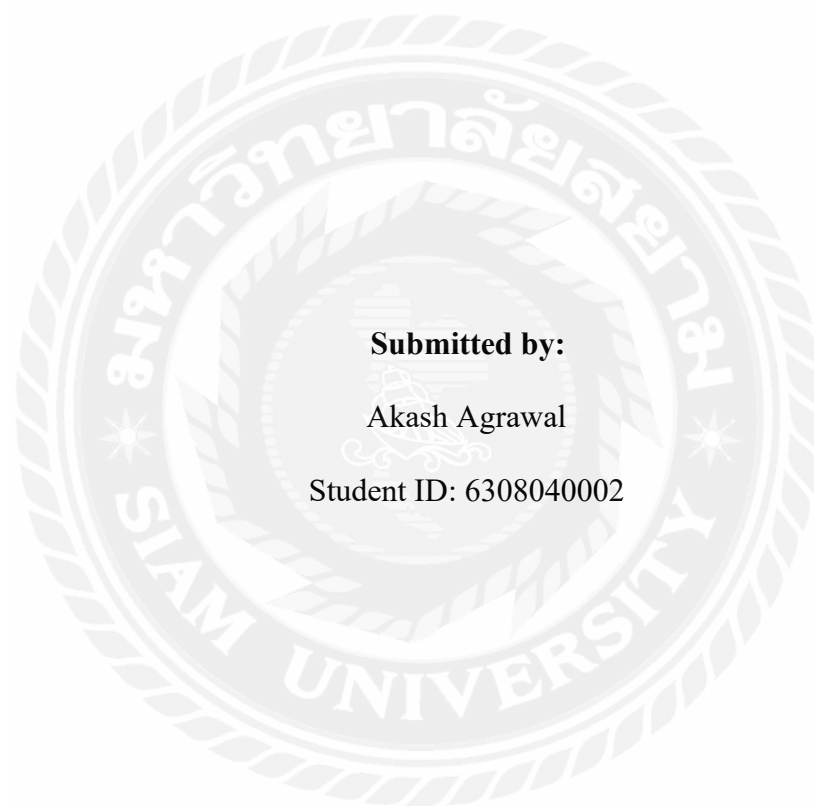




Co – operative Education report

**E-commerce and Financial Strategies in Real World Scenario – Case Study of
Glam & Glow Cosmetics Nepal**



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**This report is submitted in partial fulfilment of the requirements for Cooperative
Education, Faculty of Business Administration, and Academic Semester 2/2023**

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Abstract

This report encapsulates my 4-month internship experience at Glam and Glow Cosmetics Nepal, a distributor poised to make its mark in the Nepali cosmetics market. My primary objectives during this internship were:

Unraveling Multinational Operations: Gain insights into the intricacies of a company operating within the dynamic beauty industry.

Distribution Network Dynamics: Understand the processes and challenges associated with establishing a robust distribution network in Nepal.

Marketing Strategies for the Beauty Niche: Explore and apply marketing strategies specifically tailored to the Nepali cosmetics market.

