



COOPERATIVE EDUCATION REPORT

“Driving Strategic Growth: A Comprehensive Overview of Marketing Initiatives at Sowa Healthcare”

WRITTEN BY

Ms. Aryaa Chitrakar

Student ID: 6308040014

**This Report Submitted in Partial Fulfillment of the Requirements for
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Written By: Aryaa Chitrakar (6308040014)

Department: Bachelors of Business Administration

Academic Advisor: Dr. Stanati Netipatalachoochote

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

Oral Presentation Committees



(Dr. Stanati Netipatalachoochote)

Academic Advisor



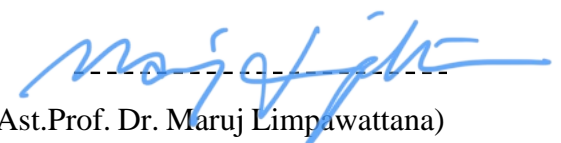
(Mr. Ashutosh Mishra)

Cooperative Education Committee



(Ms. Reecha Shrestha)

Job Supervisor



(Ast.Prof. Dr. Maruj Limpawattana)

Assistant President and Director of Cooperative Education

Project Title: Driving Strategic Growth: A Comprehensive Overview of Marketing Initiatives at Sowa Healthcare

Author: Aryaa Chitrakar, **Advisor:** Dr. Stanati Netipatalachoochote

Degree: Bachelor of Business Administration

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Abstract

The report “Driving Strategic Growth: A Comprehensive Overview of Marketing Initiatives at Sowa Healthcare” focuses on the implementation of marketing strategies to enhance Sowa Healthcare's brand presence and audience engagement. This cooperative education report details the tasks undertaken as a marketing intern. The goals of the study are (1) To apply theoretical understanding of marketing, (2) To comprehend healthcare marketing, (3) To cultivate organizational skills.

The assigned responsibilities are described in the report, along with solutions to problems including high employee turnover, capacity issues, competition, budgetary restraints, technological difficulties, cash flow problems, and unhappiness among the employees. Through this position, which also gave me insights into healthcare marketing and strategic planning, I learned accountability, time management, and adaptation in a dynamic setting.

Keywords: Healthcare marketing, Strategic Growth, Brand Enhancement, Market Research, Content Creation, Event Organization

Acknowledgement

My internship journey at Sowa Healthcare Center was a very fruitful experience where I got a chance to learn and develop my interpersonal skills in the corporate world. I would like to express my gratitude to Kathmandu College of Management (KCM) for providing me an opportunity for a cooperative education period.

I would like to acknowledge Siam University for giving me this opportunity to learn beyond the classroom environment in the academic curriculum. I am thankful for my academic supervisor, Dr. Stanati Netipatalachoochote for his constant guidance during my 16 weeks long internship journey.

I would also like to thank Sowa Healthcare Center for giving me an opportunity to work as their marketing intern. I am grateful that I got a chance to work at such a reputed healthcare company. I would also like to thank my work supervisor Ms. Reecha Shrestha for her constant support and guidance throughout my internship period.

Lastly, I would like to thank my colleagues for helping me during my internship journey and creating a very work-friendly environment at Sowa Healthcare Center.

Sincerely,

Aryaa Chitrakar

Student ID: 6308040014

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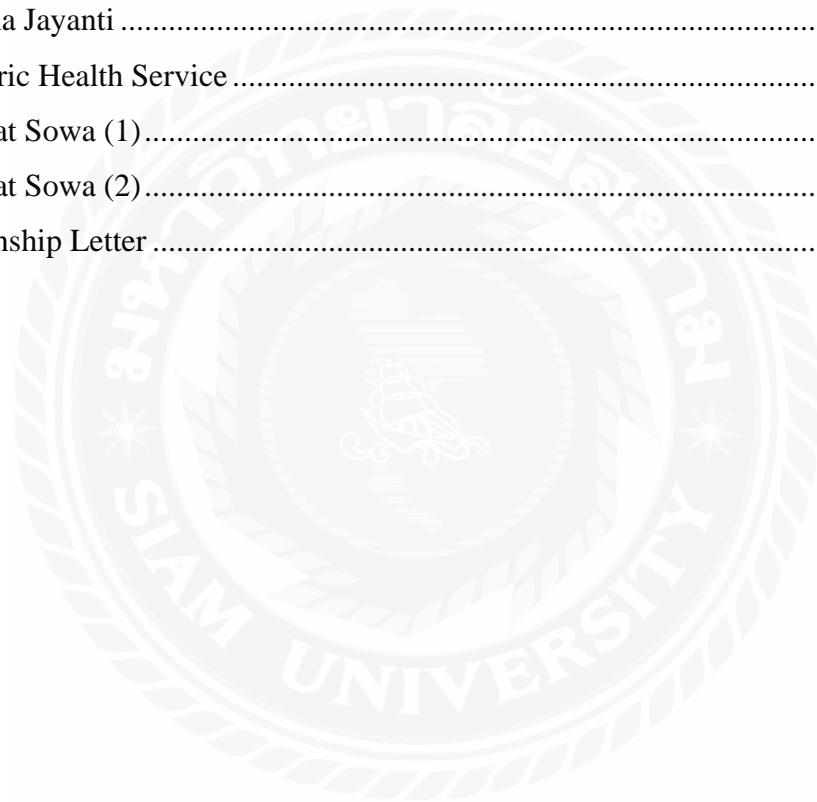
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List of Abbreviations

SMART: Specific, Measurable, Achievable, Relevant, Time-Bound

ATL: Above The Line

BTL: Below The Line

TTL: Through The Line

POP: Points Of Parity

POD: Points Of Difference

IMC: Integrated Marketing Communications



Chapter 1: Introduction

1. Company Profile

SOWA Healthcare Centre, located near the Swiss Embassy in Ekantakuna, Lalitpur is a multispecialty clinic known for its innovative medical services. It currently has over 45 health professionals and modern equipment which ensures quality services. Sowa Health Care Centre offers a range of services such as counseling, imaging, surgeries, diagnostics, vaccinations, and family planning guidance to cater to different healthcare demands. Moreover, there are customized health packages available at reasonable prices from SOWA along with the availability of cosmetic dermatology. Offering home-based sampling for pathological tests and an in-house pharmacy; diagnostic facilities as well as special smoking cessation assistance to patients; it highlights how holistic patient care is its priority. With emphasis on technological advancement and the well-being of patients, SOWA Healthcare Centre seeks to improve people's lives by promoting healthy lifestyles within families.



