



Cooperative Education Report

Analyzing SEO and Content Marketing Strategies through Copywriting to Increase Visibility
and Customer Engagement at Nepal Tea Collective

Written by:

Ms. Supriya Thapa

Student ID: 6308040066

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

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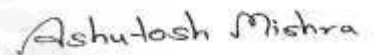
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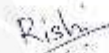
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Written by: Ms. Supriya Thapa
Department: Bachelor of Business Administration (Marketing)
Academic Advisor: Mr. Ashutosh Mishra

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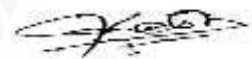
Oral Presentation Committees



(Mr. Ashutosh Mishra)
Academic Advisor



(Mr. Rishi Ghiraiya)
Job Supervisor



(Mr. Bikas Dahal)
Cooperative Education Committee



(Asst. Prof. Maruj Limpawattana, Ph.D.)
Assistant President and Director of Cooperative Education

Project Title: Analyzing SEO and Content Marketing Strategies through Copywriting to Increase Visibility and Customer Engagement at Nepal Tea Collective

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By: Ms. Supriya Thapa

Advisor: Mr. Ashutosh Mishra

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Abstract

The Co-operative education report titled “Analyzing SEO and Content Marketing Strategies through Copywriting to Increase Visibility and Customer Engagement at Nepal Tea Collective” includes all the responsibilities and duties, I fulfilled as a Copywriter at Nepal Tea Collective (NTC); a US based Nepali Orthodox Tea Company. This extensive report summarizes my 16-week internship experience at the company. This report explores the impact of copywriting on Nepal Tea Collective's brand visibility and customer engagement. It details my experience as a copywriter, highlighting how crafting compelling content across various platforms – website copy, social media posts, blog articles, and video scripts – contributed to improved SEO ranking, targeted customer communication, and ultimately, brand awareness. The report delves into the collaborative work environment at Nepal Tea Collective, displaying how I, as the copywriter, interacted with teams like Content & SEO, Ads & Analytics, and Creatives & Branding to ensure a cohesive brand voice and effective marketing strategy. This real-world experience demonstrates the power of applying theoretical knowledge in a corporate setting, resulting in measurable contributions to Nepal Tea Collective's online presence and customer outreach.

Keywords: SEO (Search Engine Optimization), Copywriting, Content Marketing, Brand Visibility, Customer Engagement

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I am incredibly grateful to Nepal Tea Collective (NTC), for providing me with this invaluable internship opportunity. The experience has allowed me to develop my professional skills and gain firsthand knowledge of the copywriting industry.

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Supriya Thapa

Student ID: 6308040066

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LIST OF ACRONYMS

NTC: Nepal Tea Collective

KTERC: Kanchenjunga Tea Estate and Research Center

US: United States

DTC: Direct to Customer

B2B: Business to Business

TAAS: Tea as a Service

SEO: Search Engine Optimization

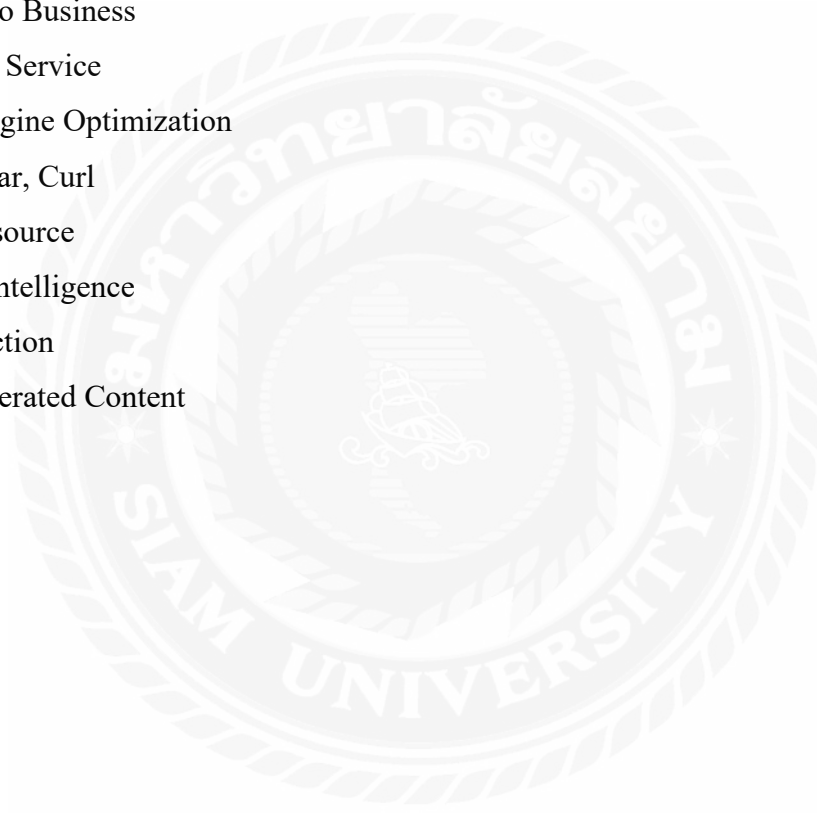
CTC: Crush, Tear, Curl

HR: Human Resource

A.I.: Artificial Intelligence

CTA: Call to Action

UGC: User Generated Content



CHAPTER 1: INTRODUCTION

1.1. Company's Profile



Figure 1: Company Logo of Nepal Tea Collective

Nepal Tea Collective (NTC) is an immigrant-owned business established in 2016 based in the United States of America. They are a public benefit corporation that distributes the freshest orthodox teas, organically grown, packed at origin in Nepal, to the US, and worldwide. This tea company started as a vision of the founder; Nischal Banskota, to distribute the most precious treasure of Nepal – its teas, to the global market of tea connoisseurs and enthusiasts.

This public benefit corporation is led by first and second- generation tea producers from Nepal. Sourcing loose-leaf organic teas directly from smallholder, sustainable farms in Nepal is one of their major aims to create a fair-trade and sustainable supply chain to distribute the purest and most organic orthodox teas. They started out from a small family farm; Kanchenjunga Tea Estate and Research Center (KTERC), now to sourcing orthodox teas from major farms such as Bhankanje Tea Estate in Solukhumbu, Jaspire Tea Village in Fikkal and many more farm in the tea capital of Nepal.

Nepal Tea Collective has its roots in the 1970s, when Deepak Prakash Baskota; father of our founder, inspired by the tea plantations of Darjeeling, envisioned a tea farm in his village of Phidim, Nepal. Initially rejected by the elders who deemed it impractical, Baskota persevered, planting tea in his own backyard with his wife and friends. Their success eventually convinced the community, and by 1984, Baskota had established KTERC, the first certified organic tea garden in Nepal.

Fast forward to 2015, Nishchal Baskota, our founder, returned to Nepal after graduating from college in the US. Witnessing the aftermath of a devastating earthquake, Nishchal opened the first tea bar in Nepal while also helping the local tea market. Realizing the potential of Nepali teas, Nishchal returned to the US in 2016 and established NTC. The company launched a successful Kickstarter campaign in 2017, raising awareness for Nepali tea and funding the development of unique products and immersive tea tourism experiences.

NTC has since garnered recognition within the tea industry, with their Nepali Breakfast blend was voted among the top 10 teas in 2018 and their White Prakash Tea won bronze at the Global Tea Championship in 2019. The company has also shown resilience during the COVID-19 pandemic, adapting its operations and expanding its reach. With the addition of co-founders; Pratik Rijal; a third-generation tea producer, and Amigo Khadka in 2021 and 2022, NTC remains committed to its mission of disrupting the tea industry and bringing high-quality Nepali teas to the world.

