at at Panipokhari, Kathmandu.

Customers will get to choose from Kinglong 14 seater micro-vans, Kinglong 15 seater mini-vans, Kinglong 16 seater mini-vans, and Kinglong 19 seater mini-vans.

FIGURE 10: SHOWROOM INAUGURATION OF CG

5. **Renault Nepal:** Renault, a relatively new customer at SMP, required a fresh and creative social media strategy. I maintained their accounts and played an important role in their New Year's campaign, creating content that was relevant to seasonal themes and promotions.



FIGURE 11: RENAULT NEW YEAR CAMPAIGN

2.3. Job Process Diagram

1. Content writing:



FIGURE 12: CONTENT WRITING PROCESS

The content writing process begins with receiving a content development assignment. A draft concept and copy are created and submitted to the customer for feedback. A designer finalizes the content after making any necessary modifications, and it is subsequently published on social platforms. This ensures that the content meets both creative guidelines and client expectations.

2. Client Pitching:

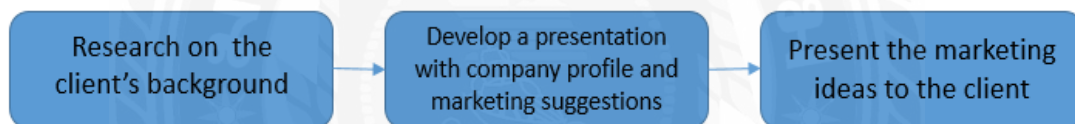


FIGURE 13: CLIENT PITCHING PROCESS

The client pitching process starts with researching the client's background to create a presentation that contains the company profile and strategic marketing recommendations. This presentation is then shared with the client to revise and finish the marketing plans, ensuring that we are in line with the clients objectives.

3. Press Release:

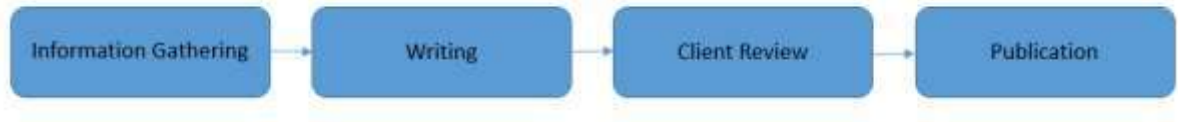


FIGURE 14: PRESS RELEASE PROCESS

The press release procedure involves gathering information about a certain event or announcement. This information is used to create a press release, which is reviewed and authorized by the client. Following approval, the press release is distributed to relevant media channels to efficiently reach the target audience.

4. Campaign Formation:



FIGURE 15: CAMPAIGN FORMATION PROCESS

The campaign formation process begins with the receipt of a campaign request from a client service officer. The strategy developed is subsequently given to the client for feedback and approval. During this stage, feedback is gathered and any necessary changes are done to ensure the campaign meets the client's expectations. Once accepted, the campaign is executed with the goal of achieving the desired impact and results.

2.4 Contribution as a Co-op student in the company

During my cooperative education at SMP Pvt. Ltd., I valued the opportunity to learn from and contribute to the company's success. My work was versatile, allowing me to contribute to various critical areas that benefited our team and increased satisfaction among our clients. Here are the main ways that I contributed to the company:

- a. **Support for Team Members:** As part of my dedication to the team, I supported my colleagues with numerous responsibilities. This included helping to prepare meeting materials, organizing client data, and stepping in to help with urgent tasks to ensure that our team remained efficient and productive.
- b. **Research and Analysis:** I conducted extensive study and analysis on market trends, competitor strategies, and potential opportunities. This research was critical in guiding our marketing strategy and keeping the team ahead in a competitive environment. I presented these findings during team meetings, helping with the strategic planning process.
- c. **Presentation Creation:** I created and delivered presentations for internal team briefings and client meetings. These presentations frequently contained progress reports, research findings, and campaign recommendations, which were critical in keeping projects on track with customer expectations and business objectives.
- d. **Content Creation:** Writing captions and developing content for social media and other marketing platforms was one of my key responsibilities. I personalized material to each client's brand voice and strategic goals, resulting in effective marketing campaigns that increased client engagement and audience reach.