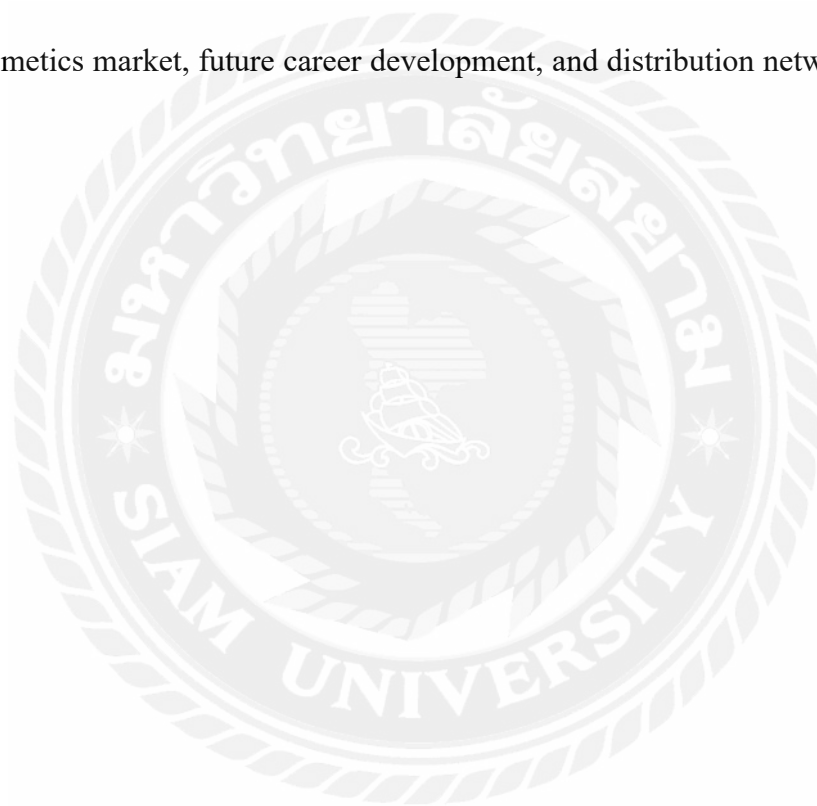
Theory to Action: Bridge the gap between theoretical knowledge acquired in my studies and practical application within the cosmetics industry.

Building Professional Connections: Network with industry professionals within Glam and Glow Cosmetics Nepal, fostering potential mentorships for future career development.

This report delves into the specific tasks I undertook during my internship, outlining the challenges I faced and the solutions I implemented to navigate them successfully. It highlights the invaluable knowledge and skillsets I acquired, which will prove instrumental in my future career development.

Furthermore, this report offers a unique perspective - that of an intern exploring the beauty industry within the specific context of the Nepali market. It sheds light on the intricacies of distribution network development and marketing strategies within this niche.

Keywords: Cosmetics market, future career development, and distribution network.



Acknowledgement

I would like to express my sincere gratitude to Glam and Glow Cosmetics Nepal for providing me with the opportunity to work with them as a digital marketing and finance intern. I will always be thankful and grateful for their support and guidance throughout my tenure. It was a great learning experience with an excellent holistic approach to the real life research project.

I'd like to express my heartfelt gratitude and appreciation to Mrs. Sonia Yhing, my academic advisor, for her constant support and guidance throughout the tenure of my internship. My immense gratitude towards Mrs. Sushila Agrawal, the CEO of Glam and Glow Cosmetics Nepal and my supervisor Ms. Jayshree Agrawal, CFO & Marketing Director; for constant guidance and always motivating me to do my best. A special thanks to Siam University, Thailand and Kathmandu College of Management, Nepal; for providing me with the opportunity of cooperative study which has provided me unforgettable experiences which will always stay with me.

Lastly, extending my thanks to everyone who has contributed to the report directly or indirectly.