1.1.1. Mission of the Company

The company's mission is to create a global identity for Nepali teas and related products while fostering an equitable trade that works for all with an ultimate goal to get one million farmers out of poverty within their generation.

1.1.2. Vision of the Company

The company's vision is to "Brew a better tomorrow in every sip".

1.1.3. Strategies of the Company

- ***Farmer's First***

NTC employs a transparent direct-to-consumer model that bolsters community building between farmers and tea-lovers. They pay fair prices to their farmers and make them partners in our overall business doings. In order to do so, 1% of their revenue goes back to the farming communities that will ultimately be used in helping them make better products and increase their earning capacity in the longer run.

- ***Fair Trade Practice***

NTC has always visualized fair trade as the heart of its organization. From putting the tea farmers first to connecting the farmers directly to the customers, NTC has always followed a clean and visible supply chain. This has been made possible by a feature where a customer can scan a QR code which will take the viewer to where their teas were sourced from, how they were processed, when were they packaged and by whom, their shipping dates and a unique feature where a customer can directly tip the farmer. This fair trade practice, traceability, and transparency helps the customers to know about the products they are purchasing thoroughly.

- ***Unwavering Commitment***

NTC is very passionate about their social impact. The organization's mission, as mentioned, is to make an identity for Nepali teas in the global platform and bring out 1 million tea farmers out of poverty. They have been committed to this mission since its establishment. Their main strategy is to make the consumers realize why they are supporting NTC and their products.

- ***Transitioning to Regenerative Farming***

NTC is now transforming its cultivation and agriculture stances to the more ethical and environmentally friendly ways of "Regenerative farming and organic agriculture". Regenerative agriculture is a growing movement that suggests improving soil health through specific practices that mimic natural systems. These practices can not only boost farm productivity but also help mitigate climate change by increasing the amount of carbon stored in the soil (Soil Organic Carbon). (M. Jordan, 2022) NTC is applying regenerative farming practices in most of its family and sourcing tea farms in order to contribute to its environmental efforts of being a traceable and transparent company.

- ***Driven by Passion, Guided by Purpose***

NTC is a company based in the US. Two of our co-founders, Nischal Banskota and Pratik Rijal, reside in the United States and handle the overseas operation. Whereas,

Amigo Khadka; one of our co-founders, runs the NTC headquarter in the capital city of Nepal. Our team of over 25 employees in Nepal are responsible to handle all the international and domestic operations. The entire team is driven by the passion of making Nepali teas have their own identity in the global platform and the purpose to keep the tea farmers always at the first.

1.1.4. Products of the Company

Nepali organic orthodox teas are the main product of NTC. The product distribution to its customers are classified into four different ways to cater to the wide variety of customers who want tea and tea related services.

- ***Direct to Customer (DTC)***

NTC primarily retails Nepali Teas to its customers worldwide. Customers are able to directly purchase the teas through the official website of NTC. DTC sales is incurred through the official website, email marketing, social media marketing, and the usage of SEO and content to induce purchase behavior.

- ***Wholesale or Business-to-Business (B2B)***

NTC also is a Nepali tea wholesaler in the global market. It majorly focuses on the US market who heavily imports Nepali teas in bulk. Majority of the wholesale customers include cafes, tea bars and other tea makers in the US who want to include the flavor or pristine and organic Nepali orthodox teas in their product line.

- ***Tea as a Service (TAAS)***

NTC is one of the very first tea companies that provide actual tours to the real tea gardens from where their teas are sourced. The company has elaborate tea tours for major tea enthusiasts and wholesale as well as DTC customers who want to know the true sources of the tea they are purchasing from NTC. The tea tour is an experience where the visitors get to experience the process of making and preparing orthodox teas, a glimpse of Nepali culture and cuisine and a visit to the NTC headquarter in Nepal to meet the entire team.

- ***Nepal Market***

NTC very recently started its operations to sell its teas in Nepal. It was ironic that NTC being a US based Nepali orthodox tea selling company was not selling tea in Nepal itself. Nepal Market is a new venture of NTC that has helped build major traction in the Nepali tea market. Here, the Nepal Market team is focused on selling NTC's tea through its official website in Nepal, social media, online shopping platforms as well as B2B sales in different cafes and restaurants followed by collaborations with large Nepali coffee joint; Himalayan Java.

- ***Tea Bar***

NTC is the first Nepali Tea company to open up a tea bar in the country. The first ever Tea Bar was opened in Kathmandu Guest House (KGH), Thamel, Nepal. Our tea bartenders serve the freshest batch of teas to the ad-hoc guests as well as the guest of KGH. Now. There are two more tea bars in Himalayan Java, Thamel and Durbar Marg in Kathmandu, Nepal. The tea bars situated in Himalayan Java is a collaborative effort between the largest coffee joint in Nepal and NTC who wants to have a culture of tea bars in a coffee dominated market.



Figure 2: Official Website of Nepal Tea Collective for the US market



Figure 3: Official Website of Nepal Tea Collective for Nepal market



Figure 4: Official Website of Nepal Tea Collective Wholesale for the US market

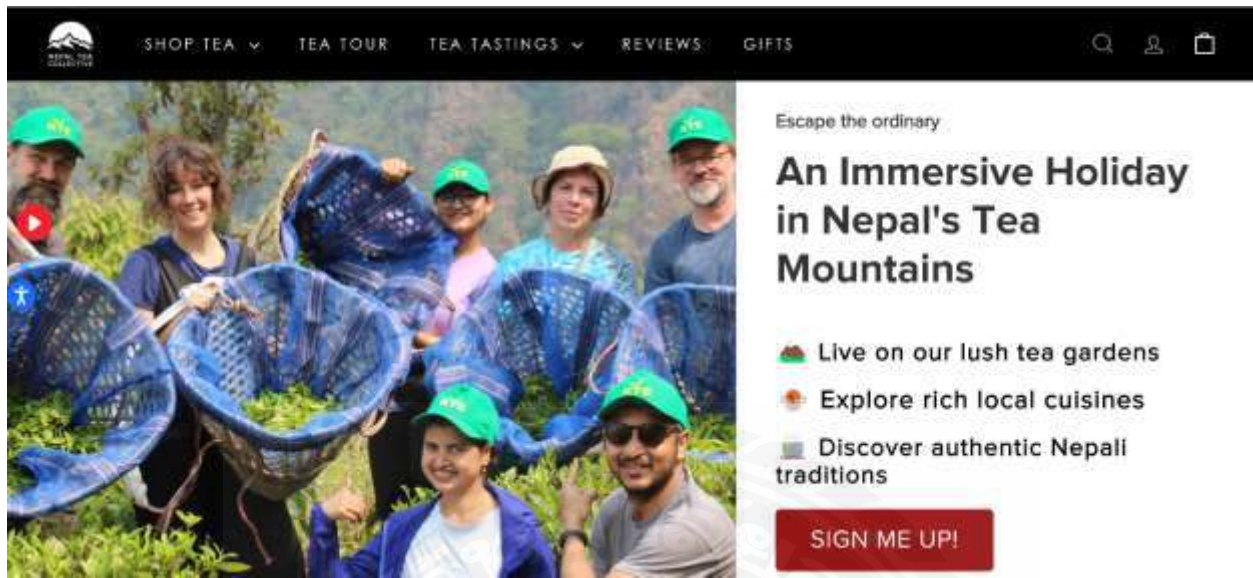


Figure 5: Website Landing Page of TAAS Tea Tour



Figure 6: List of things that will happen during the Tea Tour in Nepal



Figure 7: Tea Bar at Kathmandu Guest House, Thamel, Kathmandu, Nepal

1.2. Organizational Structure

NTC follows a “Flat Hierarchy” system, where it eliminates as many levels to a hierarchy in an organization as possible. The company has about 20 employees working in the Nepal headquarter office whereas there are almost 7 to 8 individuals working overseas looking after the supply chain of the company. The Tea Bar on the other hand employs around 10 to 15 expert culinary arts students and practitioners who operate the tea bar, prepare the various teas and serve with the best hospitality ever.

