



## **Cooperative Education Report**

### **Digital Marketing Strategies for ePharmacy, Nepal**

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**This report is submitted in partial fulfillment of the requirements for Cooperative**

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**Faculty of Business Administration**

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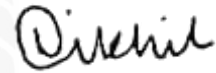
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## Abstract

This report looks into the digital marketing tactics that are crucial for the online Pharmacies operating and expanding within Nepal. The increasing adoption of digital platforms requires online Pharmacies to effectively navigate the unique consumer behaviors, regulatory frameworks, and market dynamics among the consumers of Nepal.

This report outlines the essential digital channels and strategies that can improve market penetration and customer engagement through in-depth competitor and market research. Search engine and user experience optimization for websites, utilizing well-known social media networks, and putting focus on paid advertising campaigns into action are some of the tactics covered. The study also examines the efficiency of influencer collaborations, customer loyalty programs, and tailored email marketing in developing a solid customer base. The observance of regional laws and the development of customer trust via open communication and safe transactions are prioritized. The insights offered are the result of combining qualitative and quantitative data, and they provide online Pharmacies in Nepal with a thorough guidance on how to strengthen their digital presence, attract new customers, and raise the accessibility of healthcare in general.

**Keywords:** Digital Marketing, Online Pharmacies, Marketing Strategies, User experience optimization, Social media marketing, Healthcare accessibility, Market dynamics

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I am deeply indebted to my job supervisor, Mr. Nikhil Tuladhar, for his guidance and mentorship throughout my internship. His expertise, insights, and management have helped me to shape my learning experience, which has helped me navigate the challenges encountered along the way as well as understand the business environment.

Last but not least, I wish to thank all the staff and colleagues at ePharmacy Nepal for their warm welcome, collaboration, understanding, and helping approach by sharing their knowledge and expertise with me. ePharmacy Nepal has greatly enriched my learning experience and contributed to my personal and professional growth. Sincerely,

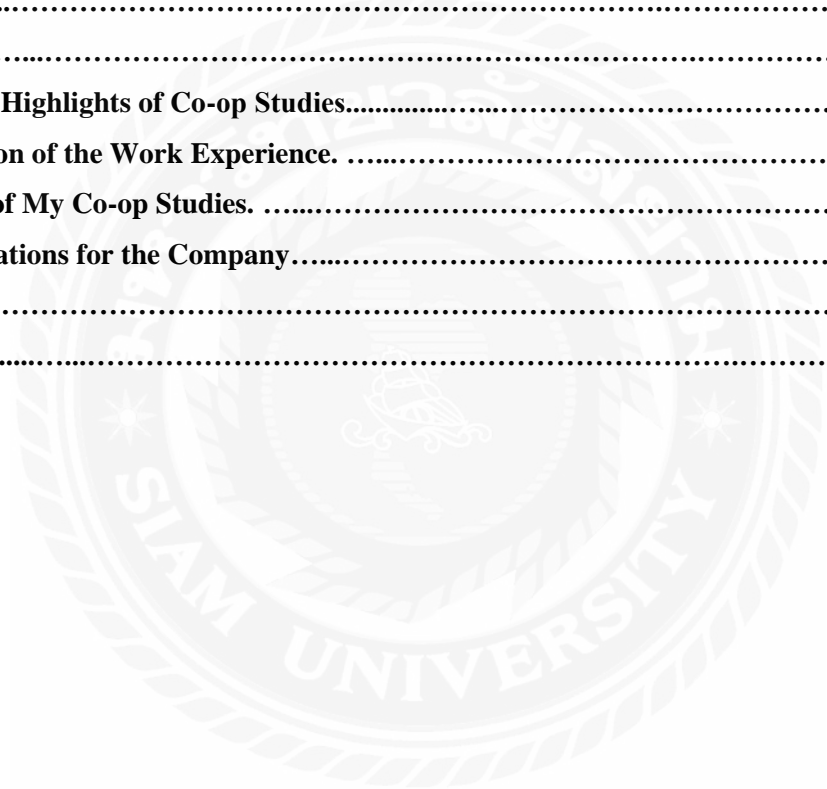
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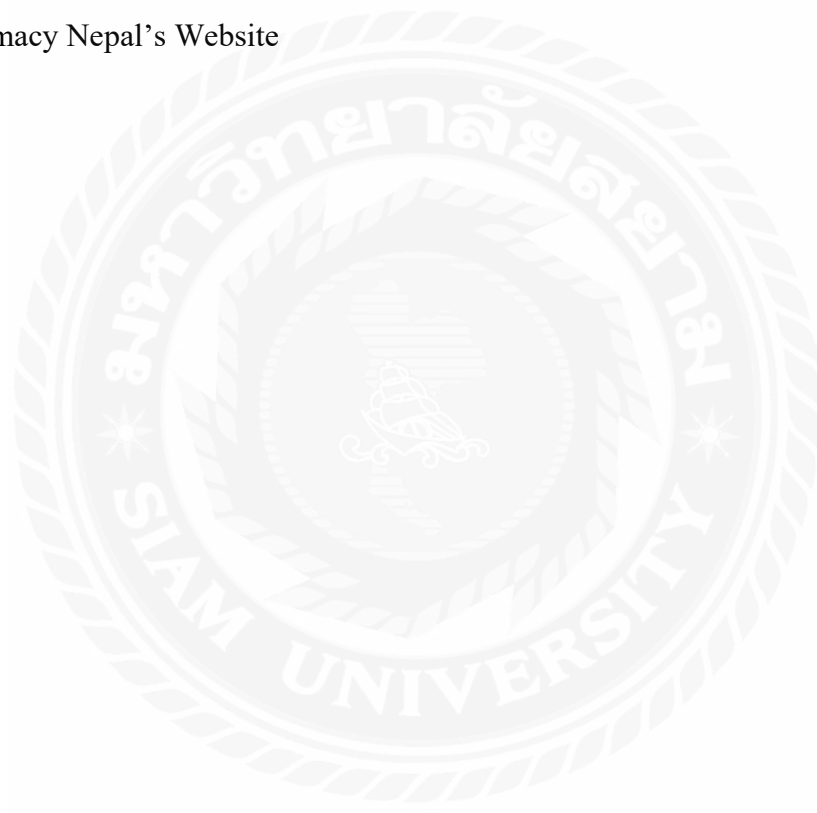
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# CHAPTER 1