Figure 1: Sowa Healthcare Logo

1.1 Mission of the Company:

- To improve the lives of families with personalized care, excellence in health services, and state-of-the-art technologies.
- To improve the health and well-being of families through personalized care, excellence in health services, and state-of-the-art technologies (Sowa Healthcare, 2024).

1.2 Vision of the Company:

- The center of excellence for holistic healthcare service (Sowa Healthcare, 2024).

1.3 Strategies of the Company:

SOWA Healthcare Centre has become one of the most well-known institutions in the healthcare sector due to its continued growth and popularity. This success has resulted from not only highly qualified doctors but also a range of strategic initiatives aimed to stand out in the healthcare industry. In addition, an important element that makes up its competitive advantage is its commitment to delivering reliable ethical care that respects patients' confidentiality and well-being. Personally tailored yet excellent medical services are guaranteed by cultivating compassion as well as creating a warm hospitable environment for holistic recovery at SOWA Healthcare. It also remains an innovative leader in medicine with modern technology and pioneering methods driven by scientific research and data analysis being accessible here. Likewise, its partnerships, ties, and dedication to excellence support its drive for patient-centric care further. These strategies include convenience and efficiency such as home-based sampling collection, an online reporting system as well as dedication to putting patients first. SOWA Healthcare Centre's strategies emphasize collaboration along with continuous learning.

2. Organizational Structure

2.1 Diagram of the Organizational Structure

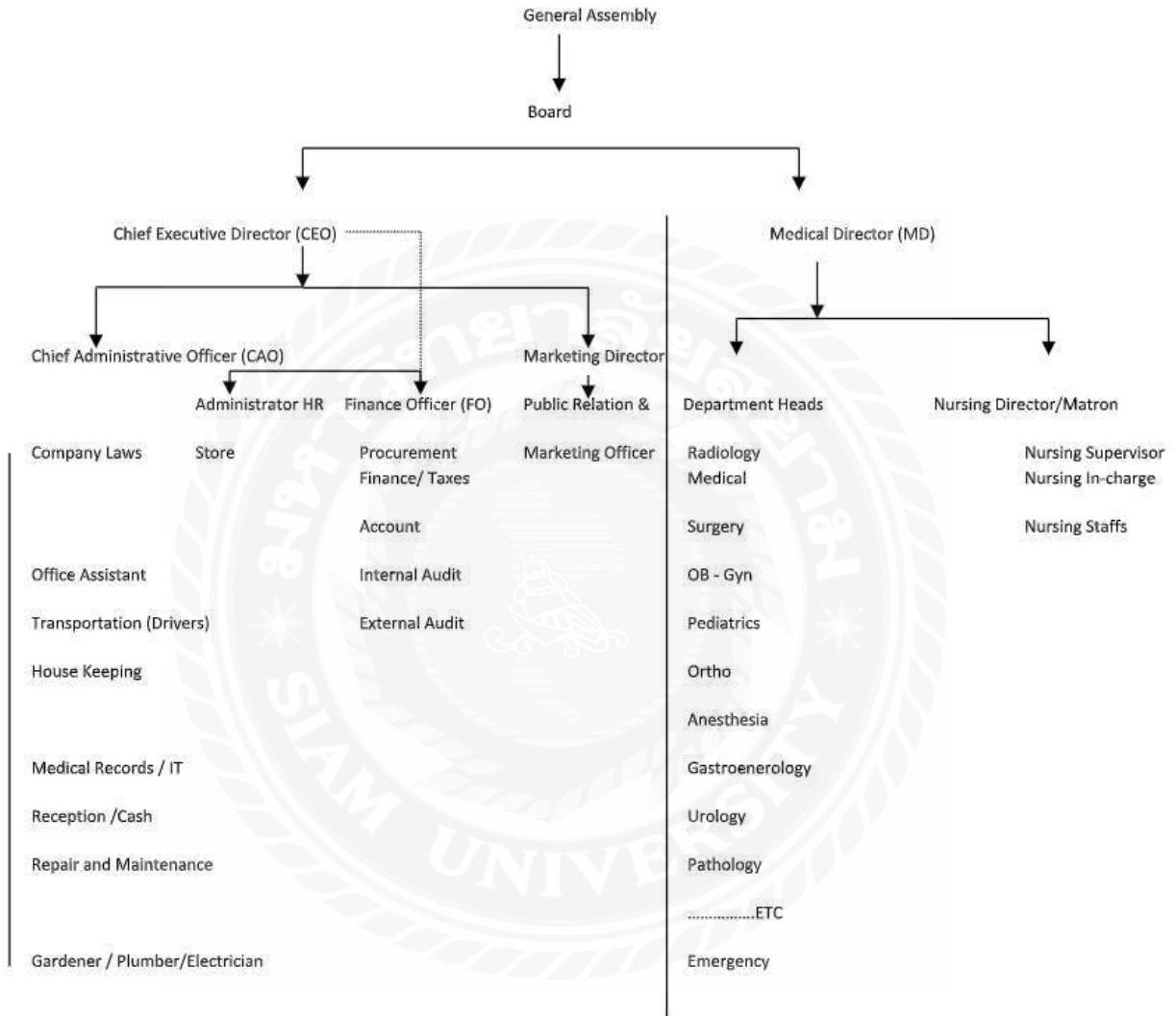


Figure 2: Organizational Structure

2.2 My Job Position

I was assigned as a marketing intern in the marketing department at Sowa. My major tasks included market research, analyzing consumer behavior, creating social media content using various tools, coming up with advertising campaigns, contributing to strategy brainstorming, organizing events, communicating with vendors, and maintaining databases.