In the figure below, I will diagrammatically display the organizational structure of NTC that covers the majority of the Nepal team and the office headquarter where I was posted for my job.

1.2.1. Diagram of the Organizational Structure



Figure 8: Organizational Structure of Nepal Tea Collective

1.2.2. Job Position

I was assigned the job as a Copywriter at Nepal Tea Collective. I was conducting my duty as a Copywriter for both the US and Nepal market. The major tasks that are to be conducted by a Copywriter includes script writing, blog writing, text for Facebook, Amazon, Instagram, YouTube, Tiktok Ads, text for product packaging and content ideation. In simple form, my job position required me to write short and long form content for whenever a written content for video, social media post, or ads are required.

1.2.3. Job Position in the company's Organizational Structure

NTC's major divisions include Content and SEO, Ads and Analytics, Creatives and Branding, Wholesale and the Nepal Market. The organization believes in a flat hierarchy system as every division is interlinked with one another. Each task in the organization is discussed through every division for smooth functioning and keeping every employee informed about what is happening in the company. My job position as the Copywriter is closely linked to the Ads and Analytics team and the Creatives and Branding team. My tasks act as one of the initiating points for all the further tasks that will be carried out in the other divisions.



Figure 9: My Job position in NTC's Organizational Structure

1.3. Intention and Motivation to choose the company

As identified earlier, NTC is an immigrant-owned tea company that started its operations first in the US. NTC is a driving force behind establishing a prominent identity for Nepali orthodox tea in the international marketplace, highlighting the exceptional quality Nepal offers. With their vision and mission of fair trade and keeping the farmers first in a very commercial and intermediary dominated industry, NTC has intrigued me to know more of what they have to offer to this market.

In this digital era, NTC has clearly identified the strengths of content marketing and SEO (Search Engine Optimization) into making a business visible and appreciated by many. Their success in becoming a benchmark tea company is fueled by the strategic use of digital marketing and content marketing. Below mentioned are the reasons for my intention and motivation to choose Nepal Tea Collective as a part of my Co-op studies:

- NTC is a US based company with its operations headquartered in Nepal. This company has given me the very chance to work close to the US market, understand its characteristics, the customers, their purchase behavior, marketing tactics and the strategies required to operate an organization in the US.
- As NTC has a holistic working environment, being a Marketing Major, I am able to delve into departments such as data analytics, wholesale, finances, content creation and the service providing business. I am motivated by the company's flexibility for its employees to explore their interests and recognize what division of the organization suits them best.
- The dedication of every employee at NTC is a defining factor for my choice of NTC as a part of my Co-op studies. Every employee here are very passionate about tea, the doings of the company, the ultimate vision of the company and majorly making Nepal visible as one of the best orthodox tea exporting countries.
- Being a tea company, one would not expect it to be so digitally forward. The product is quite traditional and simple, yet the strategies and marketing tactics followed in the company will make it seem like a digital marketing agency. NTC is very forward in terms of the current age marketing methods that cater to the correct usage of SEO, content, copies, and ads in order to attract, nurture and retain its customers.
- Working at NTC has vastly broadened my network. I have been able to work with people of varied age groups. Amigo Khadka; one of our co-founders previously worked at the JPMorgan Chase and Co. and co-founded an on-demand logistics platform; Upaya City Cargo. Other two co-founders are second and third generation tea producers as well as well learned marketers. I have been able to learn a wide variety of insights that will definitely help me in shaping my future.
- The environment at NTC is very friendly. All the employees as well as the co-founder share each other's working tables. We do not have a designated cabin or separate rooms for the hierarchical divisions. Co-founders, Team leads and Team members all sit together in one giant working space, where all the creative juices flow. This motivates every individual working at the company to work better than yesterday.

1.4. Strategic Analysis of the company

STRENGTHS

- Tea is a Unique Product. NTC offers high-quality Nepali orthodox tea, a niche product with a growing market for specialty teas. They have Award-Winning Products, which has gained recognition through awards like the Global Tea Championship and World Tea Expo, which validates their tea quality.
- NTC has a strong Brand Story. It has a compelling story of family, heritage, and social impact, resonating with consumers seeking authenticity and ethical practices.
- NTC's major strength is that the company has major traction in the US market in comparison to the Nepal market that it is just stepping into. NTC is a well-known brand in the US due to its quality and uniqueness from the family tea farms.
- NTC is one of the very few tea companies that exports and sells authentic Nepali orthodox teas, which is unlike any other teas from Darjeeling, India, or Chinese tea.
- NTC has its own family farm, KTERC, which puts them at the advantage when it comes to the supply chain. They are able to reduce major intermediaries from the chain and create a seamless chain. This helps them cut major costs and additional amount when wholesalers, retailers, warehouses and other independent logistics come into the picture.
- NTC has the advantage of opening the first Tea Bar in Nepal. Especially being able to collaborate with the largest coffee joint in Nepal, Himalayan Java, the company has been able to change the culture of tea consumption in Nepal. NTC is the first company to take an initiative to create tea as an experience and not just a beverage. Selling the second most popular beverage in the world NTC has recognized its potential in the market that is dominated by CTC (Crush, Tear, Curl) tea.
- NTC's direct from farm to customer's tagline majorly displays its strength of having the most positive direct relationship with their farmers. Our co-founders are second and third-generation tea producers. They are well aware of what goes behind the fields. The tea farmers at NTC's family farm as well as other sourcing farms know almost every member of the team. The company always wants the best for their farmers and vice versa. The farmers take extra caution and care while tending the tealeaves, which is used to make NTC's amazing teas.

- Industry experts and leaders who are masters in their fields bless NTC. The individuals working at NTC are very well aware of their duties. Employees at NTC are apt and proactive in the case of any situation. The entire company runs on the policy of “constructive feedback” and “work and learn together”.

WEAKNESSES

- NTC is a young company in comparison to other tea companies in Nepal. This has caused the company to have a limited brand awareness in the domestic and in the vast international market too.
- NTC’s distribution does expand to major overseas countries but much traction is yet to achieve. Its limited concentration in specific regions of the world might be a weakness in terms of distribution.
- While scaling production to meet growing demand could be a challenge, it will directly affect the quality and organic practices followed by NTC. With demands for specialty tea, rapidly rising NTC will face some difficulties in keeping quality and demand fulfillment in balance due to its limited sources of specialty Nepali orthodox teas.
- NTC is highly dependent on E-commerce sales. Its entire business model operates under website, social media and online sales. This might hamper the in-person relations that some customers might prefer while purchasing a product.

OPPORTUNITIES

- The market for specialty teas is rapidly booming. People are recognizing the quality and art behind the hand crafted specialty teas that are appreciated by a niche group of tea enthusiasts. This will help NTC to flourish in the favorable market catering its unique specialty teas to them.
- With the growing market, NTC will find many other international markets and regions to expand to. Looking at the market statistics, demand for specialty teas has increased in the European and South Asian regions of the world. NTC can tap into the numerous customer pools that reside in these regions.