## INTRODUCTION

### 1.1 Company Profile

ePharmacy Nepal, a pioneering online-based pharmacy, endeavors to revolutionize the healthcare landscape in Nepal by offering convenient access to a wide range of pharmaceuticals, skincare, haircare, and hygiene products. Our primary objective is to prioritize the health and well-being of our customers by providing them with authentic, high-quality products delivered directly to their doorsteps. Additionally, we aim to streamline the process of purchasing essential healthcare items, ensuring efficiency and convenience for our clients. As part of our commitment to excellence, we continuously strive to expand our product offerings, enhance our digital platform for seamless user experience, and uphold the highest standards of customer service and satisfaction. Through innovation, reliability, and dedication to customer-centric values, ePharmacy Nepal aims to be the foremost choice for healthcare and personal care needs across the nation.

#### 1.1.1 Company Mission

The company holds two missions and they are:

1. To provide a comprehensive range of genuine pharmaceuticals, skincare, haircare, and hygiene products through our online platform, ensuring accessibility and convenience for customers across Nepal.
2. To deliver exceptional customer service, foster trust, and promote well-being by offering expert guidance, reliable information, and timely delivery, thereby enhancing the overall healthcare experience for our valued clientele.

### **1.1.2 Company Vision**

The vision of ePharmacy Nepal is to revolutionize healthcare accessible in Nepal by utilizing state-of-the-art technology to offer convenient access to a wide range of medications, skincare, haircare, and hygiene items. By redefining ease and dependability in pharmaceutical services through their online platform, they hope to become the cornerstone of healthcare innovation in Nepal, enabling people to easily and economically take control of their well-being.

### **1.1.3 Strategies of the Company**

- **Digital Accessibility:** Invest in user-friendly online platforms and mobile applications to ensure seamless browsing, ordering, and delivery processes for customers across Nepal.
- **Product Diversification:** Expand product offerings to include a wide range of medicines, skincare, haircare, and hygiene products, catering to diverse healthcare and wellness needs of the Nepalese population.
- **Customer Engagement:** Implement personalized marketing strategies, including email newsletters, loyalty programs, and targeted promotions, to foster customer loyalty and enhance brand engagement.
- **Health Education Initiatives:** Develop educational content and resources to promote health literacy and empower customers to make informed decisions about their healthcare needs and product choices.

- **Partnerships and Collaborations:** Forge strategic partnerships with pharmaceutical manufacturers, healthcare professionals, and industry stakeholders to enhance product offerings, improve service quality, and expand market reach.
- **Community Outreach:** Engage in community outreach programs, health camps, and social initiatives to raise awareness about healthcare issues, promote preventive care practices, and support underserved communities across Nepal.



## 1.2 Organizational Structure

The organizational structure of ePharmacy Nepal is of hierarchical type. The chain of command goes from top i.e. CEO to down and each employee has a supervisor. There are various departments such as Marketing, Finance and Operations. The operations head has the responsibility of supervising various departments and the authority to take the necessary decisions for each department. Every employee of the department is responsible for their departmental function as per their respective sectors. The organizational structure of ePharmacy Nepal is presented below.