My role at Sowa provided me with very valuable hands-on experience in marketing and learning opportunities from experienced professionals. It helped me develop essential skills which will be very useful in my career as a marketer.

2.3 My Job Position in the Company's Organizational Structure

The clinic's three main divisions are management, administration, and medical. The medical department employs about 45 doctors, and nurses, a variety of lab equipment, imaging and diagnostic devices, and a pharmacy. The specific department in question bears accountability for carrying out various laboratory tests and compiling results in response. The finance, marketing, and human resources departments make up the administration and management division. This department oversees the clinic's entire administration and human resources. As a marketing intern, I worked for the management department's marketing team, so my position in the company's organizational structure fell under the marketing department.

3. Intentions to join the Company

The idea of working with Sowa Healthcare and supporting its goal of improving people's lives through personalized treatment, quality medical care, and modern technology thrilled me. As a new employee, I saw this as an important step in embarking on my career path since I believed that it was one of those places where hard work was appreciated and had a learning curve.

I was inspired to select Sowa Healthcare for my Co-op studies for several reasons:

- a. Sowa Healthcare had a reputation for creating a positive learning environment that appreciated commitment and dedication. I firmly believed that such a surrounding would allow me to channel my true potential apart from growing professionally as well.
- b. Working at Sowa Healthcare would help me gain insights into researching marketing tactics, analyzing them, and evaluating possible solutions. It was something that I looked forward to as it would allow me to apply what I learned in class into real-life situations which in turn helped achieve the company's marketing objectives.
- c. Among other reasons why I was attracted by Sowa Healthcare is the chance to widen my professional network. Interacting with different professionals within the organization will broaden my knowledge about the health industry as well as enhance my successful integration into the work environment.
- d. Lastly, my work supervisor, Ms. Reecha Shrestha, has always been someone I've looked up to in the corporate world. Working with her in various projects such as the Nepalese Young Entrepreneurs' Forum (NYEF) and Young Entrepreneurs Summit Women (YESW) in the past has immensely shaped my soft skills. She has always been an exceptional mentor for me, and I was thrilled when I was selected as a marketing intern at Sowa.

4. Strategic Analysis of the Company

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats. These words make up the SWOT acronym (TechTarget, 2024).

Strengths	Weakness
<ul style="list-style-type: none"> ● Strong reputation for personalized care ● Experienced and dedicated staff ● High-quality healthcare ● All preventive healthcare services under one roof ● State-of-the-art technologies and equipment ● Enhanced diagnostics and treatment ● Patient-centric approach ● Prime Location 	<ul style="list-style-type: none"> ● Potential disruptions in continuity of care due to high staff turnover ● High cost for replacement of doctors ● Budget Constraints ● Limited facility capacity
Opportunities	Threats
<ul style="list-style-type: none"> ● Expansion of service offerings to include new specialties or allied healthcare services. ● The trend of customers migrating to higher-end services for healthcare. ● Community outreach programs and health education initiatives to attract new patients and foster loyalty. ● Local collaborations ● Continuous quality improvement initiatives 	<ul style="list-style-type: none"> ● Similar clinics are inducing competition. ● Regulatory changes and economic downturns or fluctuations in healthcare. ● Technological disruptions ● The dynamic lifestyle of people ● Upcoming better healthcare facilities ● Dissatisfaction of internal staff.

Table 1: SWOT Analysis of the Organization

5. Objectives of the Study

My main objective for this cooperative study is to hone my marketing abilities and establish a strong foundation for my future career as a marketer.

The objectives of the study include:

- Implementation of acquired theoretical marketing knowledge:
 - Application of the theoretical knowledge I have acquired from the course in the real world.
 - Get hands-on experience executing different marketing strategies and tactics.
- Improve knowledge of the healthcare industry and its marketing:
 - Acquire knowledge about the various challenges and opportunities that come with marketing in the healthcare industry.
 - Get more knowledge about the regulations, marketing tactics, and customer behavior patterns specific to the healthcare industry.

The sub-objectives of the Co-op studies encompass:

- Become familiar with the organization's corporate culture.
- Develop organizational skills like time management, coordination, and effective communication.
- Gain expertise in more critical areas related to marketing and organizational success.

Chapter 2: CO-OP Study Activities

1. Job Description

As a Marketing Intern at Sowa Healthcare Center, I played a very important role in supporting the marketing team's efforts to promote the clinic's healthcare services and initiatives. My key responsibilities as an intern included a wide range of tasks that were aimed at enhancing Sowa's brand's presence and engaging its target audience. During my internship, I collaborated closely with the marketing personnel as well as business development personnel to execute strategies and tactics effectively. This internship offered me an invaluable opportunity and platform to gain practical experience in the field of marketing.

My tasks included the following activities:

- **Market Research:**

I researched the geography, marketing trends, and target audience. I analyzed the businesses and competitors near Sowa Healthcare and proposed ideas for tying up with some businesses. One of which includes tying up with a digital wallet company named Khalti and giving the employees of the company some percentage of discount on the services provided by Sowa. Also, I researched the trends of social media as to how we can get more exposure on digital platforms. And lastly, I researched the potential audience Sowa can attract such as the female entrepreneurs at NYEF for their service of cosmetic dermatology.

- **Content Creation:**

I created various content for Sowa's digital presence such as Instagram, Facebook, etc. I used to make at least 1-3 contents per day. I also made reels on Sowa's services which I posted 2-3 times a week. I also posted engaging content like polls and quizzes that increased the participation of Sowa's digital audiences. Additionally, I also made business proposals to be sent out to various companies for tie-ups and made special designs for companies like RUNSAN(UN), Save The Children, etc. where Sowa was

giving out exclusive offers.