- NTC has a competitive advantage in being one of the very first tea companies to provide and promote Tea Tourism in Nepal. Defying the stereotypical tourism locations and infrastructures, promoting tea tourism in Nepal will give them an advantage to pulling in a unique variation of travelers who want to experience a farmer's life in the eastern tea farms of Nepal.
- Strategic partnership with established retailers and hospitality giants in the global market as well as the domestic grounds will help the brand increase its exposure and distribution channel into many different and vast levels.
- As E-commerce is increasing rapidly, NTC will be able to explore newer online marketplaces and more extensive ways to broaden their customer outreach with the help of the broadened online market.

THREATS

- Competition is the most prominent threat to NTC. The international market is saturated with a large number of companies operating in the same tea industry as NTC. Even though NTC has entered the domestic market of Nepal, it will take some time to increase its traction between the already existing tea companies that have been doing well and have a better brand presence.
- NTC heavily promotes the motto of "Farmers First". With rising input costs, increase in labor and regenerative organic farming, practices could directly affect the costs and profitability of the company in every product they sell.
- Due to the concerning climate changes that we have been experiencing all over the globe, NTC's family farms as well as the sourcing farms have faced the results of this natural catastrophe. Unprecedented fluctuations in the weather can directly affect the tea production, which may cause delays in harvesting the tealeaves, and the quality of the tea leaves.
- Imitation of products is a threat a company cannot easily control. Competitors may conveniently imitate the product style and offer a lower-quality variant of the Nepali

orthodox teas NTC is selling. This can be a threat to the brand's quality, story and its purpose to serve the best Nepali orthodox teas to the global market.

1.5. Objective of the study

The main objective of the Co-op study is to translate all the theoretical learning and skills into real world practical implications. This opportunity to experience the corporate world of practicality and application in-person has shaped me into a well-learned and experienced individual in the field I want to excel in. This study has allowed me to recognize how content marketing and SEO can accelerate the sales, brand visibility and traction for a company in the global scenario.

The objective of this study as mentioned below:

- To understand the foreign customer behavior to the usage of Content marketing strategies.
- To recognize the value of SEO in ranking a company's website as Google's top rated websites.
- To understand the new-world marketing gimmicks that invest its best assets in E-commerce and digital-age selling.
- To understand how a remotely working team in Nepal can improve a company's operations in the international market.

CHAPTER 2: CO-OP STUDIES ACTIVITIES

2.1. Job Description

I am assigned the role of a Copywriter at Nepal Tea Collective. My major roles included script writing for videos that will be uploaded on social media platforms like Instagram, Facebook, YouTube and TikTok. Script writing can be for organic social media content or Ads that need to be operated on different social media sites that will bring traffic and traction into the company's official website and consequently increase their sales. As a part of my job description, I am also assigned to write elaborate blogs and articles on topics related to tea, and the tea industry. My Job description also stated that I had to write eye-catching and attractive copies for social media posts and physical posters that will be used as promotional material for the company in every form. I also was able to help improve the official website of NTC, which is the main landing page where all customers first get to when searching NTC. Overall, I was promoted as the Copywriting Lead within 2 months of my internship tenure, which gave me greater advantage and a motivating factor to excel at my job.

2.2. Job Responsibilities

My Job Responsibilities were streamlined for the first two months of the internship terms, but as we moved forward, I was involved in many other responsibilities that required me to expand my horizon of responsibilities at the work. Below mentioned are the specific responsibilities that I fulfilled as a Copywriter at Nepal Tea Collective.

- ***Script Writing***

As I mentioned earlier in my Job description, one of my responsibilities included writing compelling yet short and crisp scripts for short form content that is a very crucial factor while attracting customers to reach out to NTC. Script writing for short form content may sound as an easy task but the ideation, planning, and all the revised content that goes through behind is important tasks behind the main task of script writing. Video scripts include social media posts

and ads as well as scripts that are required for competitions that require a video presentation of the company. These scripts have very detailed specifications of what has to be added and how to capture the attention of the judge in the shortest amount of time possible. This requires the scripts to be very catchy, that has an attractive CTA (Call to Action), that will make the audience and judges approve the video.

There are also longer form scripts for YouTube videos and brand video that require major research and attention to detail as I have to present facts in such a manner that will make the viewer hooked to the video, without giving and false information and ultimately making the viewer appreciate the video as well as make a purchase intention through the storytelling of the script.

- ***Texts for Social Media Posts***

This is another major responsibility of my Job. Social media posts, Facebook Ads, Amazon Ads and many other E-commerce websites and platforms require texts and copies, which are short, attractive, crisp, compelling, factual and correct in every manner. These texts play a huge role in making customers be keen about a social media ad and potentially make a purchase intent. These texts involve extensive research on the subject, which has to be confined into very short, compelling and attractive yet factual content that will be posted as organic social media posts or Ads that will run to create traffic at the sales door.

- ***Draft Website content***

As NTC's major sales happens over the online platforms, it is crucial for their official website to be eye-catching, easy to scroll through, and have factual and attention grabbing content in the shortest and most convenient ways possible. The various products and services provided by NTC require "Product pages" and "Landing pages" for every product that NTC has to offer. My responsibility is to write the detailed content of each product and service through extensive research about the brand, and the variety of teas and tea services they provide. These copies of text and information have to be clear, short, compelling, informative and correct.

I also have to review and make changes to existing website content that needs correcting information related to tea availability, tea's production process, changes in the tea's flavor notes and even launches of newer versions of the specialty teas. The content written has to be intact with the SEO protocols that will help the company's website rank in a good position in Google's search console. This requires my content to be bound by major keywords important to rank well on Google and informative enough for customers looking for specialty Nepali teas.

- ***Blog Writing***

This part of my responsibilities involves long-form content writing, which includes blogs related to tea and the tea industry that has a word count of over 1500 words. This longer form content is a crucial element that helps in ranking the website at Google's top search console ranking numbers with the correct usage of SEO, content marketing, and keyword usage. This long form content requires heavier research in the required topic of study and independent research to write in a way that is not guided by the A.I. supported writing platforms. Blog writing requires me to do keyword searches on SEO tools such as SEMrush, and Ahref that helps me discover the data analytics of the content side of my work. Blog writing is rather technical than one might think. There are major planning, structuring, ranking keywords, drafting, reviewing and final keyword searches that make it more data and analytics forward.

- ***Video voice-overs and content ideation***

Alongside content writing and copywriting, I am responsible for doing video voice overs for the scripts that I have written. This process helps me give perspective to the scripts that I have written. It helps me make the scripts more natural, informative and appealing. As I will be the person to write all the scripts, I am a crucial part of content, video and social media post ideation. I am responsible for taking detailed notes in brainstorming sessions that will be used as sources for the content's information later.

2.3. Activities in coordination with co-workers

My job is interlinked with almost every major part of the company. My job is one of the starting points of almost every online campaign, social media activation, post or content that needs to be performed. My co-workers and I are interconnected with many tasks thus; communication, constant feedback and reviews are necessary at Nepal Tea Collective. Below are the activities in coordination with my co-workers.

- ***With Content and SEO Team***

I work as the Copywriter under this team. This is my primary team. I have most activities related to this team with my two co-workers who are Rishi Ghiraiya; Content and SEO Lead and Biplav Shrestha; Content Writer. We work together as a team reviewing each other's contents from blogs, scripts, and emails. We have meetings 3 times a week to keep track of everyone's work to keep every team member in a good position where he/she is not burnt out. We share each other's workload when a team member is unable to complete it due to heavy workload and other due diligence. We work as a team and know each other's work so that one can fill in when the other is not available.