CHAPTER 3

LEARNING PROCESS

3.1 Observing Organizational Challenges

My internship at SMP immersed me in the fast-paced world of a well-established marketing agency, offering a unique mix of opportunities and challenges. As I went about my daily tasks, I immediately noticed that even the most experienced firms encountered challenges. Here's a closer look at the problems I faced and how they affected the company's operations:

- a. **Understaffing in the face of growing clientele:** SMP's expanding client base was not matched by a comparable expansion in staff, resulting in a situation in which demand far exceeded available human resources.
Impact: This resulted in longer hours, rushed projects, and an unavoidable compromise in work quality and employee well-being.
- b. **Elevated Expectations from Clients:** With over a decade of market presence and a reputation for excellence, SMP attracted clients with high standards and even higher expectations.
Impact: The pressure to consistently deliver exceptional work often resulted in stress and burnout among the team members.
- c. **Client Expectations:** With over a decade of market experience and a reputation for excellence, SMP attracted clients who had high standards and even higher expectations.
Impact: The pressure to continuously deliver great work caused stress and burnout among team members.
- d. **Employee Turnover:** The tough workplace, along with restricted prospects for growth, resulted in a high rate of turnover, particularly among the younger personnel.

- e. **Language and Cultural Barriers in Content Creation:** As members of a younger generation of content creators, changing our messaging to meet the cultural and linguistic preferences of an older demographic offered a significant learning curve.
Impact: Miscommunication was common, requiring additional rounds of changes to ensure material met customer expectations.
- f. **Inadequate Internal Communication:** Delays in communication and decision-making caused inefficiencies and impacted timelines.
Impact: Projects frequently stalled, and workflow was disrupted, reducing overall productivity and client satisfaction.

3.2 Strategic Solutions to Overcome Challenges

Some of the solutions after addressing these challenges demanded thoughtful strategies that not only addressed immediate issues but also contributed to long-term gains.

- a. **Improving Communication:** By implementing more robust communication methods and scheduling regular check-ins, we could close information gaps both within the team and with our clients.
- b. **Cultivating a Friendly Team Environment:** Organizing team-building activities and informal gatherings helped to foster a friendly work culture, which is essential for teamwork and stress reduction.
- c. **Investing in Employee Development:** Implementing continuing professional development programs increased employee retention and satisfaction by demonstrating a clear route to personal and career advancement.
- d. **Language and Cultural Sensitivity Training:** To better cater to the broad audience, I suggested organizing regular workshops on cultural trends and language nuances, which would allow us to generate more resonant and impactful material.
- e. **Motivational initiatives:** Recognizing and rewarding hard work and inventiveness resulted in a more motivated and engaged team. Simple recognition and incentives went a long way toward improving morale and productivity.

3.3 Reflecting on Professional Growth and Lessons Learned

My internship at SMP turned out to be an invaluable learning opportunity as I faced these challenges. It taught me the value of adaptation, proactive problem-solving, and a collaborative team environment. I also learned how to apply theoretical knowledge from my academic studies in real-world situations, bridging the gap between classroom learning and practical application. This experience not only altered my professional attitude, but it also provided me with abilities and insights that would certainly influence my future career in marketing.

3.4 Recommendations for Organizational Improvement

Based on my observations and experiences during my internship at SMP, I recommend the following solutions to address obstacles and improve organizational effectiveness:

Staff Augmentation: To successfully balance the workload and client management, SMP could consider growing its workforce. Hiring more people can relieve the pressure on present employees and boost productivity and job satisfaction.

- a. **Structured Communication Protocols:** Using a more structured communication framework might help to prevent misunderstandings and delays. Regular updates, regular meetings, and clear communication channels should be created to maintain a seamless workflow and on-time project completion.
- b. **Career Development Opportunities:** Creating a clear path for career advancement within the organization may help reduce turnover. This could include leadership training programs, skill development workshops, and more frequent performance assessments that provide feedback and opportunities for advancement.
- c. **Culture Sensitivity Training:** To properly engage with a varied clientele, all workers should receive regular cultural sensitivity and language competency training. This improves content quality and ensures that it resonates with a wide range of audience segments.

- d. **Incentives and Employee Recognition:** Implementing a system of rewards and recognition can enhance morale and drive staff to give their all. Regular recognition of employees' efforts and achievements can promote a healthy work environment and increase employee loyalty.

3.4 Lessons Learned During My Co-op Studies

My experience at SMP was extremely beneficial, giving me essential insights into the professional marketing industry. These teachings have shaped my understanding of the marketing sector and helped me prepare for a successful career. By implementing what I've learned throughout my internship, I'm confident in my ability to contribute effectively to any marketing team and address future problems with a proactive and determined mindset. Here are some of the main lessons I learned:

- a. **Practical application of theoretical knowledge:** Real-world applications of marketing theories, such as the 4 Ps of marketing, helped me grasp how organizations function and compete in the market.
- b. **Understanding Consumer Behavior:** As I worked to customize marketing messaging to various demographic categories, I found consumer psychology courses to be especially useful. This insight enabled me to more effectively forecast and evaluate client responses, increasing the effectiveness of our advertising.
- c. **Effective Communication and Presentation:** Delivering presentations to clients and coworkers helped me improve my communication abilities. The ability to express ideas clearly and convincingly is essential, and practice in a real-world situation reaffirmed the value of clarity and brevity—skills that were emphasized during my academic studies.
- d. **Importance of Team Collaboration:** Working closely with a team demonstrated the value of collaboration and communication in attaining shared goals. It emphasized the importance of a supportive team environment in personal and professional development.