- **Campaign Assistance:**

As a marketing intern, I assisted the marketing team in the development and execution of various marketing campaigns, including email newsletters regarding Sowa and its services and various promotional offers at Sowa. One example of this is a discounted couple package for HydraFacial.

- **Strategy Brainstorming:**

I participated in brainstorming sessions with my supervisor and the marketing and business development team to generate creative new ideas for marketing initiatives which included setting up booths in various events for more brand exposure and awareness. The team used to have a meeting for brainstorming sessions every 2-3 days which was led by the Marketing Director, and my supervisor, Mrs. Reecha Shrestha.

- **Event Organization:**

During my time at Sowa, I have been a part of various events like the Fitpreneur event in collaboration with Gold's Gym, NYEF Lalitpur and Juice Mandala, Women's Day at JGI, The Gardens Fair, etc. I conceived the idea for the Gardens Fair and took proactive steps to make it a successful event.

- **Vendor Coordination:**

I also communicate with external vendors, such as graphic designers and printing companies, to ensure the timely delivery of marketing materials and promotional items for Sowa's exclusive offers to its audience.

- **Database Maintenance:**

I also helped in maintaining and updating various databases for the marketing and business development teams. Some of these included the patient contact information, emails, databases of various companies around us, their contact information, databases of our event participants, etc. I also updated their Design Calendar which has all the special

events like festivals and health days, etc. The marketing team worked according to Sowa's Design Calendar to implement the marketing and promotional offers of the clinic.

- **Social Media Handling:**

During the duration of my internship, I handled their media, especially, their Facebook and Instagram. I used to post stories, posts, and various reels on their pages. They had two pages, one for healthcare named @sowahealth and another for derma named @sowaderma. I used to post stories every day and make posts and reels according to the Design Calendar. Along with that, I also replied to various consultations from the followers in Instagram and Facebook direct messages.

- **Increasing the Members of The Sowa Community:**

I sent out invitations to all the past customers of the company to join the Viber community where they could be informed about various notices and offers that Sowa had to communicate. In the beginning, the community had 239 members which is now about 3 times more.

- **Adherence to Brand Guidelines:**

Lastly, I ensured consistency in the company's brand messaging and visual identity across all marketing channels be it posts, stories, reels, proposals, offer content, etc, adhering to Sowa Healthcare Center's brand guidelines and standards.

2. Responsibility and Work Duties Contributions as an Intern

My obligations and work included creating various content for digital platforms using Canva, a design application, and posting stories and posts almost every day and making reels and posting them 2-3 times a week. I also communicated with external vendors such as our graphic designers daily for the formal contents of Sowa. I also created proposals for business tie-ups and maintained databases of patients, businesses, event participants, etc. Furthermore, I was assigned to invite our target audience to the Viber Sowa community which was done by me every day to increase the members in the

community. Apart from that, the duty I was assigned beyond the standard job description was to handle the front desk job such as dealing with walk-in customers, answering phones, managing inquiries, etc. in the absence of a receptionist.

3. Activities in Coordinating with co-workers

At Sowa, the everyday activities were carried out in coordination with the Marketing Director i.e. my supervisor, the Business Development Personnel, and the Marketing Executive. The work was usually assigned to me directly by the Marketing Director or the Business Development Personnel, and I communicated with my co-workers who were the marketing executive and the graphic designers. Most of the tasks assigned to me were done by me and the marketing executive jointly. We would conduct a meeting with the Marketing Director every 2-3 days and make plans and execute them as a team. I felt very comfortable dealing with the people I worked with. They were very easygoing on me and guided me where I needed help. Moreover, I would say that we were very successful in establishing a fantastic team and achieving the desired outcomes.