### 1.2.1 Diagram of the organizational structure

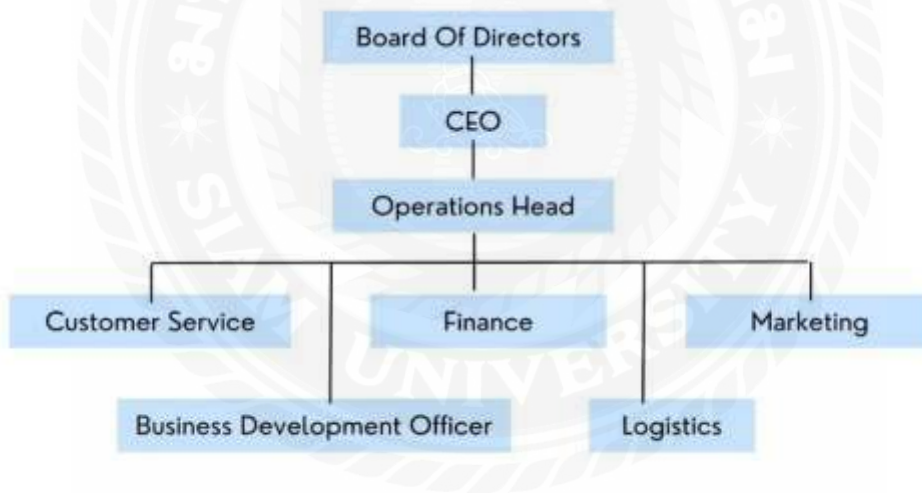


Fig 1: Organizational structure of ePharmacy Nepal

### **1.2.2 Job position**

During my internship at ePharmacy Nepal, I served as a Digital Marketing Intern, contributing to the company's online presence and promotional strategies. As part of my role, I was tasked with various responsibilities aimed at enhancing our digital footprint and engaging with our audience effectively. My main duties included creating and managing content for social media platforms, devising email marketing campaigns, analyzing digital analytics data, and assisting in the development of digital advertising strategies. Additionally, I had the opportunity to collaborate with team members on website optimization projects and contribute creative ideas for online branding initiatives. Throughout my internship, I gained valuable insights into the dynamic field of digital marketing and honed my skills in areas such as content creation, audience engagement, and data analysis.

### **1.2.3 Job Position in the Company Organizational Structure**

The key departments of this organization are marketing, accounting and logistics. The marketing department consists Chief marketing Officer, Business Development Officer, and Social Media Manager, whereas the accounting department checks all the financial transactions and activities of the organization. Lastly, the logistics department checks on the customers' orders, billing and coordinating with delivery agencies. My job position, which is Digital Marketing Intern, falls under the Marketing department.

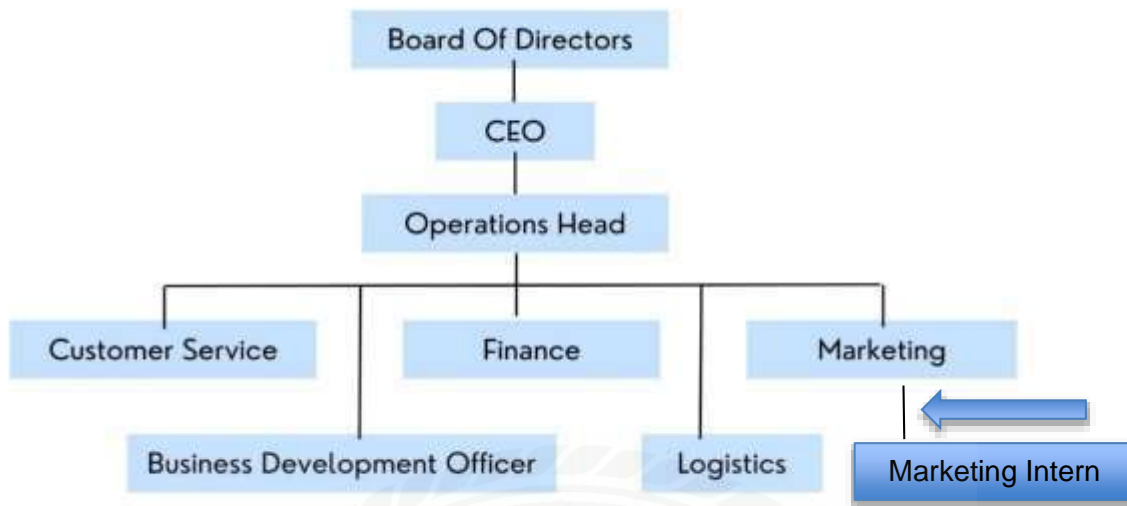


Figure 2. Job Position in the Company Organizational Structure

### 1.3 Intention and motivation to choose the company

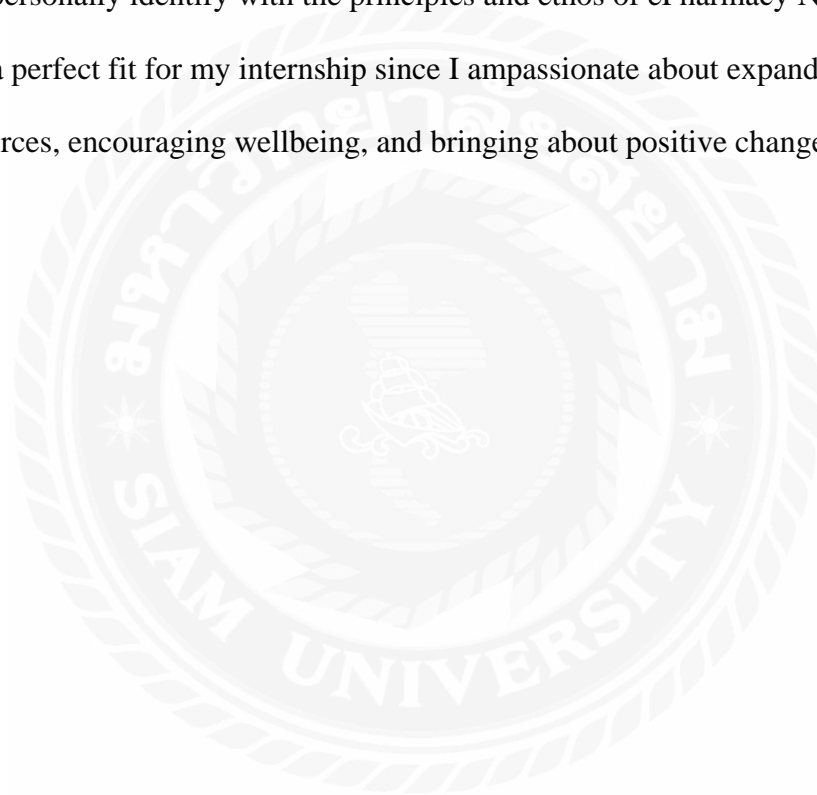
ePharmacy Nepal's innovative strategy for using technology to transform healthcare in Nepal drew my attention. The company, an online pharmacy, embodies the accessibility of healthcare for the future, which is in line with my desire to be at the forefront of cutting-edge solutions.