- ***With Ads and Analytics Team***

The Ads and Analytics is one the team that I am closely linked to. The Lead of this team; Shalin Upreti, is a data analyst who recognizes ads that correctly work in the various market segments that NTC caters to. He is responsible for finalizing the ads ideation. After this process, the Ads and Analytics team and I have an in depth meeting of the ads purpose, story, motive and intention behind it. I am directed to the concept of the ad, which will be helpful for me while drafting the script of text. After I prepare the first draft of my copies, there are few back and forth reviews and feedback and finally the copy are approved by the Ads and Analytics team. The Creatives and Branding team will then convert this ad concept to video or social media post.

- ***With Creatives and Branding Team***

I am heavily interlinked to this team after my primary team. All the content that was produced by this team required scripts, texts and copies from my side. I was heavily involved

in the brainstorming and idea generation part with the creative's team. We conducted weekly brainstorming sessions where the Content and SEO team and the Creatives and Branding team would come together for 2 hours to ideate the upcoming content ideas, brainstorm newer content and video ideas as a part of the monthly plans and review the currently drafted plans which would aid in my writing process. After the ideation, I would write the required copies and send it for a review with the creative's team, and the team would give constructive feedback to improve the copies. Finally, I would also be involved in the content filming or creating process as my voice overs were required there and aid as a part to amend any ad-hoc changes that were required to the script.

- ***With Nepal Market team***

As I am the Copywriter for both the US and Nepal market, I have to plan my work according to the urgency of the work from each market. Similar to the Creatives and Branding team, we conduct weekly meetings with the Nepal market's content team as well, where they list and schedule the content scripts and texts required for the week. We plan out the week in a way that does not clash with the work of the US and Nepal market. To eliminate inefficiency, we schedule the work in a manner that is separate for both markets, so that I can display my full potential in the work I do for both markets.

2.4. Job process Diagram

As a Part-time employee at Nepal Tea Collective, I have followed the below displayed job process, through a diagram, most of my time working there.



Figure 10: Job process diagram with Content and SEO Team



Figure 11: Job process diagram with Ads and Analytic Team



Figure 12: Job process diagram with Creatives and Branding Team

2.5. Contribution as a Co-op student

As a Co-op student working in the real-world corporate field, I have been able to put my theoretical knowledge that I gained in the classroom into the real world scenario that requires its practical application. I have mentioned a list of contributions that I was able to make as a Co-op student working at Nepal Tea Collective.

- ***Considering what customers want***

By working on the most direct communication platform with customers of NTC, I was able to cater my work that would directly enhance and stimulate the customers. I was able to make amendments to my content and copies in the way the customers preferred.

- ***Provided effective insights to the company***

As I was a fresh employee to the company, I had a newer perspective to what they were delivering. I was able to provide valuable insights in the case of improving the website layout, the form of content that is published on the social media sites, insightful content research for email as well as brainstorming sessions for the social media content.

- ***Improved data handling skills***

The Content and SEO team has to create a monthly report to keep track of the number of scripts, texts, ads, static content, blogs, emails and other copies written over the month. My newly appointed co-worker and I were able to create a seamless way to curate all the content into one single folder and keep track of each task that was completed by the team. This helped our team lead to create the month-end report in a more efficient manner as all the required data and insights were provided by us.

- ***Ranking at the Google Search console***

I was able to provide a blog that was well researched namely “Top 5 Best Tea Infusers”. This blog ranked at the eighth position in the google search console. As this blog was about all the tea wares NTC sold, thus this blog could generate some traffic at the company’s official website.

- ***Internal team leads creation***

After I was hired as the Copywriter, I was able to excel at my job within the first three months. This helped my team lead to assign very specific internal team lead positions to us, which would aid in the smooth functioning of the entire Content and SEO team. I was appointed as the Lead for Copywriting and short-form content, whereas my co-workers were assigned as the Lead of Emails and Lead of Blogs and long-form content.

- ***Launch a completely new landing page***

Under the guidance of my team lead, I was able to create and ideate a completely new and revamped Landing Page for our hero product “Wall Tea Infuser Mug”. This was a stepping-stone and a larger contribution into my position as a Copywriter as I was making major decisions on my own.

CHAPTER 3: LEARNING PROCESS

3.1. Problems and Issues of the Company

NTC is an excellent organization that has stood the test of time. Unlike other Nepali companies, NTC has a unique way of operation, communication and problem solving. Regardless, I have recognized a few problems and issues of the company during my tenure as the Copywriter.

- ***Lack of employees in each department***

Being an immigrant-owned start-up company, NTC has had its flaws in the case of hiring the right number of employees. The operations in each department have remained constant since its establishment in 2016. My Content and SEO team is the most recent division that has hired two new writers that has helped take off the load from our team lead. Regardless, looking at the company booming into the entity it is growing into; almost every division of the company has recognized the need of more employees who would aid in streamlining the organization's functionalities. This would help in dividing the workload among all the employees in a way that will make every employee efficient in what they do.

- ***Endless meetings***

NTC believes in “Over-communication”. It supports a healthy work environment where all employees are well aware of each other’s work and weekly tasks, but this creates a slight obstruction. We conduct weekly meetings that we call “Monday Huddle”, which has started to be very elongated. This has hampered our working time, productivity and efficiency. We are occupied by the weekly meeting every Monday, which is not the most effective way to start the workweek.

These meetings are continued throughout the week that may have caused some delays in work deadlines and task deliverables. Meetings are appreciated in a workplace for every employee to stay on track, yet sometimes it may feel like a burden to be occupied in a situation that may hamper one’s productivity.

- ***Lacking an HR department***

NTC follows a flat hierarchy system. Our departments and divisions are not segregated in the traditional hierarchical manner that employees managers, assistants, officers, and other stereotypical corporate roles. Every employee is able to freely communicate and contact every employee in a different division without any approvals required. This is a convenient way to communicate and connect divisions better, but it can cause commotion at times. Lacking a HR department in the company, NTC faces the issue of keeping the growing number of employees on track. This has caused some issues in who is responsible for assigning leaves, tracking the leaves, and tracking the attendance of the employees. This is not a major issue, yet it would be convenient when a responsible personnel is assigned to record the employee details.

- ***Space segregation for each department***

NTC has an open working space. All employees from every division of the company sit together in an open floor office plan. This space heavily promotes visibility, communication, and exchange of information. The dismissive side to this is that it gets chaotic. Team members from the Creatives and Branding team have to communicate, throw in ad-hoc ideas and create plans that need verbal communication. Whereas, the Content and SEO team requires in-depth research and planning for the content, and write the required content in an undistruptive environment. This causes commotion and disturbance in the workflow and productivity of the other team members. It can be distracting when one's workflow is disrupted by a completely different conversation that is happening in a different team.

