Cooperative Education Report

Research and Content Creation at Wega

Written by

Ms. Mahak Agrawal

Student ID: 6308040003

This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, Academic semester 2/ 2023

Siam University

Project Title: Research & Content Creation at Wega

Written by: Ms. Mahak Agrawal

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Asst. Prof. Maruj Limpawattana, Ph.D.

Academic Year: 2020-2023

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

Oral Presentation Committees

.....

(Asst. Prof. Maruj Limpawattana, Ph.D.)

Academic Advisor

.....

(Rupam Jalan)

Job Supervisor

.....

Dr. Srisuda Chongsithiphol

(Cooperative Education Committee)

.....

(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

Project Title **:** Research & Content Creation at Wega
Credits : 5
By **:** Ms. Mahak Agrawal
Academic Advisor **:** Asst. Prof. Maruj Limpawattana, Ph.D.
Degree **:** Bachelor of Business Administration
Major **:** Marketing
Faculty **:** Business Administration
Semester/ Academic Year: 2/2023

Abstract

This co-operative report titled "Research & Content Creation at Wega", focusing on applying theoretical knowledge of marketing strategies through content creation, market research, teamwork, and communication in a real-world setting. It serves as a testament to the effectiveness of translating classroom concepts into practical skills.

The objectives of writing this report are: 1) To integrate classroom studies with learning through productive work experiences in a field related to a student's academic or career goals. 2) To understand different methods/tools for creating a marketing strategy for any brand. 3) To expand my network by working with professionals to gain insights and future mentorship.

The report showcases my successful implementation of marketing techniques learned in class to acquire new clients for Wega Industries. It also highlights the collaborative nature of the co-op program, where I tackled challenges and increased my teamwork skills alongside colleagues. My experience fostered significant growth in time management, responsibility, and industry-specific knowledge, including client approaches, operational practices, and effective presentation methods within the Nepalese market.

Key Words: Content creation, Market research, Teamwork, and Communication

Acknowledgement

I would like to take this opportunity to express my sincere gratitude to everybody who contributed to the completion of my internship and cooperative report.

First, I want to extend my thanks to Wega Industries for giving me the internship opportunity to work as a Marketing Executive. I am grateful to my work supervisor, Mrs. Rupam Jalan, and the complete group of Wega Industries for directing me all through and making an adaptable work environment that encourages my development. I am especially thankful to the founder for allowing me to be part of such a fun, exciting, and tip top group.

My internship journey with Wega Industries was a valuable experience that permitted significant professional development and learning. I appreciate the chance to have worked with such a foundation in Nepal.

Moreover, I appreciate Kathmandu College of Administration and Siam University for joining agreeable instruction as a portion of our curriculum. Throughout my residency, I obtained profitable real-life abilities that will improve my career's development within the future. I extend my significant appreciation to Siam Internship supervisor Asst. Prof. Dr. Maruj Limpawattana for giving me all the vital rules and criticism to guarantee that the report complied with all the requirements.

Finally, I express my appreciation to everybody who was included specifically or by implication in my learning amid this internship and agreeable instruction program. I will endeavor to apply all the information and encounters I gained during my tenure in my future endeavors.

Thank You Sincerely,

Ms. Mahak Agrawal

Student ID: 6308040003

Table of Content

Chapter 1: Introduction 8

1. Company Profile 8

1.1 Vision of the company 8

1.2 Mission of the company 8

1.3 Strategies of the company 9

2. Organizational Structure 9

2.1 Board Structure 9

2.2 My Job Position 10

2.3 My Job Position In Company's Organizational Structure 10

3. My Intension and Motivation 10

4. Strategic Analysis of the Company 11

4.1 SWOT Analysis 11

5. Objectives of this Co-operative studies 13

Chapter 2: Co-op Study Activities 14

1. Job Description 14

2. Job Responsibilities 14

3. Activities in coordination with Co-workers 14

4. Job process Diagram 15

5. Contribution as a co-op student in the company 16

Chapter 3: Learning Process 17

1. Problems and its solutions 17

2. What I have learned during this Co-op studies 18

3. Recommendation to the company 19

4. How I applied the knowledge from coursework to the real working situation 20

5. Special skills and knowledge learnt from the Co-op studies 20

Chapter 4: Conclusion 22

1. Summary of my Co-op Studies in this company 22

2. My Evaluation of the Work experience 22

3. Limitations of my co-op studies 23

4. Recommendation for the company 24

Bibliography 26
Annex 27

List of Figures

1. Figure1: Website of the Company
2. Figure 2: Instagram of the Company
3. Figure 3: My working space
4. Figure 4: Photo with my colleagues
5. Figure 5: Social Media Report of March- April (Chaitra)
6. Figure 6: The Report of product and their caption for the month January (Poush)

Chapter 1: Introduction

1. Company Profile

Wega, a name synonymous with quality and innovation, has been transforming homes since its inception in 2012. Known for exceeding customer expectations, Wega is a leading and certified company that sets the bar high in the home appliance and electronics industry.

It all started with the groundbreaking WEGA TV, a defining moment in Wega's journey of excellence. Today, Wega offers a diverse portfolio of over 50 meticulously crafted products, from Wega LED TVs to a comprehensive range of appliances and electronics.

Wega ensures seamless customer experience through a vast distributor network and strategically located service centers nationwide. This dedication to service excellence has earned them the trust and loyalty of customers across Nepal.

1.1 Vision of the company

“To pioneer innovative electronic solutions that consistently coordinated into existence, engaging people and businesses to flourish in an interconnected world.”