I was inspired to work for a company that is genuinely improving the lives of its employees. I wished to contribute to ePharmacy Nepal's significant objective of meeting a crucial need in the community by giving easy access to a wide choice of medications, skincare, haircare, and hygiene goods.

ePharmacy Nepal offered me the chance to learn from professionals in the field and obtain useful practical experience. The fast-paced atmosphere of a business similar to a startup offers

opportunities for growth and learning across various aspects of business operations, technology, and healthcare management.

This internship at ePharmacy Nepal gave me an opportunity to push myself and learn new abilities. I hope to improve my problem-solving, adaptability, and communication skills—all of which are essential for my future professional aspirations—by working in a dynamic, creative environment. I personally identify with the principles and ethos of ePharmacy Nepal. The organization is a perfect fit for my internship since I am passionate about expanding access to healthcare resources, encouraging wellbeing, and bringing about positive change in the community.



### 1.4 Strategic analysis of the company (SWOT)

<b>Strength (S)</b>	<b>Weakness (W)</b>
<ul style="list-style-type: none"> <li>● Pioneering online-based pharmacy model.</li> <li>● Wide range of pharmaceutical and healthcare products.</li> <li>● Convenient and accessible platform for customers.</li> <li>● Innovative use of technology for streamlined operations.</li> </ul>	<ol style="list-style-type: none"> <li>1. Limited physical presence compared to traditional pharmacies.</li> <li>2. Dependence on reliable internet connectivity for customer access.</li> <li>3. Potential challenges in reaching rural or remote areas without strong internet infrastructure.</li> <li>4. Competition from traditional brick-and-mortar pharmacies.</li> </ol>
<b>Opportunities (O)</b>	<b>Threat (T)</b>
<ul style="list-style-type: none"> <li>● Increasing adoption of online shopping and digital healthcare services.</li> <li>● Expansion into new geographic regions within Nepal.</li> <li>● Diversification into additional healthcare services or products.</li> <li>● Collaborations with healthcare providers for integrated patient care.</li> </ul>	<ul style="list-style-type: none"> <li>● Regulatory challenges and compliance requirements in the pharmaceutical industry.</li> <li>● Potential security and privacy concerns related to online transactions and medical data.</li> <li>● Competition from established e-commerce platforms entering the healthcare sector.</li> <li>● Economic and market fluctuations affecting consumer spending on healthcare products.</li> </ul>

Table 1: SWOT Analysis of ePharmacy Nepal



### **1.5 Objectives of this Co-op study:**

The objective of this co-op study is to gain practical experience and insights into the operations and strategies of the ePharmacy Nepal, a pioneering online-based pharmacy, endeavors to revolutionize the healthcare landscape in Nepal. The aim is to Acquire practical, real-world experience in the operations of an online-based pharmacy, including order processing, inventory management, and customer service, to develop a comprehensive understanding of the pharmaceutical industry; Assist in identifying opportunities for business growth and expansion, conducting market research, and developing strategies to enhance ePharmacy Nepal's market presence and customer base.

By actively collaborating with the marketing team to execute digital marketing campaigns, including social media marketing, email marketing, and search engine optimization, to increase brand visibility and attract new customers, I have been engaging and contributing to the organization. Through this co-op study, the overarching objective is to apply theoretical knowledge in a practical setting, enhance professional skills, and gain valuable insights into the complexities of operating within a culturally rich and socially responsible business environment.

## CHAPTER 2

### CO-OP STUDY ACTIVITIES

#### 2.1 Job Description

My position as a digital marketing intern was dynamic and engaging at ePharmacy Nepal as it offered a unique blend of creativity and smart thinking in the constantly changing digital scene. Every day offered fresh chances to improve my abilities and support the expansion and prosperity of the business. I was involved in every aspect of digital marketing, from creating engaging social media content to examining website traffic and user behavior. Working with seasoned experts, I pick up useful skills in audience targeting, content optimization, and campaign management while learning how to use a variety of digital tools and platforms. My efforts to cultivate deep relationships with our online community have a direct influence on brand awareness and engagement. By means of ongoing education and trial and error, I was not only broadening my knowledge in digital marketing but was also able to significantly contributing to the development of ePharmacy Nepal's web presence.

Address	Pulchowk, Lalitpur
Job Position	Digital Marketing Intern
Duration	4 <sup>th</sup> February – 4 <sup>th</sup> June 2024
Working Hour	9.00 A.M. – 5:00 P.M.