3.2. How to solve the problem

- ***Addition of newer employees***

Incorporating newer and more efficient employees in the workplace is an essential move when the organization's departments are starting to hit a slump. Increase in the number of employees in a department will allow increased productivity, recognition of creative ideas, segregation of work and efficient work output. Content writing requires in-depth research in the specific topic and extraction of the most specific ones to create an appealing content. An addition to the team will definitely help in reducing the time consumed by the aggressive

research work. A company should be open to newer employees in order to disseminate the workload and invest into newer creative ideas. (Kossek & Lee, 2008)

- ***Scheduled and Timed meetings***

Meetings are an integral part of an organization to keep all the tasks and departments informed on what is happening on a weekly or monthly basis. Meetings should be timed, informative and no other discussions should be fancied. This will keep the productivity of both the meeting as well as the work afterwards productive and efficient for the employees attending the meeting. Meeting can lag an individual's productivity when loaded with critical information that is not directly related to their current work or team. Elongated work meetings can be an interruption and daily hassles to the employees, as the meeting load (i.e. frequency and time spent) can affect employee well-being and productivity. (Luong & Rogelberg, 2005)

- ***Allocation of an HR department***

A Human Resource (HR) department in a company is an important factor for its smooth operation. The HR head will be able to track all the employees' tasks, their doings, their attendance, and the leaves they take. They can act like a manager of the organization that NTC is majorly lacking. With an HR department in the scenario, one can observe more attention to the people aspect of the business. Marketplace dynamics also require that HR professionals be cognizant of external customers, investors and communities by making sure that correct business strategies are designed and delivered for the growth of the company. (Ulrich, Brockbank, & Jhonson, 2009)

- ***Assigning respective space to company's divisions***

An open co-working space helps the employees to communicate and ideate better in the short-run but the effects of this working style can be discerning. It is important for specific divisions of a company to have their own space to work in a better, undisturbed and focused environment. This directly increases the productivity, attentiveness and efficiency of the work that is an output of a tea specific environment. The geometry of workspace has indeed an impact on communication patterns and may thus be used as a means to drive both innovation

and efficient research in an organization's division. (Boutellier, Ullman, Schreiber, & Naef, 2008)

3.3. Recommendations to the company

Below listed are the recommendations that would be quite helpful for NTC in mitigating its problems and issues that may hamper an employee's productivity.

- ***Recruiting New talent***

It is essential for a company to recruit new talent when a refreshing new view is required in the team. A new recruit into NTC's Content and SEO team would help in disseminating the workload from the 3-person team we are operating as, identify newer insights on the company, and get a new perspective and view of the company from an outsider. Recruiting new talent is essential to keep the creative stance at the level so that the existing employees are not slumped by the old norms of the team and the company.

- ***Effective usage of calendars and online scheduling platforms***

The 21st century is digitally forward. Almost every individual has access to the internet and online platforms that can make any task in their life a little easier. To eliminate the issue of elongated and ad-hoc meetings at NTC, the employees at the company should create the meeting schedules in advance with time limits to it, which will be uploaded in an online platform; Google calendar, Click Up or any other task manager application. This will help the other employees to keep track of every other employee's time, dedication to the meetings and their other scheduled works and tasks for the day or week. This will help everyone have an idea of each other's schedules and deadlines that they cannot miss.

- ***Develop employee policies and procedures***

NTC should consider employing a newly hired HR employee or outsource HR services from a third-party entity who will be able to handle complex tasks like payroll processing, and benefits administration. This will help in creating clear guidelines for leave requests, performance reviews, and many major conflict resolutions if it arises. Deploying a specified

HR employee will help in ensuring a fair and organized work environment that will be fruitful in the long run.

- ***Creating designated quiet zones***

NTC is a small company for it to immediately transfer to a large office space to accommodate each team separately. It would be beneficial if the company's employees are able to designate a specific space as a quiet zone for when workload is heavy and has to be completed immediately. This will aid in the company to have a designated quiet space without having to spend much on separating rooms for each team. Implementing an online system that can schedule each team's quiet times can improve the schedule even more as everyone is informed about the timetables.

3.4. Learnings during Co-op studies

This Co-op study has been immensely helpful for my future endeavors. I aspire to become a well-known Copywriter in the market, with technical as well as theoretical knowledge that is crucial when it comes to writing. This opportunity provided by Co-op study has helped me make a path for my future and experience the most important basics of my field of study and application. Below I have listed the major learnings from this Co-op study.

- ***Understanding the depth of Copywriting***

Prior to working as a Copywriter, I was involved in Content writing and content creation as a Marketing major student. These jobs have shaped my writing skills regardless. I was indifferent to the various segments of Content writing. Copywriting is a completely different field where the writing landscape varies from short-form to sometimes long-form content. I was able to identify copywriting as my best suit. Being able to segregate the different writing forms has helped me to find what I am best at and excel in the following field.

- ***Understanding the necessity of work review***

Peer-to-peer or Co-worker reviews are the integral part when it comes to appealing and good content. A writer may have the best writing skills, all the required information from their

research and all the necessary skills to write the best output. The content extracted from that writer has to be reviewed by a second party. This is crucial as content cannot be a one-person work. The reviews and the constructive feedback given by other team members will help them create an even better output. A second opinion for a content will always make the content even more informative and appealing. Reviews are the most important part of my learning.

- ***Data and Analysis***

I was always behind the computer writing content and researching about my content. I was never able to see what traction and engagement my content had brought into the entity. Here, at NTC I was able to get hands-on experience of data and analysis that goes behind the content part of my job description. I was able to recognize the importance of SEO and keywords that shape a content's ability to rank on search consoles, generate revenue, and increase the click-through-rates of a company's website. The video scripts that I create for Ads and organic content have massive traction on social media. I got to know about the analytics behind the ads, its viewership, its customers segmentation, its viewing rates and other data that massively helped me in improving my writing in accordance to the sales and revenue targets that can actually be achieved through good content and copies.

- ***Understanding the necessity of a work environment***

I was exposed to a flexible working environment, more specifically, a work-from-home environment from the very beginning of my writing career. I took the flexibility for granted which may have affected the quality of my work. Here, at NTC I have realized that working at an office, with dedicated and passionate employees directly motivates and influences me to do better in every way. The team members support and influence each other to do better by providing information, assistance or even a good cup of tea at my office. A positive and motivating work environment is a crucial factor that encourages and improves an employee's dedication towards the company as well as their productivity in their work.

3.5. Applying theoretical knowledge from coursework

The Theoretical knowledge that I received throughout the coursework is directly applicable to the real world application in my position as a Copywriter. I have been able to witness how my skills of writing compelling copies and content is influenced by my writing papers, extensive research on the course related topics that I have studied before.

As a part of the BBA program, we were required to complete two semesters studying professional level English language and writing practices. I have been through thorough report and essay writings as well as grammar practice, which has helped me, improve my writing skills. The reports, summaries and papers that we were assigned to complete have helped me to reflect my English proficiency in the content that I write today.

In my 3rd year of the BBA program, Brand Management was a subject that intrigued me the most. I was able to apply the learnings from this course to the real world. The learnings about how to create, plan, sculpt and manage a brand in the Brand Management course has helped to understand Nepal Tea Collective better and make compelling and appealing content that reflects the brand story, its purpose, and its vision in the long term in my writings.

Integrated Marketing Communication was one of the subjects that I had to study during the 3rd year of my BBA program. Here, I was able to learn how marketing communication must be integrated in a manner that is coherent and linear to the brand's entire vision and mission. My writing skills also reflect this notion of integrating communication to the customers about the brand, in order to deliver a unison brand message and purpose that will compile the entire brand story as one.

A subject that I studied in the very beginning of the BBA program was Human Resource and Personality Development. This course has shaped me to network with people, individuals and co-workers in a better manner. I was able to create a harmonious workspace when I first started to work at NTC. This theoretical knowledge helped me overcome my fear of public speaking as well.

3.6. Special skills and New Knowledge learned from Co-op studies

Co-op studies has vested me with the opportunity to take an internship as a part of the coursework. This has made me realize and learn many new skills from my workplace experience. Below I have listed the special skills and knowledge that I have learned from Co-op studies.

- ***Leadership skills***

A Leadership role is something that I have always omitted from taking upon. I was not always sure of my ability to fulfill my responsibilities and due diligence. Working as a Copywriter and being promoted as the Lead of Copywriting has helped me realize my potential. I am able to clearly handle major responsibilities and tasks, plan for the team, assign tasks and carry out my own tasks in a streamlined manner. I am very grateful for the opportunity that NTC has provided me, as they believed in me. They have pushed my growth potential to a newer height and I can only seek to go forward from there.