- e. **Adapting to Real-World Challenges:** A theoretical understanding of business and marketing techniques was put to the test in SMP's dynamic environment. I learned to apply theories to unique situations, which required creative thinking and flexibility—characteristics that I developed during my problem-solving exercises in school.



CHAPTER 4

CONCLUSION

4.1. Summary of highlights of your Co-Op Studies

My 14-week internship at SMP has been incredibly rewarding and educational. It was much more than just a course requirement; it was an in-depth look at the world of marketing. I didn't just apply what I learned in class; I got to understand what marketing really is—it's about delivering actual value for both customers and businesses.

At SMP, I worked in a fast-paced environment that challenged me to adapt and evolve. I was a member of a team that emphasized collaboration and creativity, both of which are essential in marketing. This teamwork improved my communication skills and showed me how to operate well under pressure. I also learned a lot about the strategic side of marketing, such as how to present a brand's narrative in a way that resonates with people and fosters strong relationships.

Elizabeth "Beth" Comstock once said, "You can't sell anything if you can't tell anything" (Shewan, 2017). That statement really stuck with me. It shows how important communication is in marketing. During my internship, I had a lot of experience putting concepts into campaigns that spoke to people and got genuine feedback.

Overall, the weeks at SMP were revolutionary. They shaped me into a better marketer, thinker, and problem solver. I'm grateful for the experience and the opportunity to learn from such wonderful people. I'm excited to take these lessons and apply them as I move forward in my career.

4.2 Evaluation of work experience

4.2.1 Self-assessment

Reflecting on my 14-week internship at SMP, I've seen great professional and personal growth. Working in a fast-paced advertising agency setting, I received hands-on experience that bridged the gap between academic ideas and real-world implementations. My responsibilities included managing several marketing initiatives and improving my communication skills through client interactions and team cooperation. I gained a better understanding of marketing dynamics, including how to adapt and respond successfully to industry needs. The experience sharpened my problem-solving abilities, and I learned to overcome obstacles with resilience and innovative thinking. Working at SMP also allowed me to form key professional ties, which expanded my network and provided insights that will be invaluable in my future career. Overall, this internship was a transforming experience that provided me with valuable skills and confidence, laying a solid foundation for my future goals in marketing.

4.2.2 Contribution to my career development

During my internship at SMP, I made great progress in my professional development by bridging the gap between academic theories and real-world marketing tactics. This hands-on experience helped me understand marketing dynamics and apply what I learned in class to real-world scenarios. Working directly with clients and attending strategic meetings helped me improve my communication skills, which are essential for properly conveying ideas and cooperating effectively in any professional situation.

Furthermore, the internship helped me extend my professional network by linking me with industry leaders and peers who can offer job prospects and mentorship. Taking on and overcoming problems during my time at SMP taught me perseverance and adaptability, both of which are highly valued in the fast-paced marketing profession. These experiences have not only prepared me for future professional jobs but have also given me the confidence to face future career obstacles.

4.2.3 Recommendation for SMP an advertising agency

Here are practical tips for SMP to improve its operations and preserve its competitive advantage in the advertising and marketing industries:

- a. **Increase Staffing:** As the workload grows and the pressures on present employees increase, SMP should consider extending its workforce. Hiring extra staff would not only reduce stress among existing employees but would also improve the agency's ability to manage many client projects at the same time, ensuring that each campaign received the attention it deserves.
- b. **Training:** Ongoing and extensive training programs are required to bring employees up to date on the latest marketing tactics and technologies. By investing in continual professional development, SMP can keep its workforce at the forefront of industry innovations, expanding their skill set and increasing overall productivity.
- c. **Improve Communication:** Effective communication is critical to the success of any advertising business. SMP should invest in effective communication tools and protocols to improve information flow between departments and clients. This could include holding frequent team meetings, updating project management software, and establishing clear communication standards to ensure that decisions are made swiftly and effectively.
- d. **Flexible Work Options:** Providing more flexible work arrangements, such as flexible hours, can greatly boost employee happiness and retention. These habits help employees better manage their work-life balance, which is especially crucial in the high-pressure environment of an advertising agency.
- e. **Collect Client feedback:** Creating a systematic method for gathering and analyzing client feedback is critical for ongoing improvement. SMP should conduct monthly surveys, feedback forms, and review meetings to acquire client insights. This feedback should then be examined and used to customize services more precisely to client wants, resulting in higher customer satisfaction and long-term connections