1.2 Mission of the company

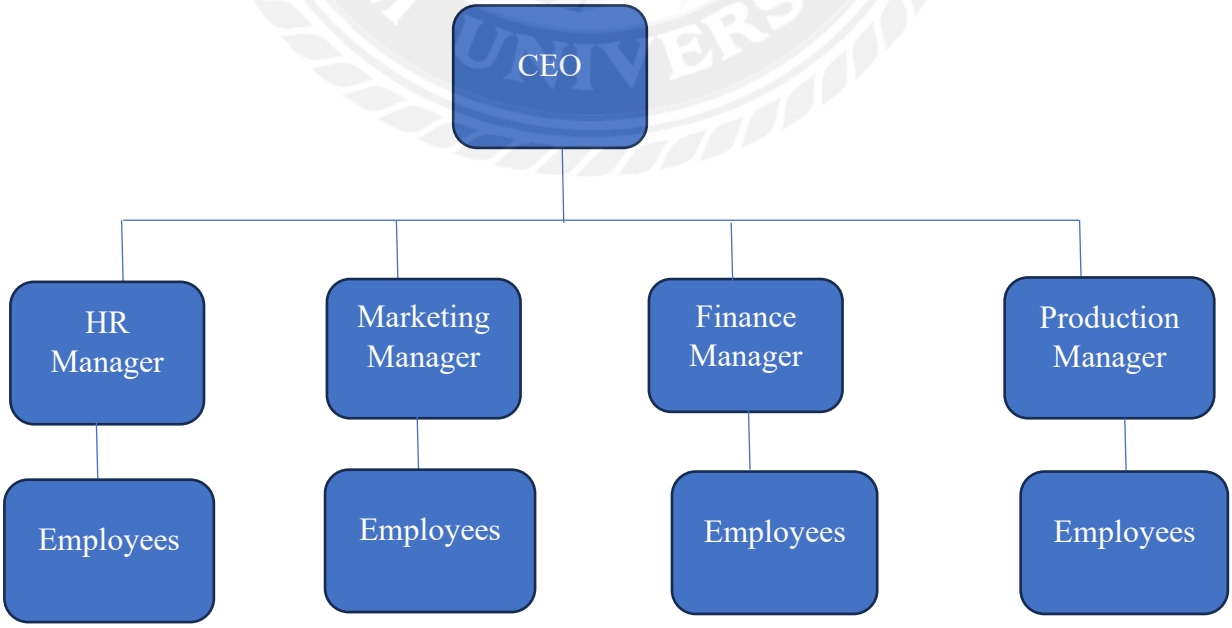
The mission of the company is to reliably convey cutting-edge electronic items that upgrade proficiency, network, and comfort for our clients. By leveraging progressed innovation and a commitment to quality, we point to surpass desires, cultivate long-term connections, and contribute emphatically to society.

1.3 Strategies of the company

- **Focused on Product Quality and Innovation:** Maintaining a strong focus on high-quality materials, reliable manufacturing, and innovative features
- **Strengthen Marketing and Advertising:** Investing in effective marketing campaigns that reach target audiences across various channels as it will significantly boost brand awareness and sales.
- **Prioritize Customer Service:** Building a reputation for exceptional customer service through responsive communication, efficient resolution of issues, and post-purchase support as it fosters customer loyalty and positive word-of-mouth marketing.
- **Value-Added Services:** Offering extended warranties, repair services as this can generate additional revenue streams and enhance customer satisfaction.
- **Leverage E-commerce Opportunities:** Establishing a strong online presence and e-commerce platform so that they can expand Wega's reach beyond Nepal and cater to a wider customer base.

2. Organizational Structure

2.1 Board Structure



2.2 My Job Position

I am currently interning in a Marketing department where; I need to report to the Mrs. Rupam Jalan, my supervisor. My role involves crafting engaging content for all the social media platforms, while also conducting in-depth product research to ensure the content aligns perfectly with their offerings. Additionally, I'm assisting with developing and implementing effective marketing research strategies by surveys to gain deeper insights into the market and identify the best approaches for promoting their products. It's a dynamic and fast-paced environment, and I'm constantly learning new skills and staying updated on the latest marketing trends.

2.3 My Job Position In Company's Organizational Structure

Wega Industries' organizational structure places various team leads under various department heads. There are managers of human resources, marketing, finance, and administration. Under the marketing division, we carry out research for the company's development and growth, with an emphasis on sales and promotions. In the marketing department, I was employed as a marketing intern. I had the opportunity to work closely with the Marketing Head, Mrs. Rupam Jalan, who helped me discover new marketing strategies and instructed me through every stage of the process. My ability to lead with confidence and communicate well has made me stand out as a valued employee and significantly contribute to the success of your business. I can therefore state with confidence that my role within the organization was a perfect fit for helping it maintain efficiency and increase production while carrying out its daily operations.

3. My Intension and Motivation

My intention as a Marketing Executive at Wega Industries is to leverage my skills and experience to contribute towards the growth and success of the company. Being a Marketing student, I was always motivated to particularly work in areas like generating innovative ideas, crafting relatable content, and understanding the crucial role of market research in the organization. Luckily, I got an opportunity to work on the same field. My entire internship journey was very knowledgeable, and it gave me a deeper understanding of how the theoretical knowledge can vary with the practical knowledge. I am motivated by the opportunity to create content connect with potential clients and showcase the unique value proposition of the company. I am committed to maintaining a high level

of professionalism and integrity in all my interactions with clients and colleagues, and to continuously improving my knowledge and skills to serve the company's goals better. Ultimately, my goal is to help Wega establish itself as a leader in the industry and deliver quality product and service to their clients.