4. Job Process Diagram

a. Content Creation

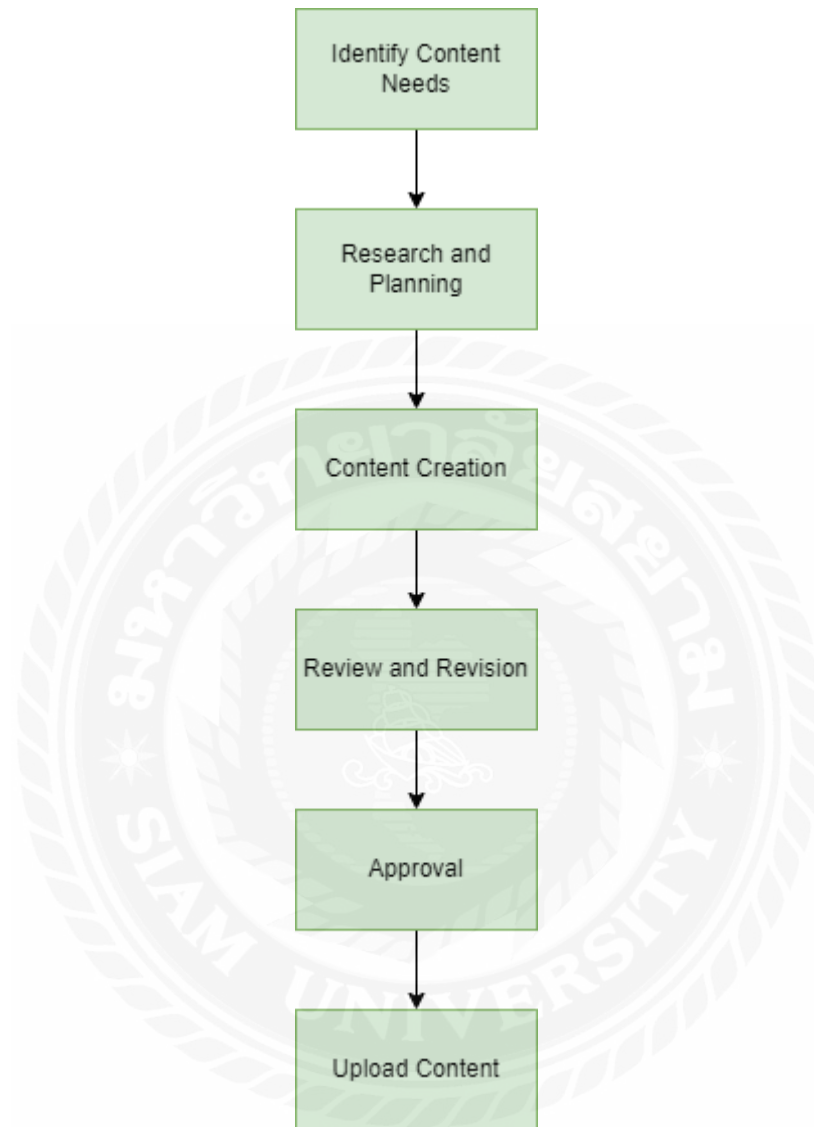


Figure 3: Job Process Diagram for Content Creation

- **Identify Content Needs:** I would receive requirements from the marketing team and identify its needs.
- **Research and Planning:** After identifying the content needs the next step would be to conduct research on the topic or subject matter, search for references, and develop a timeline.

- **Content Creation:** Following the research on the topic I would then create the required content using various tools such as Canva and Capcut according to Sowa's guidelines.
- **Review and Revision:** After I have created the content, the material is proofread for grammar, spelling, or styling errors. It is then reviewed to meet the initial requirement.
- **Approval:** Once the content is refined, it is submitted for approval which is reviewed by the marketing team where feedback is obtained, and final changes are made as necessary.
- **Upload Content:** The approved content is then uploaded to appropriate channels such as social media and websites.

b. **Corporate Tie-Ups**

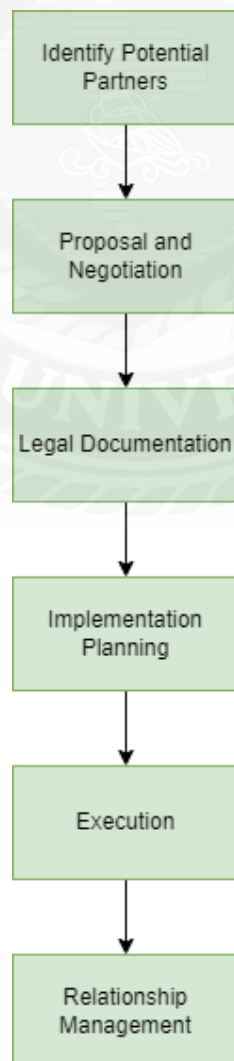


Figure 4: Job Process Diagram for Corporate Tie-Ups

- **Identify Potential Partners:** I conduct research to identify corporate partners suitable to our objectives.
- **Proposal and Negotiation:** After shortlisting suitable partners, I develop detailed proposals outlining the collaboration terms which would then be reviewed and negotiated by the business development manager.
- **Legal Documentation:** If the company is willing to collaborate, we then move forward to legal documentation of the agreement.
- **Implementation Planning:** After legal documentation is finalized, the next step is to plan the implementation of the tie-up between both parties.
- **Execution:** I along with the business development manager take charge of executing the partnership plan, overseeing activities, and monitoring progress to ensure it meets our objective.
- **Relationship Management:** I constantly communicate with our corporate partners and address any challenges to maintain a healthy corporate relationship.

c. Event Organization

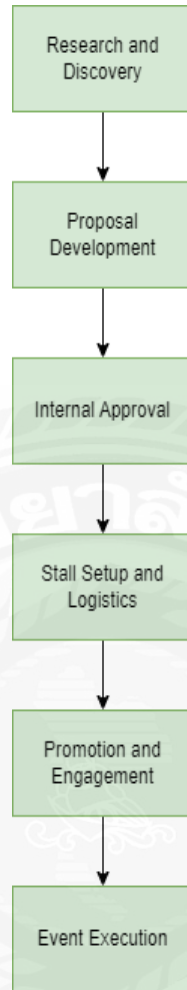


Figure 5: Job Process Diagram for Event Organization

- **Research and Discovery:** I look for events happening in the local area or target market through online research.
- **Proposal Development:** After finding a suitable event that is going to be organized soon, I prepare a proposal outlining how participating in the event will help benefit Sowa including potential exposure and marketing opportunities.
- **Internal Approval:** After drafting a proposal, I present it to my supervisor and team members for approval.
- **Stall Setup and Logistics:** Once I receive approval from my supervisor, I coordinate with the event organizers to secure a stall for Sowa and arrange necessary logistics.

- **Promotion and Engagement:** I along with the marketing team brainstormed promotional plans to engage customers to Sowa's stall during the event including pre-event marketing through social media etc.
- **Event Execution:** On the day of the event, I along with a couple of Sowa's team members attended the event and ensured the smooth setup and operation of Sowa's stall where we engaged with the attendees.

5. Contributions as a Co-op student in the company

As a marketing intern at Sowa Healthcare Center, my main contribution to the company was its digital presence. I handled all the digital media owned by Sowa and posted stories, posts, and reels regularly to induce continuity in the digital marketing of the company. I worked in coordination with my co-workers about research, tie-ups, and event coordination. I also helped the team brainstorm insightful ideas related to marketing the clinic on online as well as offline platforms. However, I continuously sought to push the boundaries of traditional marketing approaches and differentiate Sowa Healthcare in the competitive healthcare industry. Each aspect of life and business has goals because they give direction, drive, emphasis, and clarity on what matters. You give yourself something to aim for when you make goals. Setting goals is aided by the usage of SMART goals. The words "specific, measurable, achievable, realistic, and timely" are abbreviated as "SMART." To help you focus your efforts and improve your chances of reaching your goal, a SMART objective includes all of these elements (CFI, 2024). Overall, my contribution to the clinic involved a multi-faceted marketing approach that helped Sowa to set SMART objectives for the company and enhance brand visibility, engage with target audiences, and achieve measurable success. Lastly, I got a chance to perform all three types of marketing activities i.e. ATL, BTL, TTL. In ATL, the marketing team sent out newsletters, brochures along with the newspapers that were distributed in the Lalitpur area. In BTL, the marketing team sent out proposals and invitations of the various campaigns through emails as well as communicated it through calls and for TTL, the offers, campaign ads were all posted and well communicated through Sowa's owned social medias and even given for sponsor ads for audience visibility.