Table 2. Job Description

## **2.2 Job Responsibilities and Work duties**

My job responsibilities and work duties were set in rotation, hence my core duties involved digital marketing, customer service and offline marketing. My job responsibilities were as follows:

### **2.2.1 Coming up with campaign ideas**

One of my key responsibilities revolved around conceptualizing innovative campaign ideas to promote our products and services. This involved brainstorming creative approaches that resonate with our target audience, align with our brand identity, and effectively communicate our value proposition. Whether it's devising themed campaigns for seasonal promotions or launching targeted initiatives to raise awareness about specific products, I was entrusted with generating ideas that capture attention and drive engagement across various digital channels. Collaborating closely with the marketing team, we were able to develop compelling campaign concepts for Valentine's Day, Women's Day, New Year's Sale and Mother's Day that elevated ePharmacy Nepal's online presence and contribute to our overall marketing objectives.

### **2.2.2 Social Media Posts**

Creating engaging social media content was my main duty as an intern in digital marketing at ePharmacy Nepal in order to properly engage our audience. This involved coming up with ideas, filming, and editing product films as well as creating interesting product articles and marketing videos. I made sure that every social media post matched our corporate identity and effectively conveyed our message to our followers by utilizing both my technical expertise and creative abilities.

### **2.2.3 Customer Service**

My responsibility involved handling customers through various digital channels. This involved promptly responding to customer inquiries, addressing concerns, and providing product information and assistance as needed. The main aim was to cultivate positive relationships with customers, ensuring their satisfaction and loyalty to our brand through personalized interactions and active engagement. Additionally, feedback from customers were utilized to identify areas for improvement and to contribute insights that informed marketing strategies and campaigns.

### **2.2.4 Emails for artwork**

Drafting emails to be sent to other companies that explained the kind of artwork we required for our social media posts, and drafting emails for optimizing social media advertisement posts were also one of my duty as an intern.

### **2.2.5 Maintaining Website**

Since ePharmacy is mostly an online based business, it is crucial to maintain and update its website. I was responsible for changing the brand banners during and after every campaign, adding discounts to products, creating product tags and changing featured products.

### **2.2.6 Drafting Proposals**

One of my responsibilities was also drafting proposals in form of word document and power point presentations to be sent to the vendors, inviting them to be a part of our campaigns by offering discounts and special offers during these campaigns.

### **2.3 Activities in Coordination with Co-workers**

As a digital marketing intern at ePharmacy Nepal, I completed all tasks under the direction of my supervisor and with the support of my team members. I received instruction and mentoring on the tools and techniques used for digital marketing, which was instrumental in my development. I enjoyed collaborating with my team and coordinating with them to complete various tasks efficiently.

We held weekly update meetings to review our progress, brainstorm ideas for enhancing brand visibility, and optimize engagement across the company's social media platforms. These meetings included discussions on whether our targets were achieved and planning for future strategies. This regular interaction fostered a collaborative environment where ideas could be freely exchanged and evaluated.

Additionally, we maintained a weekly timetable outlining specific topics to be posted on designated days. Collaborating with colleagues to assign tasks, delegate responsibilities, and establish deadlines was crucial for the smooth operation of our tasks. My primary responsibility involved creating content and managing social media accounts, so I prioritized communicating the subjects I was working on to avoid overlap and ensure appropriate workload distribution. Continuous coordination with team members was essential for this process.

Throughout the day, our work was supervised, and feedback on the work process and progress was provided. Constructive feedback and support from colleagues were vital in improving my work performance and contributing to a productive and healthy work environment. This ongoing interaction and teamwork were fundamental in achieving our objectives and enhancing my overall internship experience at ePharmacy Nepal.

## 2.4 Job Process Diagram

I worked at ePharmacy Nepal as an intern for more than 16 weeks. My major tasks were formulating campaigns, creating artwork and video content for ePharmacy's Social Media page and Customer Service.