4. Strategic Analysis of the Company

4.1 SWOT Analysis

Strengths • Brand Reputation • Product Portfolio • Distribution Network • Customer Service • Quality product	**Weakness** • High Competition • Technological Innovation • Less Online Presence • Limited Market Reach
Opportunities • Market Expansion • E-commerce Growth • Sustainability Initiatives	**Threats** • Economic Downturn • Changing Consumer Preference • Fluctuations in Raw Material Prices

Strengths

- Brand Reputation: They have a strong reputation for quality product and innovation in the market.
- Product Portfolio: They have a diverse portfolio of electronic appliances and different products which caters to a wider customer base.
- Distribution Network: They have a well-established distribution network across the Nepal

- Customer Service: Wega has a very exceptional custom service which has built their brand loyalty and trust
- Quality product: Wega's emphasis on quality materials and production standards which is key to their success

Weakness

- High Competition: Being in an electronic industry, there are lots of competition in the market which makes it difficult for them sometimes due to the established international as well as local brand.
- Technological Innovation: Wega should invest more in research and development to adopt new technologies and improve efficiency as they don’t use a lot of new technology.
- Less Online Presence: Wega has very less online presence compare to the competitor as they are not really active in the entire online platform.
- Limited Market Reach: Wega's operations are primarily focused on Nepal, limiting its market potential.

Opportunities

- Market Expansion: Wega can explore a lot of opportunities to export its products to neighboring countries like India.
- E-commerce Growth: Wega can focus on establishing their e-commerce presence as with the growing trend of online shopping it will help expand its sales channels.
- Sustainability Initiatives: Consumers are increasingly environmentally conscious so Wega can embrace sustainable practices in manufacturing and packaging to attract these customers.

Threats

- Economic Downturn: An economic downturn could decrease consumer spending on electronics as during that time consumer tends to tighten their budget which can impact their Wega's sales.

- Changing Consumer Preference: In today's highly competitive market where consumer preferences for features, functionalities, and design aesthetics are rapidly evolving.
- Fluctuations in Raw Material Prices: As Wega tends to import raw material from China, Fluctuations in the prices of electronic components and parts, can significantly impact Wega's profit margins. Sudden price increases can make it challenging to maintain profitability without adjusting product prices or sourcing strategies.

5. Objectives of this Co-operative studies

The main objective of Co-operative studies is to integrating classroom studies with learning through productive work experiences in a field related to a student's academic or career goals.

This Co-operative program has played an important role in my journey of learning and implementing my theoretical knowledge into practical experiences. Through this program I have been able to grow as an individual both personally as well as professionally by working on the existing company and by enhancing knowledge and skills with the help of experienced people in the field where I want to build my future.

Chapter 2: Co-op Study Activities

1. Job Description

My 16 weeks of internship period at Wega Industries, my role was as an marketing intern where I was focused on making content for platforms like Facebook, Instagram, and LinkedIn and submitting my draft to the team.

2. Job Responsibilities

As an intern, I played a vital supporting role to my team. We were a team of 3 people. The first two weeks of my 16-week internship at Wega Industries were dedicated to content creation. I developed engaging and targeted content for platforms like Facebook, Instagram, and LinkedIn. My main focus was to create post by ensuring everything aligned perfectly with the brand's messaging and resonated with the target audience. I experimented with various content formats, including text, images, and more, to grab their attention. This initial phase of my internship was creating content and submitting my draft to the marketing team and supervisor for feedback and refinement. After that, I played a key role in understanding customer needs and identifying future business opportunities for Wega by conducting in-depth research on Wega's products and services by surveying a large number of their clients and directly calling them to gather detailed feedback. With the product research, I also analyzed the offerings of competitors and studied current market trends. By combining all the information, I was able to identify key opportunities for Wega to grow on the upcoming future. I was also asked to gather my findings into a comprehensive report and presented them to the team in a meeting, highlighting all the potential opportunities and strategic recommendations for Wega's future growth.

3. Activities in coordination with Co-workers

My 16 weeks of internship was all about collaboration which allowed me to work effectively with various colleagues across departments. Within the marketing team, I actively participated in brainstorming sessions for social media content where I was not only contributing my own ideas but also provided constructive feedback on drafts and research projects as from the social media we can see that not many people like the post which shows there is no engagement with the

followers; So, I suggested them some new ideas to showcase their product. For example: For electric jugs, I recommend adding a recipe video featuring quick and easy beverages perfect for using the jug. This would enhance the content's value and encourage user engagement for the future post in reels. Additionally, I participated in regular team meetings, where I shared updates on my progress and offered insights on upcoming projects, demonstrating my understanding of the marketing which I gained during my classes. To gain more perspective beyond marketing, I used to report directly to Ms. Rupam Jalan, the Marketing Department Head. We used to discuss project progress and received insights on how I can face challenges and solve problems in the real work environment without panicking which allowed me to learn from an experienced professional and adapt my approach as needed. This collaborative environment fostered my professional development. Furthermore, I increased my network by interacting with colleagues from other departments, such as sales and customer service department. This cross-departmental collaboration allowed me to gain new insights and perspectives beyond marketing. I attended departmental meetings, which provided a holistic view of the company's goals and objectives. By sharing my relevant research findings and insights with these departments, I actively contributed to the overall growth and success of the company. This experience not only honed my collaborative skills but also increased my understanding of how different departments work together to achieve the organizational goals.