Chapter 3: Learning Process

1. Problems/Issues of the Company

Throughout my internship journey at Sowa Healthcare, I approached each task given to me as an opportunity for me to learn and grow in the corporate world as well as in life. I took my journey seriously as it was a very crucial step for a kickstart of work-life. All organizations have their issues and so did Sowa. There were times when I did face challenges along the way that did affect me professionally as well as personally. Some of the problems/issues of the company were as follows:

- **High Staff Turnover:**

Despite the Clinic's reputation due to its quality care, it struggled with retaining its experienced healthcare personnel and admin staff. There was a time when I saw the same position being handed to new personnel in a very short period as well. This led to disruption in continuity of care as well as increased costs for recruiting and training new staff.

- **Limited Facility Capacity:**

Although, Sowa is a very professionally reputed multispecialty clinic, for so many services that it covers and so many departments it accommodates, the working space be it the clinic or the working space for the employees is very limited. It has two blocks, one for derma and dental that accommodates the admin staff as well and the other for healthcare. However, the space of both blocks is very limited and small, which makes it kind of uneasy and uncomfortable.

- **Competition from Similar Clinics:**

The area where we are located has a lot of more similar clinics as well as hospitals that serve the same target audience. Some are better and more standard-looking than where we stand. So, people might feel they need clarification as to where to go as all the places are close to each other. Also, this makes our target audience

switch quickly.

- **Budget Constraints:**

Like any other healthcare service provider, Sowa Healthcare also faces a lot of budget constraints. Also, it is a startup that just started functioning fully recently, so yes, Sowa does face a lot of budget constraints with the many services it incorporates.

- **Technical Disruptions:**

As a marketing intern, almost all of the tasks that were assigned to me had to be under the influence of the Internet. But there were times when the internet connectivity was not strong enough sometimes really hampered the flow of my work.

- **Inadequate Cash Flow Management:**

Another issue at Sowa is the inappropriate and improper cash flow system. Normally, people get salaries at the beginning of every month but at Sowa, there's a delay in that due to the problem in cash flow management. We almost have to wait 20 days to get the salaries of the previous month.

- **Dissatisfaction of Internal Staff:**

Working at Sowa, I realized the lack of satisfaction amongst the internal staff. Mainly due to miscommunication problems which has affected the organization in one way or another. The improper flow of communication had led to delays in providing service leading to internal conflicts that ultimately resulted in dissatisfaction in the work environment.

2. Solution of the Encountered Problems

In my view, I think that the encountered problems are very common among startup companies. The solutions to the problems faced by Sowa are as follows:

- **Improve Employees Retention:**

The issue of staff turnover can be addressed by various strategies for employee retention. The first step is to recognize the reason for staff turnover. The departing employees can provide valuable insights that can solve issues of the companies be it internal or external. Additionally, Sowa can invest in employee engagement which can increase the retention rate. They can provide employees with various training programs and even give more benefits and compensation to employees to appreciate their work.

- **Reconfiguring Existing Layouts:**

The limited facility capacity has hindered the capability of the clinic to accommodate its staff as well as accommodate more customers than usual. This is why I think Sowa could explore more expansion and renovation options to reconfigure its existing layout. If they could acquire additional space for the admin and derma departments, they could accommodate twice as much as the patients they have now. This will ultimately result in the comfort of the employees as well as the patients and increase the profit as well.

- **Differentiation:**

As there are many similar types of clinics and hospitals in the area where Sowa is located, they must differentiate themselves from their competitors so that people walk in Sowa and not its neighboring competitors. To differentiate, they could focus on their value propositions such as personalized quality care for their employees, more affordable rates, or even adopting a more innovative treatment approach. Additionally, they must keep up with the market trends so that they don't miss out on ways to improve their service. They should incorporate both

POPs as well as PODs that can make Sowa better than any other clinic in the area.

- **Proper Funding and Management:**

Sowa is a startup. It is a fresh bud in the health industry of Nepal as the clinic has not been operating for too long. It's just been some years since it was established so it is common that it will face budget constraints. However, addressing the budget constraints is another important step the clinic must take and the sooner they address it the better it is for them. One thing Sowa can do is adopt cost-saving measures be it by negotiating with suppliers, optimizing inventory management, etc. External funding from investors and partnerships can also provide financial support for the clinic. It can also conduct regular financial assessments and establish a robust budgeting and forecast process that can effectively help in managing resources and prioritizing expenditures.

- **Tech Upgrade:**

The technical infrastructure of Sowa can be improved by upgrading the IT Structure and ensuring reliable internet connectivity. As most of my work could only be possible with the internet, I did face a lot of problems due to no internet issues and bad internet connections. This also sometimes impeded my ability to do a lot of my marketing tasks effectively. So, Sowa could install an internet connection that ensures fast internet and ensures internet 24/7. Also, the clinic can provide training to staff on utilizing technology effectively, and troubleshooting common issues can also improve productivity and efficiency in completing tasks.

- **Streamlining Cash Flow Processes:**

Sowa can mitigate the issue of late salary distribution by streamlining the cash flow processes which will ultimately accelerate revenue generation. This will help the accounts department to know the money coming in so that they can manage the money going out. This can also enhance the speed of salary distribution on time for the staff at Sowa.