- ***Team Working skills***

I have always been a team player. I enjoy when there are people supporting each other to complete a specific task. After I was provided the opportunity to join NTC, I realized how teamwork actually works. My co-workers were willing to complete tasks for me when my workload was heavy. They are always motivating me and every other employee at the office to work for each other's betterment. A true teamwork spirit can be clearly seen at my workplace, which has made me appreciate the team I am working in.

- ***Networking and Interpersonal Skills***

I value my network of people. I was able to broaden my network of people when I entered NTC. My colleagues varied in ages and work experience. I was able to personally meet the founders of the company who are like brothers to the entire team. Many of my coworkers are undergraduate level students who are actually working in division lead roles. I am highly inspired by their dedication and work ethics, which has influenced me to expand my horizon as well. I have expanded my interpersonal skills. Every employee at NTC knows the other employee there. We are a big network of people who are always introducing each other to newer and more influential people.

CHAPTER 4: CONCLUSION

4.1. Summary of Highlights of my Co-op studies at Nepal Tea Collective

KCM/Siam University's Co-operative Education program demonstrably fulfills its core objective of familiarizing students with the intricacies of the corporate world. This curriculum offers a comprehensive exploration of daily business operations, effectively bridging the gap between what we learn in class and what we will encounter in our careers.

This internship opportunity at Nepal Tea Collective proved to be an invaluable experience, applying theoretical knowledge to the practical application of copywriting in a dynamic business environment. Throughout my 16-week internship as a Copywriter, I played a crucial role in developing and executing NTC's marketing strategy specifically aimed at the US market.

My primary focus was on copywriting. I honed my copywriting skills by creating engaging product descriptions that highlighted the unique characteristics and benefits of Nepali tea for the US consumer. I also played a key role in developing website content, specifically landing pages and product information sections, ensuring clear and concise messaging that effectively communicated NTC's brand identity and product offerings.

Beyond product-specific copy, I was able to actively participate in shaping NTC's brand narrative for the US market. This involved collaborating with the marketing team to develop a captivating story that emphasized the unique aspects of Nepali tea cultivation, processing, and cultural significance. This storytelling approach aimed to create an emotional connection with US consumers and differentiate NTC from other tea brands in the market.

The success of NTC's marketing strategy heavily relied on understanding the US tea consumer. I participated in market research initiatives to gain valuable insights into US consumer preferences, buying habits, and online behavior. This data-driven approach allowed me to tailor my copywriting to resonate with their specific needs and interests.

Recognizing the importance of online visibility in the US market, I gained practical experience in Search Engine Optimization (SEO) principles. This involved optimizing website content and product descriptions with relevant keywords to improve NTC's ranking in search engine

results. This ensured that US consumers searching for high-quality tea could easily discover NTC's offerings.

Throughout my internship, effective collaboration was key. I worked closely with the marketing and design teams to ensure brand consistency across all communication channels. This collaborative approach ensured that all marketing materials, from website copy to social media posts, presented a unified and impactful brand message to the US market.

The Nepal Tea Collective internship experience was far more than just acquiring copywriting skills. It provided me with invaluable insights into cross-functional collaboration, marketing strategy development, and the importance of cultural adaptation in international marketing efforts. It was a transformative experience that not only strengthened my professional skills but also prepared me for a successful career in copywriting.

4.2. Evaluation of the work experience

My internship journey at Nepal Tea Collective was remarkable. Being a Copywriter at NTC has helped me carve a niche for my potential future career path and myself. As mentioned in the summary of the Co-op studies, I have excelled my skills in numerous platforms and expanded my ability to work in other divisions of the company. Copywriting is not looked upon as a remarkable job, but the tasks and responsibilities that go behind the scenes have made me realize the importance of my job position.

As a Self-Assessment, during my internship at NTC, I have been able to improve my copywriting skills by constructing engaging product descriptions, website content, email marketing campaigns, and social media posts tailored to the US market. My brand storytelling ability has rigorously improved. Active participation in shaping NTC's brand narrative for the US market has pushed me to emphasize the unique qualities of Nepali tea and its cultural significance to the international market. Learning the depths of SEO and Content Optimization has helped me gain practical experience in Search Engine Optimization (SEO) principles, optimizing website content and product descriptions to improve NTC's online visibility in the US market.

The Nepal Tea Collective internship program proved to be an invaluable experience, exceeding my initial expectations. The program supported in the effective application of

theoretical knowledge and into the real-world working scenario. I used my classroom knowledge of copywriting and marketing in a real-world business setting. I developed my expertise in copywriting for a specific target market, the US tea consumer. I was able to learn about the Nepali orthodox tea industry as well as Tea in general, which has heavily widened my knowledge parameters. I gained valuable insights into cross-functional collaboration within a marketing team, ensuring consistency across all communication channels. The program exposed me to the complexities and importance of cultural adaptation in international marketing efforts. This internship significantly strengthened my professional skill set and prepared me for a successful career in copywriting.

The overall experience at Nepal Tea Collective was very informative, effective and enjoyable due to the set of co-workers I was blessed with. The work environment at NTC was one of the most flourishing and positive sites I have ever practically experienced. My team members made the experience even better than it already was.

Overall, the Nepal Tea Collective internship program was a transformative experience that provided me with the opportunity to learn, grow, and contribute to a dynamic and innovative company. I am confident that the skills and experience gained will be instrumental in my future career endeavors.

4.3. Limitations of the Co-op studies

Co-op studies has provided me with a very fruitful experience that I will forever treasure. Regardless, there are some limitations that I have faced and noticed throughout my journey as a student.

- As the Internship tenure was limited to just 16-weeks, I was not able to completely understand and get to know the organization to its depths. This short duration was a limitation to my growth potential in the company and limited my learning experience as well.
- This report is clearly based on my personal experience, primarily on my experience and interaction with my colleagues at the workplace. The data and elements used in this report are not adequate to be categorized as primary and secondary data levels that require in-

depth study. This may be subjective in nature and not comply with other interns and employees who work at NTC.

- This Co-op study program lacked clear communication about the specific skills and experience our academic supervisors were seeking. This made it difficult to tailor applications and target relevant opportunities.
- A session conducted during the Co-op class at the SIAM University was not information heavy about how extensive the internship report was going to be. This lack in clear communication of crucial details of the internship report has created hindrance to effectively writing the report.