4. Job process Diagram

My supervisor and other team members assigned me a lot of work during my internship, including content development and research assignments. I used to be able to understand the project's goals, target audience, and due dates really well back then. Afterwards, obtaining relevant information and insights from a variety of sources (such as internet resources, internal reports, trade journals, etc.) in order to perform research on allocated products, market trends, or competitor analysis. Lastly, creating a plan for the implementation of a study project or content creation. By giving my supervisor and the team feedback on content drafts and research reports, responding to their comments and recommendations, and editing the content as necessary. I used to write reports that summarize the main conclusions and content ideas from market research which can be posted in their social media. Highlighting areas in need of development and making recommendations for changes to upcoming content plans.

5. Contribution as a co-op student in the company

At Wega Industries, I leveraged my academic background and understanding of current trends to provide valuable new insights beyond simply completing assigned tasks. I actively participated in brainstorming sessions, contributing fresh ideas and collaborating on content creation. My research skills proved instrumental in data-driven decision making. I analyzed market trends and competitor offerings to identify growth opportunities and recommend strategic marketing ideas like posting video content and boosting them to gain more engagement. Additionally, I collaborated with colleagues across departments, including Production, Accounting, and Operations, to ensure alignment with company goals and seamless functioning. This co-op experience provided invaluable hands-on exposure. It allowed me to translate theoretical knowledge into practical marketing skills while gaining a deeper understanding of market dynamics and development trends.

Chapter 3: Learning Process

1. Problems and its solutions

My internship on Wega Industries has been a phenomenal experience. During my 16 weeks of internship experience, my involvement in the company was diversified in many departments but the main focus was on marketing research. Some problem that, I faced during the period are given below:

Problem	Solution
1.1. Feeling Overwhelmed in the New Environment	
At first, I felt a little overwhelmed at Wega Industries. Everything was new: the ways of working, the tools they use, and even the fast pace of the office. I was struggling while adapting to getting to know my colleagues and figuring out who to ask questions of.	After few days, I started asking question to my colleague and learned how to use those tools, which made it easier for me to work in the new environment.
1.2. Age Difference	
As a young intern, I initially encountered challenge due to age difference between myself and the colleague i.e our communication style and work experience were different.	To over come this problem, I took the initiative to learn from my colleagues' experience and adapt my communication style accordingly. I actively participated in meetings, took detailed notes, and clarified any uncertainties. This experience taught me the importance of flexibility and understanding generational differences in the workplace.
1.3. Limited Recognition and Appreciation	

I felt that, there was very limited recognition and appreciation to individual for the work they do in the company. This lack of recognition could affect teamwork, as individuals might prioritize their own tasks over collaborative efforts if they don't feel their contributions are valued.	To overcome this problem, I started acknowledging the contributions of my colleagues during meetings or through normal praise in the workplace while talking to each other. In result, they also started doing in return which made motivated me to work hard.

2. What I have learned during this Co-op studies

The entire 16 weeks of my Co-op studies was the learning process however, few things that, I learned during this Co-op Studies are:

2.1. Content Creation: For the first 2 months, I improved my content creation skills by developing engaging social media posts for various platforms like Facebook, Instagram, and LinkedIn which involved understanding different content formats (text, images, videos) and aligning them with brand messaging and target audience preferences.

2.2. Market Research: During my internship, I gained a lot of practical experience in conducting market research through surveys, competitor analysis, and trend identification which included analyzing data, preparing reports, and presenting findings, contributing valuable insights.

2.3. Team Work: While working in the company, they were lots of age difference between me and my colleague due to which it was hard for me to work on team but later on slowly, I learned working on a team who were not my school mates or college mates. This experience helped me learn to work in any kind of group effectively by stepping out of my comfort zone, interacting and collaborating with different teams and departments.

2.4. Benefit of feedback: Feedback is very important for improving performance and become better at what you do. During my internship period, I learned how to take constructive criticism and feedback from my supervisor and colleague and use it to improve my work so that it gets more effective.

3. Recommendation to the company

During my internship period at Wega Industries, an outsourcing company, I gained a well-rounded skill set that is essential in today's time. However, here are some recommendations to the company that can be improvising in upcoming future for more effective work:

3.1. Focus on digital campaigns and modern marketing strategies: It is very important for companies to invest in modern marketing strategies. Wega should also focus on creating engaging social media campaigns by building a strong online presence, and exploring new marketing techniques to attract and retain customers.

3.2. Leveraging the Power of Instagram Video "Reels": In today's digital landscape, a strong online presence is crucial for brand success. I recommend Wega to prioritize enhancing its Instagram presence by strategically creating engaging video content. Why Video? Because Video content consistently out performs static content in terms of engagement. Short-form videos like Reels can capture attention, boost brand awareness, and drive user interaction.

3.3. Amplifying Reach with Paid Promotion: In the digital age, brand visibility on social media platforms is really necessary like Instagram depends on reaching a wider audience. To maximize the impact of their engaging video content and normal post, I recommend Wega strategically leverage Instagram post boosting**.**

3.4. Give more Appreciation and Recognition to the employees: Wega should show more appreciation for their hard work to the employees as this will make them want to work even harder and do a great job. They can let coworkers give each other shout-outs, and offer rewards besides just money. By doing this, they will have happy hardworking employees who will work hard for the company to grow more and more in this competitive world.

3.5. Customer Feedback: Wega has a very good service giving policy i.e. 1 year Warranty for almost every product they sell but they should frequently ask their customers feedback or their opinions, through surveys or even quick polls on social media which will help them understand more about what customers really want and need from their products.