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ANNEX

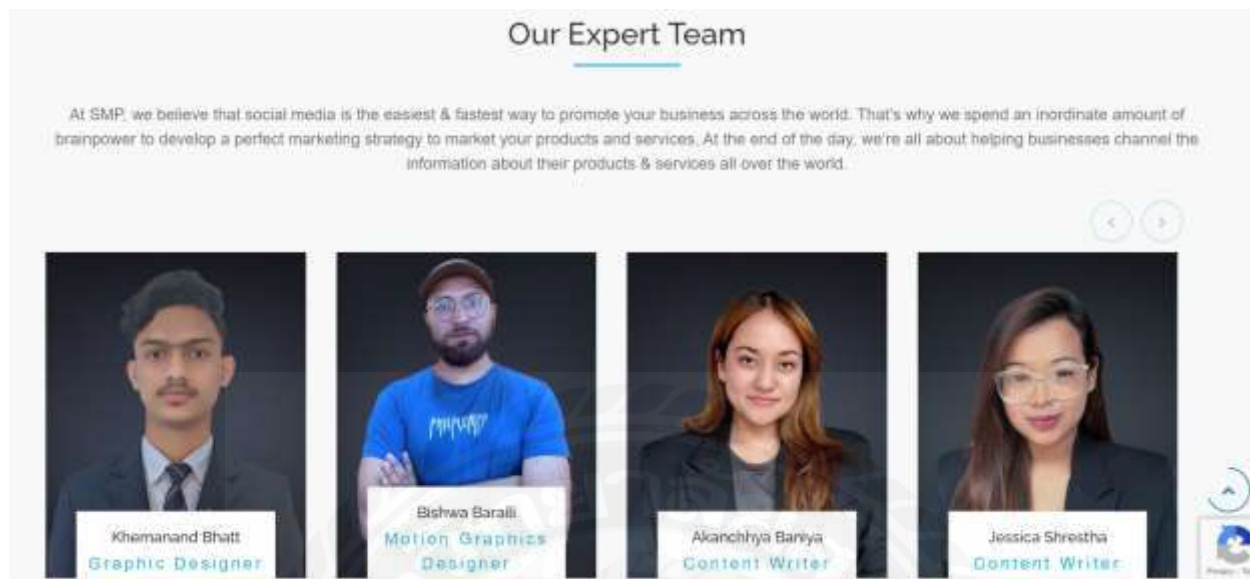


FIGURE 16: SMP WEBSITE- EXPERT TEAM



FIGURE 17: TEAM WORK AT SMP

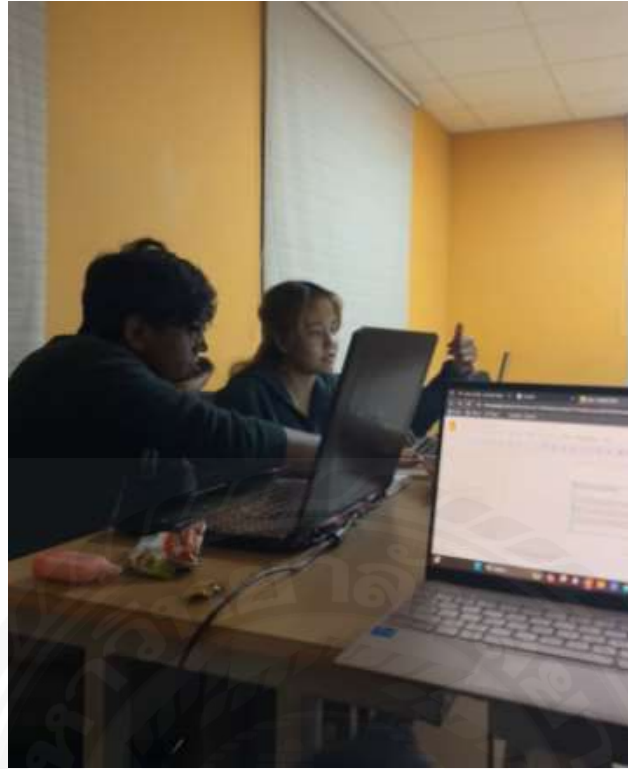


FIGURE 18: CLIENT PITCHING PRESENTATION IN MAKING



FIGURE 19: CELEBRATING 11 YEARS OF CREATIVE EXCELLENCE IN NEPAL