4.4. Recommendations for the company

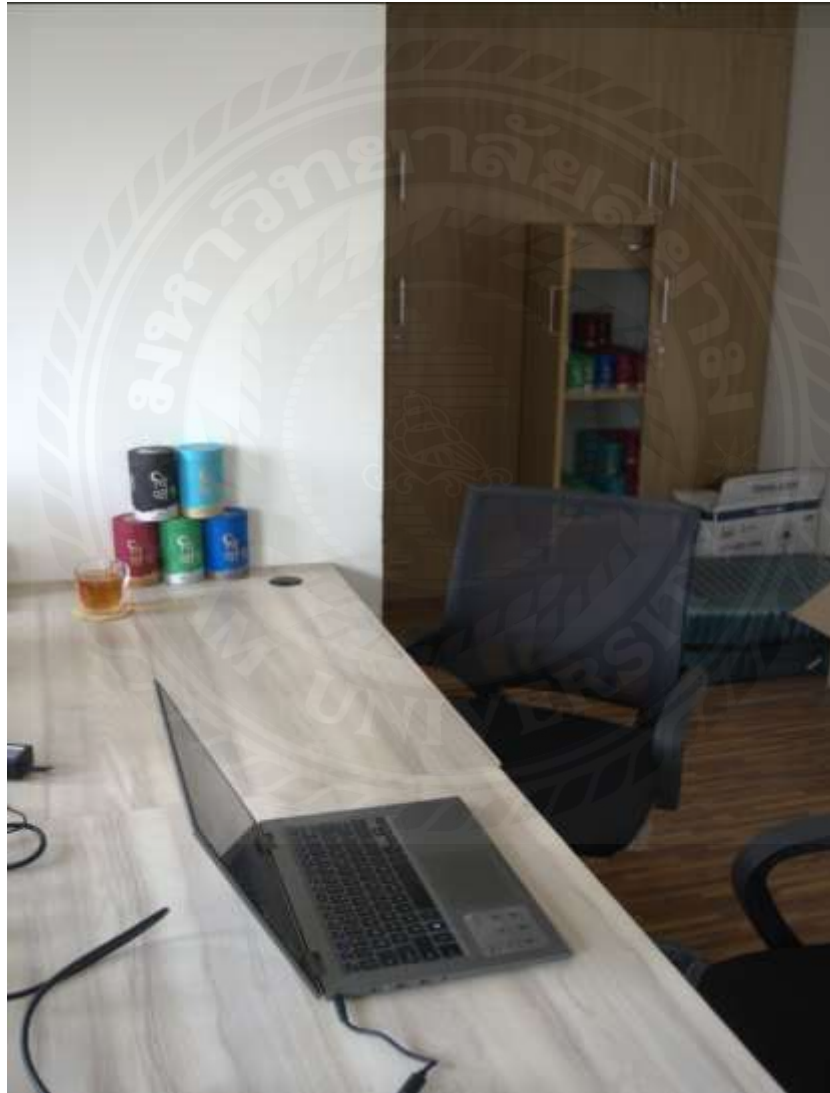
My entire internship journey has been very insightful. The company I opted to work with; Nepal Tea Collective, is one of a kind US based tea company that I was able to contribute my works to from Nepal. I would like to give a few helpful recommendations to the company that will make it a better workplace for another intern to flourish in.

- While Nepali tea offers a unique selling proposition, NTC should consider further niching down their target audience within the US tea enthusiast market. Focus content on specific interests like organic teas, fair-trade practices, or specific tea varieties popular in the US.
- Collaborating with US-based tea bloggers or social media influencers will help promote NTC's products to their engaged audience. This leverages the influencer's credibility and reach to attract new customers.
- With the rise of Users approval in most product industries, fostering a community around NTC's brand by encouraging user-generated content (UGC) through contests or promotions. NTC should encourage customers to share their experiences with Nepali tea on social media using a branded hashtag.
- NTC should invest in high-quality product photography that highlights the visual appeal and unique characteristics of your Nepali tea selection.
- NTC should implement performance recognition programs to acknowledge and reward employees who consistently achieve marketing and sales goals or demonstrate exceptional customer service. This motivates employees and fosters a culture of high performance.

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ANNEX



Picture 1: My Workstation at the Nepal Tea Collective Headquarter at Kumaripati, Lalitpur, Nepal



Picture 2: Content and SEO Team work zone at NTC headquarter



Picture 3: My colleagues from Content and SEO Team, Rishi Ghiraiya (Left) and Biplav Shrestha (Right)



Picture 4: Half of the NTC Team. My first time meeting one of the co-founders, Pratik Rijal (In the center with Red shirt)



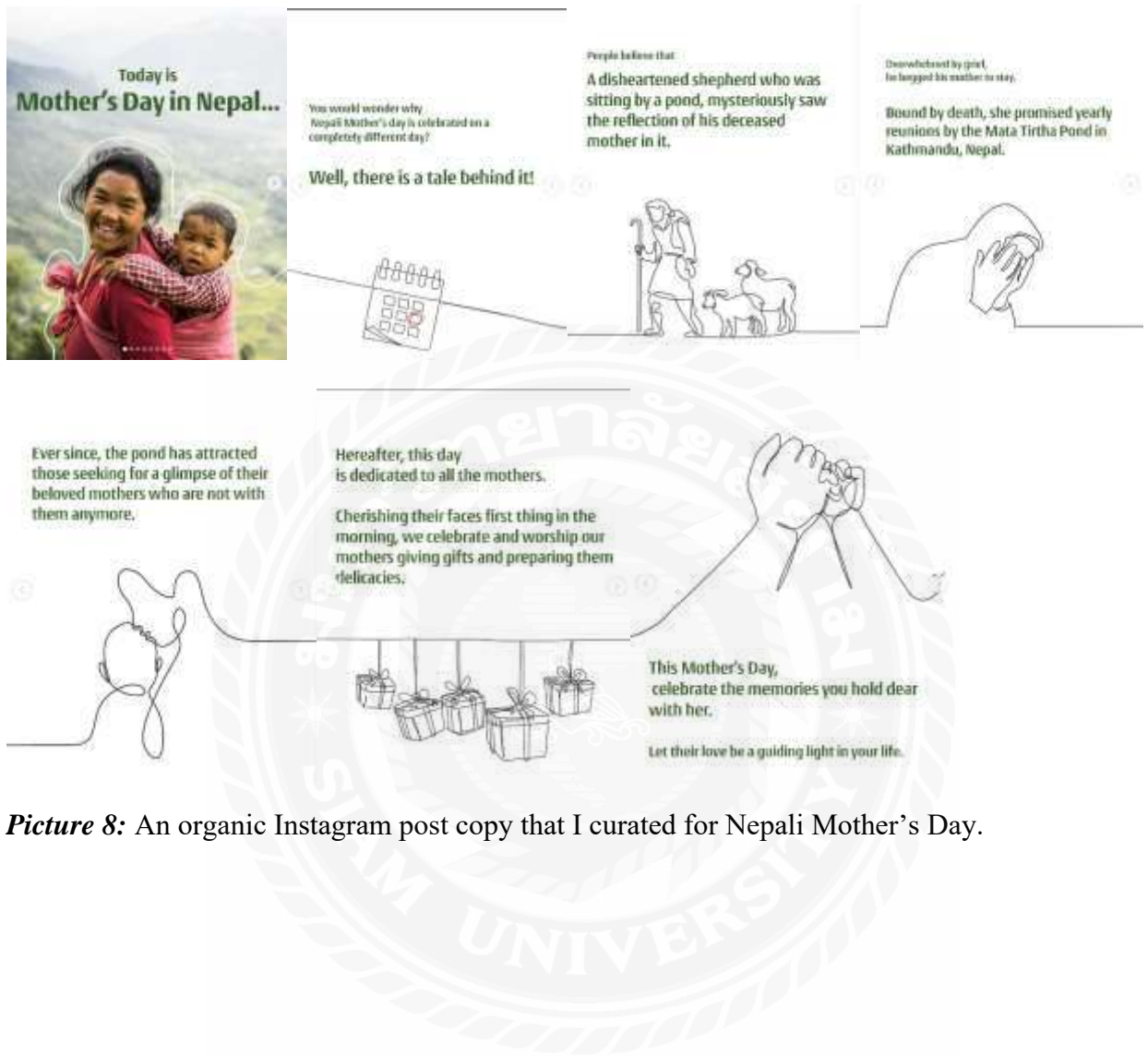
Picture 5: Partial team of NTC taking a session of My Emotions Matter at the Friday Chillax-session program.



Picture 6: Team bonding white water rafting session when the founder, Nischal Banskota, visited the team from the US.



Picture 7: An organic Instagram post copy that I drafted for Nepali New Years.



Picture 8: An organic Instagram post copy that I curated for Nepali Mother's Day.