4. How I applied the knowledge from coursework to the real working situation

During my 16 weeks of internship, I was really dedicated to work and give my 100 % contribution to the company by applying the knowledge and skills which was gained during my coursework to the real-life working situation effectively. One of the most important coursework that helped me work in the real work situation was “Principal of Marketing” (Kotler, et al., 2019). The knowledge, about the marketing mix “4’s P” consisting of Product, Price, Promotion and Place helped me know more about Wega Industries Product and their product line which helped me creating different content related to different product. My coursework in marketing research also proved to be a valuable asset during my internship. I was able to utilize various research methods, such as conducting surveys, analyzing market trends, and performing competitor analysis, to gain valuable insights. For instance, by analyzing survey data, I was able to identify specific customer needs and preferences for Wega's products. This information was then used to inform the development of content strategies and even suggest potential product improvements based on customer feedback. I also applied my knowledge on analyzing the SWOT of the company because they didn’t have the exact figures. Since the company didn't have access to detailed market research data, I used my course knowledge about the competitor analysis, I focused on analyzing their competitor’s marketing strategies and public information. By examining their websites, social media presence, and other online information’s, I was able to gain insights into the competitors target audience, messaging, and product offerings. This competitor analysis helped me identify potential gaps in the market that Wega could exploit. For instance, I discovered that a key competitor was focusing heavily on price promotions, which presented an opportunity for Wega to emphasize on their superior quality and durability of their products which is also their tagline “Quality speaks itself”. Additionally, the analysis revealed that some competitors lacked a strong presence in a specific online channel, which opened up a potential avenue for Wega to expand their digital marketing efforts.

5. Special skills and knowledge learnt from the Co-op studies

During my Co-op studies, I have acquired special skills and knowledge that are valuable assets in the real work. While applying theoretical knowledge in the real work field, I learned many new skills; some of them are listed below:

5.1. Technical Skills: During my internship, I learned to develop engaging social media posts for various platforms (Facebook, Instagram, and LinkedIn) considering different content formats (text, images, videos) with the help of Canvas and Cap cut. I also gained experience in conducting market research through surveys, competitor analysis, and trend identification; which helped me increase my technical skills

5.2. Networking Skills: I was able to enhance my networking skills by interacting with colleagues from various departments, helping them out with their work. I, frequently collaborated with the Sales team by providing them insights from my customer surveys. Which helped them tailor their sales pitches to better address specific customer needs?

5.3. Interpersonal skills: By overcoming the challenge of an age difference with colleagues by adapting their communication style and actively participating in meetings, I was able to increase my interpersonal skills.

5.4. Teamwork and Collaboration: I was able to enhance my teamwork skills by actively participating in brainstorming sessions for social media content, contributing ideas and providing feedback and by sharing research findings and insights with other departments. I also actively listened and built upon suggestions from colleagues, creating a collaborative environment where everyone felt comfortable sharing their thoughts.

5.5. Critical Thinking and Problem-Solving: I was able to enhance my critical thinking and problem-solving skill by identifying the challenge of feeling overwhelmed in a new environment and developed solutions to adapt different way of communication.

Chapter 4: Conclusion

1. Summary of my Co-op Studies in this company

During the 16-weeks my co-op studies at Wega Industries, I had the opportunity to develop and refine my several valuable skills and knowledge. I was able to increase my content creation skills for various social media platforms by learning to craft engaging posts that resonated with target audiences and aligned perfectly with Wega's brand messaging. Marketing research also helped me gained practical experience in conducting surveys, analyzing competitor strategies, and identifying market trends. This involved not only data analysis but also preparing reports and presenting my findings, which contributed valuable insights to the company's marketing efforts. The teamwork aspect from the internship was a valuable learning experience for me. I successfully adapted to working within a team environment, collaborating effectively with colleagues from different backgrounds and age groups. This experience helped me develop strong interpersonal skills and the ability to interact with various teams and departments across the organization.

One of the most significant takeaways from this co-op experience was the opportunity to apply classroom knowledge in a real-world setting. I was able to put my marketing knowledge to the test by working on real marketing projects and tasks, giving me a much deeper understanding of the practical application of marketing principles.

2. My Evaluation of the Work experience

My experience at Wega Industries was very rewarding and fulfilling one which provided me a strong foundation for my marketing career. Throughout the 16-week period, I was in the learning process and gained a lot of insights for my future. Some of the key take away are:

a. **Skill Development:**While working on the company, the internship offered a very valuable platform to develop and enhance my marketing and research skills. I gained hands-on experience in various marketing functions while learning with experienced professionals.

b. **Teamwork and Communication:** Teamwork and communication is key to success and this was one of the most valuable assets that, I gained while working effectively within a diverse team and work environment.

c. **Networking:** While working in the company, I was able to network with lots of new people within my team and other department. It was one of the best experiences of support I built during those 16 weeks. My coworkers and supervisor's encouragement, support and guidance were crucial in my development. Their knowledge and insights inspired me a lot to reach new heights and fulfill my potential.

d. **Professional Growth:** The 16 week of internship experience felt like a training session. I learned to work responsibly, time management, and prioritizing tasks. The opportunity to take on various responsibilities while working helped me grow not just professionally, but also as an individual for the future.

Overall, after this experience I feel that; I am now more capable and ready to take on new challenges in my upcoming future.

3. Limitations of my co-op studies

While my Co-op experience at Wega Industries was incredibly valuable and knowledgeable, some limitations were:

- **Very Limited Scope:** According to the task provided by the supervisor, my focus was primarily on content creation, drafting report and market research due to which I was not able to explore to other areas of marketing, such as campaign development, budgeting, or marketing analytics. I gained valuable skills in specific areas like content creation but, a broader internship experience could have provided me an all-rounded understanding of the other marketing aspects as well.
- **Task-Based Focus:** The internship revolved around specific task that was assigned to me. While this allowed me to develop deep into those tasks, it potentially limited my ability to gain more knowledge about Wega's overall marketing strategy and how different marketing functions work together to grow in this competitive world. If, I got the chance to focus on other things, I would have had the opportunity to shadow

different marketing team members and participate in cross-functional projects for a broader perspective which could lead to more skill enhancement.