- **Boost Morale and Motivation of Staff:**

One of the problems at Sowa is that the internal employees are not very satisfied with the company and their offerings for them. For any person to work for a company effectively, they must love the company in which they are working. This is only possible if one is motivated to work effectively for the company. For this, Sowa must make its employees love the company which can be done through involving them in employee interactions and taking their feedback in their field of work. Mitigating the issues the staff have with the work and work environment. Also, giving bonuses and compensation to the employees will encourage them to do better at their work.

3. Recommendations to the Company

Some recommendations I'd like to give, based on the hands-on experience I've gained with the company are:

- **Expand Service Offerings:**

Expanding its telehealth services to provide remote consultations, follow-ups, and tests, will help attract a wider customer base not just locally but in a larger region and improve access to care.

- **Strengthen Marketing and Branding:**

In today's digital age, where most marketing and branding is done through digital mediums, the utilization of effective online strategies is crucial. Investing in Sowa's online presence through Search Engine optimization (SEO), digital marketing campaigns and social media can help build a reputable brand image for Sowa.

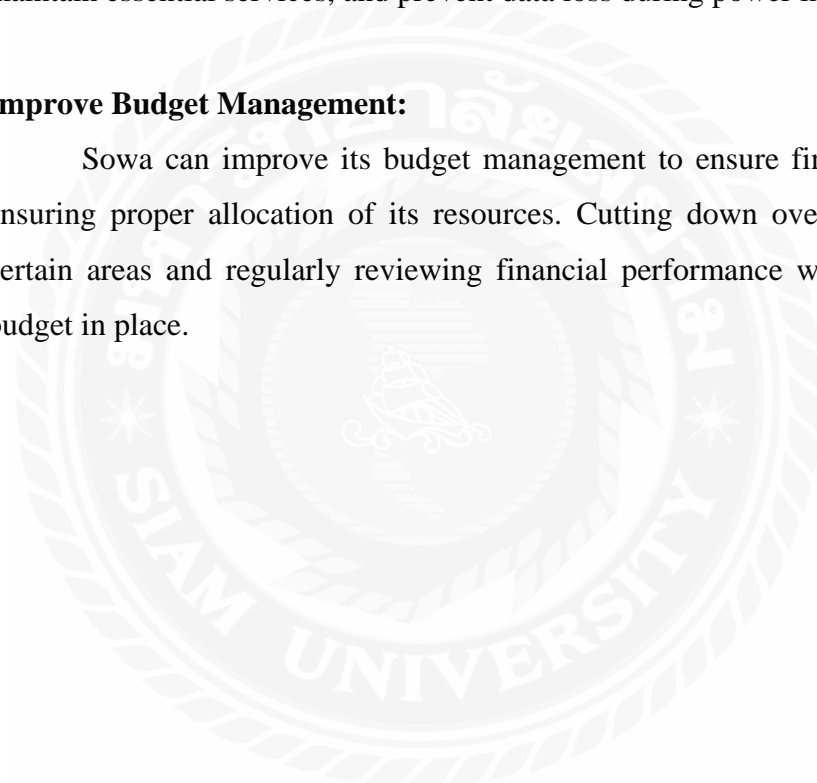
Additionally, incorporating traditional marketing strategies like hoarding boards, print ads, and magazine advertisements can also help reach audiences who aren't active online, especially elder citizens.

- **Enhance connectivity and Power Management:**

Due to frequent power outages, Sowa's internet connectivity and power usually get disrupted. Although Sowa has an inverter as its backup it's not enough to handle all the medical equipment operating in the organization. This can be a very big issue as it completely halts the operations being carried out such as X-ray machines, ultrasound machines, and internet connectivity. Installing backup generators and uninterruptible power supplies will help protect critical equipment, maintain essential services, and prevent data loss during power interruptions.

- **Improve Budget Management:**

Sowa can improve its budget management to ensure financial ability by ensuring proper allocation of its resources. Cutting down over-expenditures in certain areas and regularly reviewing financial performance will help keep the budget in place.



4. Learning during the Co-Op Studies

The 16-week-long academic internship journey was full of learning experiences. As a marketing intern, I not only learned about the broad spectrum of marketing and its components but also the basic as well as professional skills needed in the corporate world. The learnings from my internship are as follows:

- **Communication:**

The key to success in a professional setting is communication. During my internship, I learned how clear, concise communication between individuals and departments can enhance productivity, especially in the service industry. Also, I learned the importance of communication with customers to build strong relationships.

- **Strategic Planning:**

Strategic planning involves stages like setting goals and objectives and taking steps to achieve them. In my internship journey, I learned much about the strategic planning process, where I learned about the market and how to identify the target audience and align Sowa and its services with the target audience. I learned more about strategic planning when we had events and campaigns like derma camps, where we had to decide where to set up the camp and who to target for a successful campaign.

- **Media Handling:**

Before my internship, I did have an idea about digital marketing and media handling. However, through my internship, I got hands-on experience in media handling which was something I enjoyed. I learned much about what to post, where to post, and how to get more views, likes, and exposure, and overall, I learned about brand shaping through social media in the digital age.

- **Content Creation:**

Another skill I learned during my internship journey was creating insightful and engaging content, be it posts, videos, motion graphics, reels, etc. This enhanced my creativity in ways nothing else could, and as a business marketing student, I learned how to tailor content to resonate with specific target segments, adhere to brand guidelines by following Sowa's brand book, and convey key messages effectively.

- **Proficiency in teamwork:**

Effective teamwork is vital for achieving goals and driving organizational success. Learning how to work as a team shaped me in the best possible way. The clinic's marketing team was comprised of the marketing director, business developer, market executive, and marketing intern, which was me. As a team, we were very effective, as we communicated all ideas and issues very proficiently. During my internship, I learned how to work collaboratively in a professional setting, leverage collective strengths, and communicate effectively to achieve shared marketing objectives together as a team.