### A. Formulating Campaign Ideas

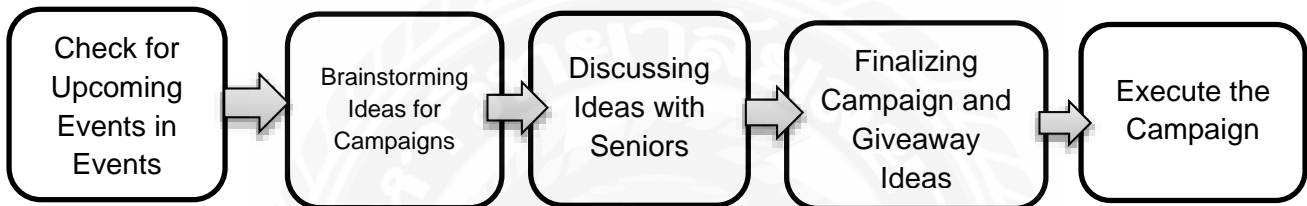


Figure 3: Formulating Campaign Ideas

### B. Preparing Artwork for Social Media Page



Figure 4: Preparing Artwork for Social Media Page

### C. Customer Service

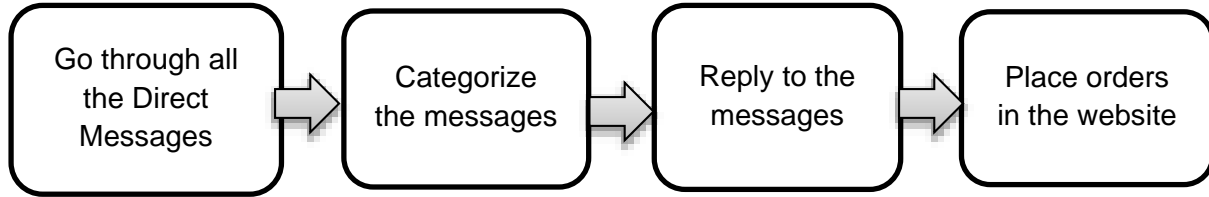


Figure 5: Customer Service

### 2.5 Contribution as a Co-Op Student in the Company

During my tenure as a co-op student at the company, I made significant contributions despite being an intern. Firstly, I played a key role in enhancing the company's social media presence by revamping their profiles and creating engaging video and story content. Additionally, I leveraged social media insights and trends to formulate strategies aimed at increasing customer engagement. Furthermore, I actively participated in the planning and execution of various campaigns, including those for Women's Day, Year End Sale, Mother's Day, and Menstrual Hygiene Day. Lastly, I provided support in the customer service department, contributing to the overall efficiency and effectiveness of operations.

## CHAPTER 3

### LEARNING PROCESS

#### 3.1 Problems/Issues of the Company

##### 1. Low Conversion Rate

The ePharmacy Nepal platform is currently facing a significant challenge in converting website visitors into actual customers. Despite attracting a notable number of visitors, the conversion rate remains low, indicating a gap between customer interest and actual transactions. This issue suggests a need for further analysis of user behavior, website functionality, and perhaps the effectiveness of marketing strategies to pinpoint the barriers hindering conversion.

##### 2. Unavailability of Products in Demand

One notable issue plaguing ePharmacy Nepal is the frequent unavailability of products that are in high demand among customers. This inconsistency in product availability not only frustrates customers but also leads to missed sales opportunities for the company. Addressing this issue requires improved inventory management strategies, better supplier relationships, and possibly diversification of product sourcing to ensure a more reliable supply chain.

##### 3. Low Engagement in Social Media Posts

Despite maintaining an active presence on social media platforms, ePharmacy Nepal struggles to generate significant engagement with its posts. The low interaction rate suggests a disconnect between the content being shared and the interests of the target audience. To improve engagement,



the company may need to refine its content strategy, tailor posts to better resonate with followers, and explore opportunities for community-building and user-generated content.

#### 4. Delayed Planning for Campaigns

Another issue observed within ePharmacy Nepal is the tendency to plan marketing campaigns belatedly, leading to rushed execution and suboptimal results. Delayed planning not only hampers the effectiveness of campaigns but also increases the likelihood of errors and oversights. To address this issue, the company should implement a more proactive approach to campaign planning, establishing clear timelines, allocating resources efficiently, and allowing ample time for brainstorming, execution, and evaluation.

### 3.2. Literature Review

Insights from Sharma and Lijuan (2020) suggest that understanding consumer behavior and preferences through data analysis can inform targeted marketing strategies to improve conversion rates. These studies underscore the need for ePharmacy Nepal to invest in user-centric website optimization and data-driven marketing approaches to enhance conversion performance.

Chen et al. (2018) emphasizes the significance of efficient inventory management practices in meeting customer demand and maximizing sales opportunities. These findings suggest that ePharmacy Nepal could benefit from adopting advanced inventory management techniques and agile supply chain practices to ensure consistent product availability and meet customer expectations.

Kaur and Kaur (2018) emphasizes the importance of content relevance, interactivity, and audience segmentation in driving engagement on social media platforms. Similarly, insights from Ahn et al. (2018) highlight the role of community-building and user-generated content in fostering meaningful interactions with followers. These findings suggest that ePharmacy Nepal could improve social media engagement by refining content strategy, fostering community engagement, and leveraging user-generated content to enhance brand affinity and customer loyalty.

In conclusion, ePharmacy Nepal's challenges, such as low conversion rates, product unavailability, and low social media engagement, are consistent with broader trends observed in e-commerce and social media marketing research. Insights from academic studies suggest that addressing these issues requires a focus on user experience optimization, efficient inventory management, data-driven marketing strategies, and community-building efforts to enhance engagement and drive sustainable growth.

### **3.3 Solutions For The Problem**

This section provides an overview of how the problems related to the previously mentioned difficulties have been solved. It draws attention to the solutions for the main issues with ePharmacy Nepal that I have already covered. It also provides an overview of possible solutions for these issues and difficulties.

I have developed recommendations based on my research into numerous journals, articles, and theories that are emphasized in the review of literature section in order to address these problems.

### **3.4 Recommendations to ePharmacy Nepal**

To tackle the low conversion rate, ePharmacy Nepal should prioritize user experience enhancements on its website, including streamlining the checkout process, optimizing product search functionality, and implementing persuasive design elements. Conducting A/B testing and user feedback analysis can help identify pain points and inform iterative improvements aimed at increasing conversion rates.

Addressing the issue of product unavailability requires ePharmacy Nepal to implement robust inventory management systems, leveraging data analytics to forecast demand accurately and maintain optimal stock levels. Strengthening relationships with suppliers, diversifying sourcing channels, and adopting agile supply chain practices can help mitigate stockouts and ensure consistent availability of high-demand products.