- **Time Constraints:** The 16-week timeframe of the internship period was limited the depth of my involvement in complex task or strategic decision-making processes and in this short period of time, it was not possible to gain the complete understanding of the organization and its operations.

These limitations are important to consider in the upcoming future, but they don't decrease the value and knowledge that was gained during my co-op experience. Despite the limitations, I was still able to develop valuable skills and gain practical marketing knowledge.

4. Recommendation for the company

During my internship at Wega Industries, a leading company, I gained a well-rounded skill set that is very invaluable aspects in today's dynamic work environment. However, I also identified some areas where Wega could further improve their approach for even greater success in upcoming future.

Firstly, it is very important for companies to invest in modern marketing strategies. Wega should focus on creating engaging social media campaigns by building a strong online presence and exploring new marketing techniques to attract and retain customers as they just ask the team to make the post, make the report and after approving the report, finally posting the content, in today's digital landscape, a strong online presence is crucial for brand success. I also recommend Wega to prioritize enhancing its Instagram presence by strategically creating engaging video content. Why Video content? Because Video content consistently out performs static content in terms of engagement. Short-form videos like Reels can capture attention, boost brand awareness, and drive user interaction; it would be highly beneficial for Wega by fully realizing the potential of digital marketing. In particular, developing outstanding social media campaigns and experimenting with fresh online customer acquisition approaches could boost Wega’s brand’s popularity and increase its target audience.

Secondly, I believe that implementing a culture of appreciation through an employee recognition program is essential. This may involve implementing a peer shout-out system for

acknowledgment and reinforcement of positive attitude and team-building and or non-monetary rewards in addition to salaries. Lastly, Wega has a strong customer service policy with its one-year warranty; it is crucial to implement regular customer feedback. This can be as easy as a short survey or a brief social media poll; it would generate beneficial customer data needed to adapt to the changing market conditions. Moreover, identifying what truly matters for their customers enables Wega to enhance their products and services throughout their journey.

Bibliography

Kaur, R. et al., (2022). Marketing Strategies 4.0: Recent Trends and Technologies in Marketing. *MDPI*, 7, 17.

Kotler, P., Armstrong, G., Harris, C. L. & He, H., (2019). *Principles of Marketing* (8th ed.). Pearson UK.