5. Application of Coursework to the Real Working Situation

I was tasked with developing various marketing campaigns for different events to promote Sowa Healthcare's services. I tried to apply theoretical knowledge practically while brainstorming ideas for the campaign. I pitched the idea of participating in the event to increase Sowa's brand visibility among other businesses as well as potential customers. To derive a marketing campaign for "The Gardens Event" I used the theoretical knowledge I gained from my Brand Management and Integrated Marketing Communication classes. I applied principles of brand positioning to differentiate "The Gardens Event" from other similar events since that event hosted audiences of all demographics. I also used the IMC framework to ensure all communication channels portrayed a consistent message. I applied the idea of IMC where I created contents that targeted the audiences well and delivered a consistent message about services, offers and events through all the digital medias. Also, I applied the idea of Service marketing where I promoted the service provided by the clinic, showcasing its price, personnels involved, the processes and lastly the ambience of the clinic.

6. Special Skills Learned from Internship

During my internship at Sowa, I was provided with a platform to acquire and refine invaluable marketing skills crucial for success in the marketing field.

- **Market Research:**

I was able to identify market trends, strategies used by competitors, and consumer preferences through thorough research.

- **Problem-Solving:**

I was able to address unexpected challenges and find different solutions mostly on the spot to encounter these challenges.

- **Time Management:**

One of the key skills I learned during my internship is how to prioritize

tasks according to overlapping deadlines to ensure the timely delivery of projects and maintain a smooth workflow.

- **Working under pressure:**

Since it was my first time working in the healthcare industry, pressure for certain tasks was very immense. Proper guidelines had to be always followed to ensure everything went smoothly. There was a very small margin for error. Keeping this in mind I learned how to complete each task with adherence to protocols with effective time management.

- **Knowledge about Healthcare Industry:**

I got to learn a lot about various health related knowledge in both hospital sector as well as derma sector. Before my internship, I had a very minimal knowledge about the health industry. However, now I am very aware about what falls under healthcare, various health related terms, various health procedures as well as procedures of cosmetic dermatology.

Chapter 4: Conclusion

1. Summary of the Highlights

During my internship, my roles were completing various marketing tasks provided by my supervisors. It included market research, content creation for social medias, campaign assistance, event organization, social media handling, database entry and may more. My contributions helped enhance Sowa's digital presence and brand visibility among target audiences. I actively participated in strategic planning, coordinated with co-workers and assisted in organizing multiple events while following Sowa's guidelines. This experience helped me gain invaluable skills and opportunities which I'm looking forward to applying in my career.

2. My Evaluation of the Work Experience

My experience at Sowa was very enriching and valuable. I learned a lot of practical skills in marketing and got a chance to experience how a corporate setting works. I got chance to implement my theoretical knowledge in the real-world scenario particularly in developing and executing marketing campaigns. Despite facing challenges along the way, I learned how to tackle these issues and contribute effectively to the team. The supportive and collaborative work environment at Sowa helped to polish my skills and fostered my growth as a marketing professional.

3. Limitation of the Study

Overall, my internship period at Sowa went very smoothly, I did face some difficulties during this period. The limitations of the study were mainly related to the internal challenges at Sowa. Some of the limitations are as follows:

- It took me a while to adapt to Sowa's guidelines and work environment. Since it is a healthcare institute, adhering to its guidelines is very crucial and there was

very little margin for error.

- Sowa didn't offer work flexibility like work from home when required when most of my work could be done remotely.
- Some of my tasks weren't related to the marketing field.

4. Recommendation for the Company

Sowa Healthcare is a multispecialty clinic established in 2021. As it is a relatively new institute, it is slowly developing each day. Some of the recommendations I'd give to Sowa based on my internship experience there is to expand its infrastructure so it can accommodate more patients. Enhancing its telehealth services will help improve its market visibility and gain a competitive edge among its competitors. Budget management should be carefully considered to make the operations run smoothly. Installing backup power and high-speed dependable internet should also be considered.

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Annex



OUR SERVICES

DERMA CONSULTATION 

A derma consultation offers personalized guidance to address specific skin concerns and achieve a smoother, healthier complexion.

LASER HAIR REMOVAL 

Laser hair removal focuses on effectively reducing or eliminating unwanted hair, providing a long-lasting solution for smoother, hair-free skin.

CHEMICAL PEEL 


A chemical peel uses a chemical solution to remove layers of skin, revealing the more youthful skin underneath.

HYDRAFACIAL 

A HydraFacial includes a deep exfoliation that cleans your pores, removing debris and allowing for better penetration of face serums tailored to your skin type

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Figure 6: Sowa Services Story



sowa
HEALTHCARE CENTER

World Oral Health Day (WOHD)

"A HAPPY MOUTH IS..."
"A HAPPY BODY"



Sowa Healthcare Center, Ekantakuna, Lalitpur
☎ +977-1-5421004, 5423244 | 📞 +977-9748262951

Figure 7: World Oral Health Day



बुद्ध जयन्तीको शुभकामना



Figure 8: Buddha Jayanti



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Figure 9: Pediatric Health Service



Figure 10: Life at Sowa (1)



Figure 11: Life at Sowa (2)



SH-080|21-21

Date: 27 May, 2024

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Aryaa Chitrakar** has completed 16 weeks of **Marketing internship** in **Sowa Healthcare Center Pvt. Ltd.** from 2024/02/05 to 2024/05/27 in **Marketing Department**.

During her working period, she was sincere, honest, hardworking, dedicated with a professional attitude and with very good job knowledge.

We wish her every success in her life.

Reecha Shrestha
Marketing Director
Sowa Healthcare Center Pvt. Ltd.



+977-01-5421004, 5423244

info@sowahealth.com

Ekantakuna, Lalitpur

+977 9749282952

www.sowahealth.com

Figure 12: Internship Letter