To improve engagement on social media platforms, ePharmacy Nepal should refine its content strategy to deliver relevant, compelling, and interactive posts that resonate with its target audience. Encouraging user-generated content, fostering community engagement through contests, polls, and discussions, and leveraging influencer partnerships can help stimulate meaningful interactions, increase brand visibility, and cultivate a loyal online community.

Overcoming delayed campaign planning necessitates establishing clear timelines, allocating resources effectively, and fostering cross-functional collaboration within the marketing team. Implementing project management tools, conducting regular planning meetings, and adopting agile methodologies can streamline the campaign planning process, ensuring timely execution and optimizing campaign effectiveness.

### **3.5 What I have Learned during Co-Op Studies at ePharmacy**

During my co-op study at ePharmacy as a digital marketing intern, I gained a variety of valuable skills that have significantly contributed to my professional growth. Here are some of the key skills I acquired:

#### **1. Networking**

Working as an intern has taught me the value of networking. Throughout my time at ePharmacy, I made several connections, which have been beneficial both professionally and personally. Initially, I was hesitant to communicate with my coworkers, but eventually, I made efforts to interact with them. I met new people and established friendships that have enriched my experience and expanded my professional network.

#### **2. Time Management**

One of my primary responsibilities was developing content, which required substantial research and planning. Managing diverse responsibilities while ensuring deadlines were met taught me the importance of effective time management. This experience has equipped me with the ability to prioritize tasks and manage my schedule efficiently.

#### **3. Teamwork**

Much of my work involved continuous collaboration with my coworkers and supervisor, which required constant discussions and group projects. This experience has enhanced my ability to work collaboratively and underscored the importance of teamwork in achieving common goals. I learned

how to communicate effectively within a team, share responsibilities, and support my colleagues to ensure the success of our projects.

#### **4. Content Creation and Management**

Developing engaging content was a core part of my role. I learned how to write compelling post captions, create eye-catching graphics, and produce informative videos. Managing the company's content calendar and ensuring consistency across all digital platforms were key aspects of my responsibilities. This experience has improved my content creation skills and taught me how to maintain a cohesive brand voice.

#### **5. Adaptability and Problem-Solving**

Working in a fast-paced environment like ePharmacy required me to be adaptable and quick-thinking. I encountered several challenges, such as unexpected changes in project timelines or technical issues. These situations required me to think on my feet and come up with effective solutions promptly. This experience has enhanced my problem-solving skills and taught me to remain flexible and resilient in the face of challenges.

These skills and experiences have not only contributed to my professional development but have also prepared me for future roles in digital marketing. My time at ePharmacy has been invaluable, providing me with practical knowledge and the confidence to excel in my career.

### **3.6 Applying Knowledge from Coursework**

Through Siam University's co-op program, we students were given an opportunity to use our theoretical understanding in a practical setting. The theoretical information we acquired while

pursuing our BBA provided the foundation for our future development in a real-world setting and utilizing real-life scenarios enabled us to make the connections between our academic and practical knowledge.

I found the most intriguing part of the internship to be the chance to put my theoretical knowledge to use in a practical setting. Specifically, the fundamental concepts I acquired in classes like marketing and English usage for the workplace were really helpful for my internship experience.

My courses on English usage for the profession throughout the first few semesters gave me the necessary skill set to create strong proposal drafts. These abilities came in quite handy when I was writing proposals for a variety of campaigns, including Menstrual Hygiene Day, Mother's Day, Women's Day, and Year End Sales, inviting vendors to take part in them.

My studies in marketing and business strategy over the first two semesters and the final semester provided me with ideas for giveaway campaigns and tactics to improve consumer engagement and retention. Overall, my internship gave me the confidence to handle real-world situations with professionally and helped me hone my communication, marketing, and writing skills.

### **3.7 Special Skills and Knowledge from the Co-op Program**

During my tenure as a digital marketing intern at ePharmacy Nepal, spanning several months, I've garnered a plethora of skills and knowledge that have been instrumental in shaping my professional growth and proficiency in the field. Here are some of the key skills and insights I've acquired.

#### **1. Strategic Campaign Planning:**

Through hands-on experience and mentorship, I've developed a keen understanding of devising comprehensive digital marketing campaigns. From brainstorming innovative ideas to crafting detailed strategies, I've learned to tailor campaigns to meet specific marketing objectives while considering market trends and consumer behavior.

## 2. Content Creation and Optimization:

A significant aspect of my role involved creating engaging content across various digital platforms. I've gained proficiency in content creation tools and techniques, including graphic design software and video editing platforms. This experience has not only enhanced my creativity but also equipped me with the skills to optimize content for maximum visibility and audience engagement.

## 3. Data Analysis and Insights:

Working with data analytics tools and platforms, I've learned to analyze campaign performance metrics and derive actionable insights. This has enabled me to make data-driven decisions, optimize marketing strategies in real-time, and continuously improve campaign effectiveness.

## 4. Customer Relationship Management:

Interacting with customers through various channels has honed my customer service skills and taught me the importance of building and maintaining positive relationships. From addressing customer inquiries to resolving issues promptly, I've developed a customer-centric approach that fosters trust and loyalty.