WEGA. (2012). *WEGA TV*. https://wegadigital.com/

Annex

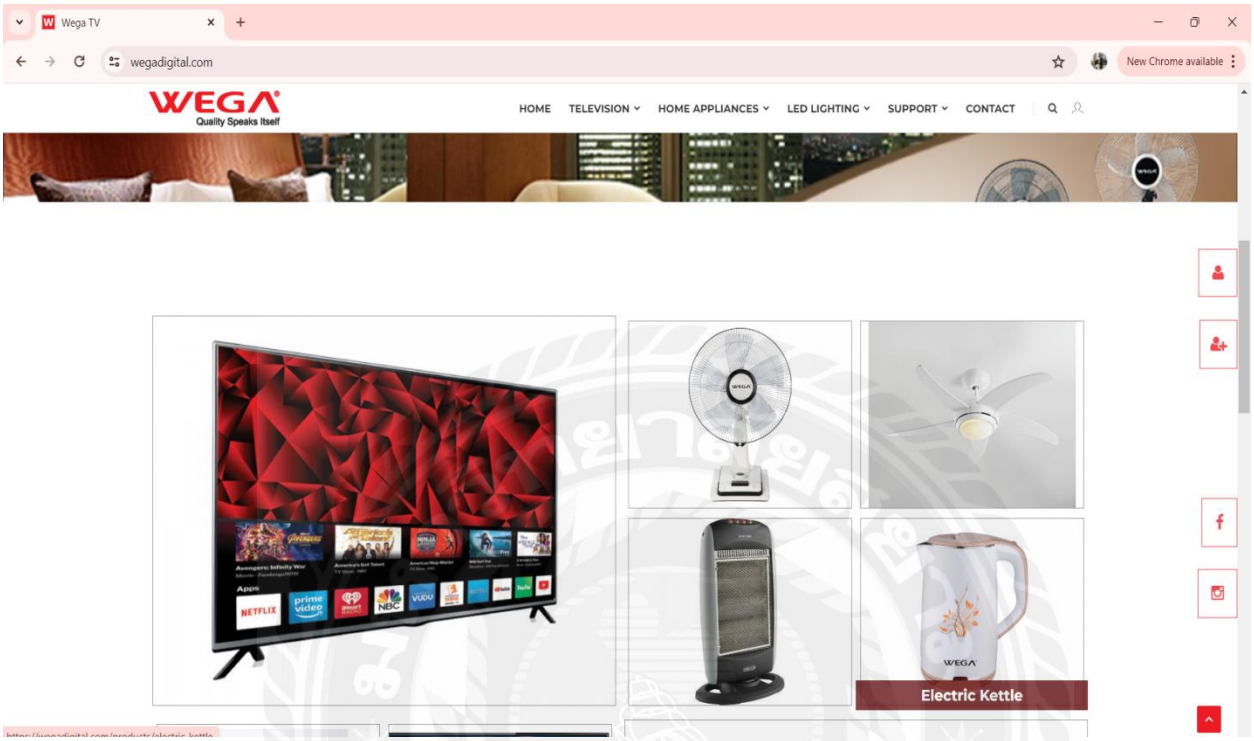


Figure 1: Website of the Company

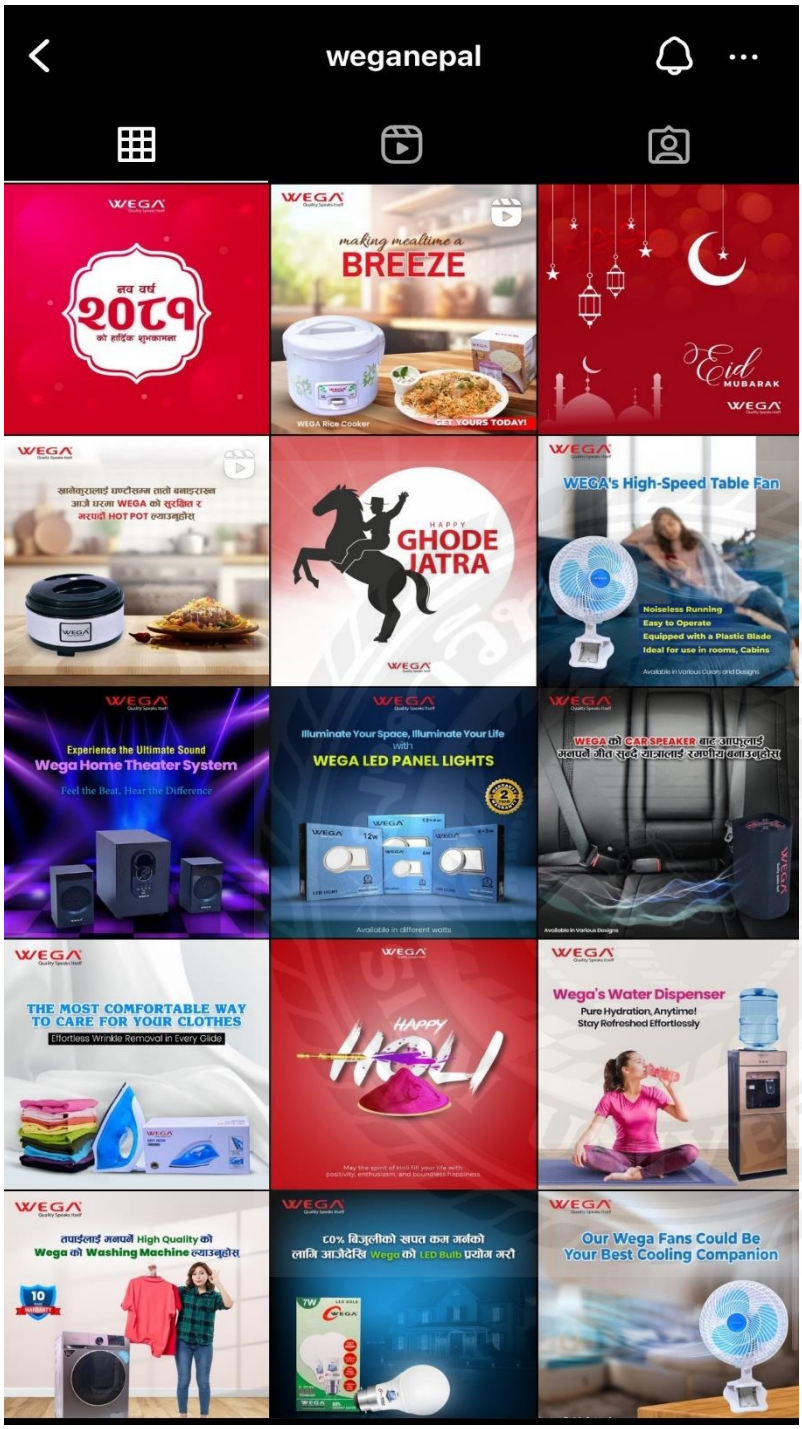


Figure 2: Instagram of the company

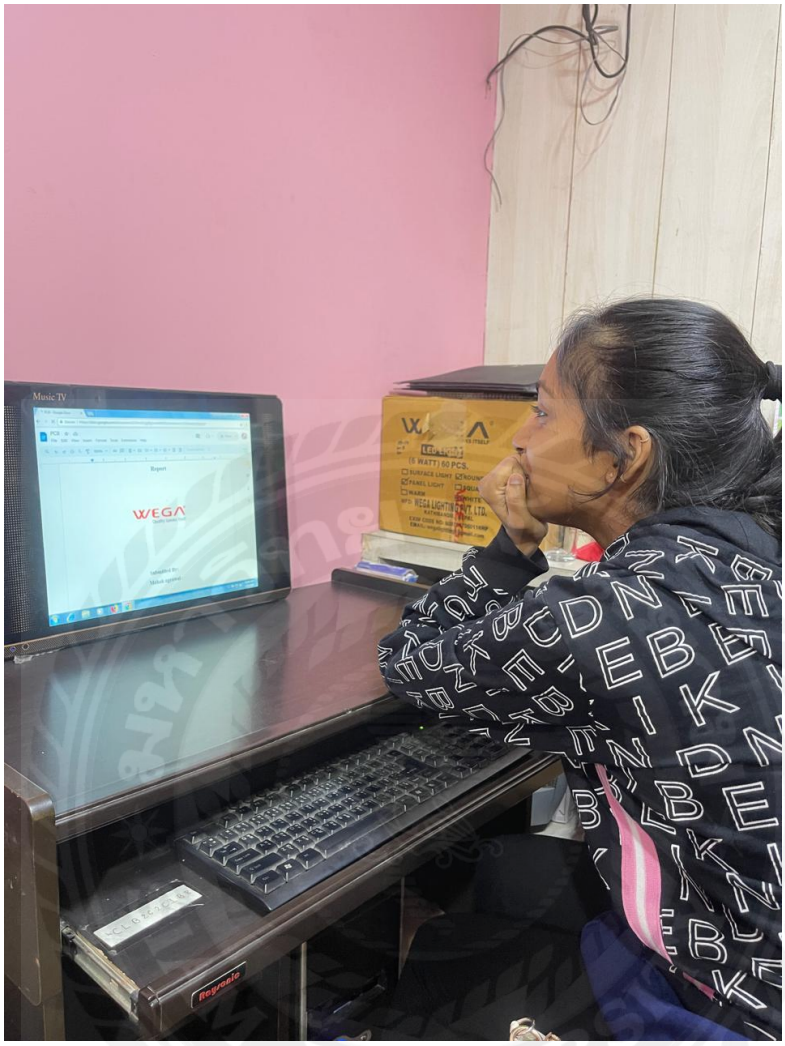


Figure 3: My Working Space

Figure 4: Photo with my colleagues

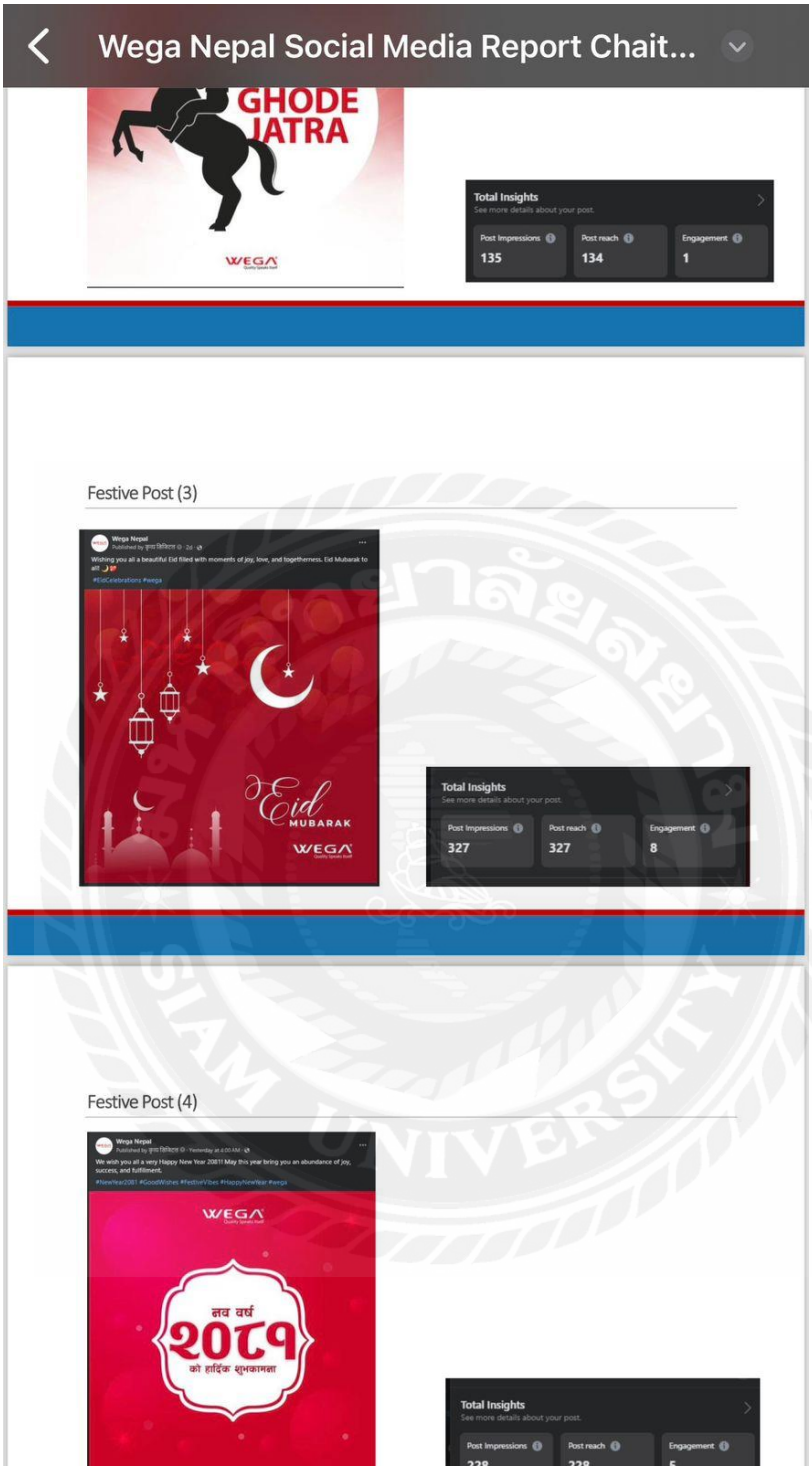


Figure 5: Social Media Report of March- April (Chaitra)

Wega - poush.docx

Sip in style, seal in heat. Wega's VACUUM Flask: where elegance meets enduring warmth. Choose your color, elevate your experience.

In PIC:

VACCUM flask.:
keeps your water hot for long time
Available in different colours
Get now from wega

2) **CAPTION:**
Quench your thirst in style with our elegant golden water dispenser – where hydration meets luxury

IN PIC:

Luxurious feeling in every drop.
Stay hydrated with Wega's water dispenser

3)

caption:

Simplify boiling, amplify convenience. Wega's Electric Thermos: where one click transforms water boiling into a breeze. Effortless efficiency at your fingertips.

In pic:

Simplify boiling, amplify convenience.
Wega's Electric Thermos

Figure 6: The Report of product and their caption for the month January (Poush)