## 5. Collaboration and Teamwork:

Being part of a dynamic team at ePharmacy Nepal has strengthened my collaboration and teamwork skills. I've learned to effectively communicate and collaborate with cross-functional teams to execute projects seamlessly and achieve shared goals.

#### 6. Adaptability and Problem-solving:

Navigating the fast-paced and ever-evolving landscape of digital marketing has sharpened my adaptability and problem-solving skills. I've learned to quickly adapt to changes, overcome challenges, and find innovative solutions to achieve desired outcomes.

Overall, my experience as a digital marketing intern at ePharmacy Nepal has been incredibly enriching, providing me with a comprehensive skill set and invaluable insights into the intricacies of digital marketing in the pharmaceutical industry. These skills will undoubtedly serve as a solid foundation for my future endeavors in the field.



## **CHAPTER 4**

### **CONCLUSION**

#### **4.1 Summary of Highlights of Co-op Studies**

The 16-week internship at ePharmacy Nepal provided me with an enriching learning experience, allowing me to gauge my personal and professional growth. Initially, adapting to the new working environment was challenging, but over time, I became more comfortable and adept at navigating my responsibilities.

During my internship, I served as a digital marketing intern, where my primary responsibilities included managing ePharmacy Nepal's social media accounts and creating engaging content. This involved day-to-day tasks such as crafting posts, responding to customer inquiries and comments, and monitoring social media metrics like engagement, follower growth, and conversions. In addition to social media management, I played a significant role in organizing a company event. My tasks included drafting agreements, pitching to potential stakeholders and sponsors, and overseeing various event-related activities. This aspect of my internship required meticulous planning and coordination, allowing me to gain hands-on experience in event management.

This internship not only helped me identify my strengths and areas for improvement but also provided valuable knowledge and practical experience. I developed crucial skills such as time management, teamwork, punctuality, and effective communication. Additionally, I learned the importance of multitasking and received constructive feedback that helped enhance my writing abilities. This comprehensive experience has prepared me well for future roles in digital marketing, equipping me with the confidence and skills needed to excel in my career.

## **4.2 My Evaluation of the Work Experience**

Working as an intern at ePharmacy Nepal provided me with a valuable opportunity to step out of my comfort zone and apply my theoretical knowledge in a practical setting. The experience was a journey filled with learning, networking, and growth through overcoming challenges.

As this was my first experience working in a professional organization, I initially found it difficult to adjust to the new environment and colleagues. However, the supportive and professional staff, along with my seniors, made the transition smoother. Their willingness to assist me with any questions I had helped me gradually gain confidence in my abilities.

Throughout my internship, I developed and enhanced several skills, including communication, interpersonal skills, teamwork, multitasking, and content creation. The inclusive atmosphere at ePharmacy Nepal facilitated a seamless learning experience, allowing me to effectively bridge the gap between theory and practice.

My internship experience taught me to identify my strengths and weaknesses and provided me with the tools to overcome challenges. With constant support and guidance from my job supervisor, I was able to accomplish my goals and perform to the best of my abilities. This experience has been instrumental in my professional development, preparing me for future roles in digital marketing and beyond.

## **4.3 Limitations of My Co-op Studies**

Some of the limitations of my co-op experience are the following:

- The 16-week internship period hampered my ability to participate in the company's long-term initiatives.
- The burden was not efficiently dispersed due to a lack of staffing and uneven task distribution, which occasionally resulted in time-consuming chores and periods of idle time.

#### **4.4 Recommendations for the Company**

Firstly, ePharmacy Nepal needs to strengthen its Human Resources (HR) department to ensure efficient operations and better employee management. The lack of a full time HR manager results in communication gaps regarding intern recruitment and other HR activities. Having a full time HR Manager will help streamline HR processes, enhance employee satisfaction, and ensure a cohesive work environment.

Secondly, to improve conversion rates, ePharmacy Nepal should focus on optimizing user experience and implementing data-driven marketing strategies. Research has shown that user-centric website design and targeted marketing are crucial for enhancing conversion rates. Investing in website usability improvements, such as intuitive navigation and faster load times, along with analyzing consumer behavior to tailor marketing efforts, will attract more customers and convert visits into sales. Personalized marketing campaigns and a seamless online shopping experience can significantly boost customer engagement and conversion rates.

Lastly, addressing inventory management issues is critical for meeting customer demand and maintaining product availability. Efficient inventory management practices and agile supply chain strategies can help ePharmacy Nepal reduce stockouts and adapt to fluctuating demand patterns. Implementing advanced inventory management systems that provide real-time data on stock levels and demand forecasts will ensure that popular products are always available, thereby improving customer satisfaction and sales opportunities. By adopting these practices, ePharmacy Nepal can maintain a reliable supply chain and ensure consistent product availability.

In conclusion, by enhancing HR operations, optimizing user experience, and improving inventory management, ePharmacy Nepal can overcome its current challenges and continue to lead in the online pharmacy sector in Nepal. These strategic improvements will contribute to better employee management, higher conversion rates, and efficient inventory control, ultimately driving sustainable growth for the company.

## APPENDIXES



Figure 6: Marketing Department At ePharmacy Nepal



Figure 7: Billing Team At ePharmacy Nepal



Figure 8: ePharmacy Nepal's Website

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