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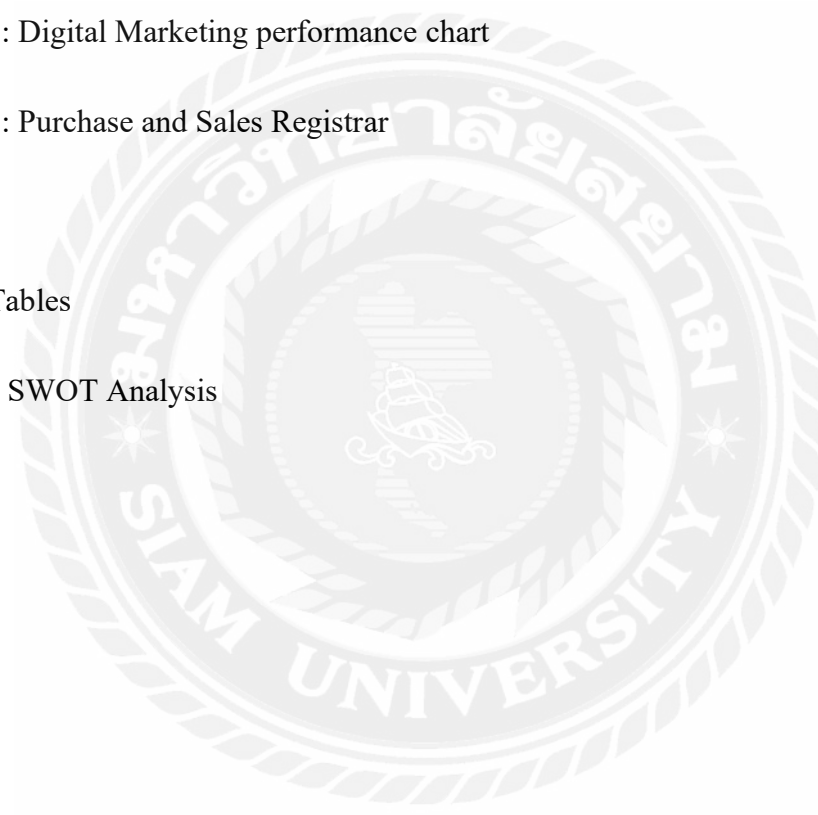
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Chapter 1: Introduction

1.1 Company Profile

Established in 2021, Glam and Glow Cosmetics is a leading cosmetics trading firm situated in Kathmandu, Nepal. With a fusion of tradition and modernity, it offers a diverse array of beauty products tailored to meet the varied preferences of its clientele. Renowned for its commitment to exemplary customer service, the firm is reshaping beauty standards in the vibrant city. Glam and Glow Cosmetics invites individuals to embrace their uniqueness and confidence through its exquisite range of products.



Figure 1: Company logo



Figure 2: Picture of the workplace

1.1.1 Mission:

To become Nepal's premier distributor of innovative, top-tier cosmetics, empowering our clients to express their unique beauty with confidence.

1.1.2 Vision Statement

To redefine beauty standards in Nepal by creating a thriving ecosystem where every individual can confidently embrace their unique allure through our curated selection of world-class cosmetics.

1.1.3. Strategies:

Following are the few strategies Glam and Glow follows to ensure the growth and to build connection with the customers:

- **Quality Uncompromising:** Glam and Glow source and deliver cosmetic products of exceptional quality, ensuring their clients receive the best experience.
- **Trendsetters at Heart:** We stay at the forefront of the cosmetic industry, offering the latest trends and advancements to keep their clients looking their absolute best.
- **Customer Centricity:** Exceeding customer expectations is their priority. They provide exceptional service and support, ensuring a smooth and satisfying experience.
- **Collaborative Spirit:** They believe in fostering strong partnerships with suppliers and retailers, building a network for mutual success.
- **Product Portfolio Expansion:** They aim to continuously broaden Their product range, incorporating a diverse selection of high-demand cosmetic brands.
- **Network Reinforcement:** They plan to strengthen their distribution network, ensuring wider accessibility of their products across Nepal.
- **Digital Frontrunner:** They have established a robust online presence in Daraz app for more than 2 year now with 97.14% chat response rate to enhance brand awareness and drive sales through user-friendly platforms. (Group, 2012)
- **Target Audience:** They cater to professionals seeking high-quality makeup solutions for everyday wear, enhancing their confidence in the workplace. They understand the passion for makeup artistry of all the beauty enthusiasts catering in the

best way for all special occasions. They also partner up with salons and spas, providing them with a diverse range of cosmetics to elevate their client offering

1.2. Organizational structure

Glam and Glow Cosmetics have such organizational structure which allows the company to have utmost flexibility and smooth flow of communication and command.

1.2.1 Glam and Glow's organizational structure

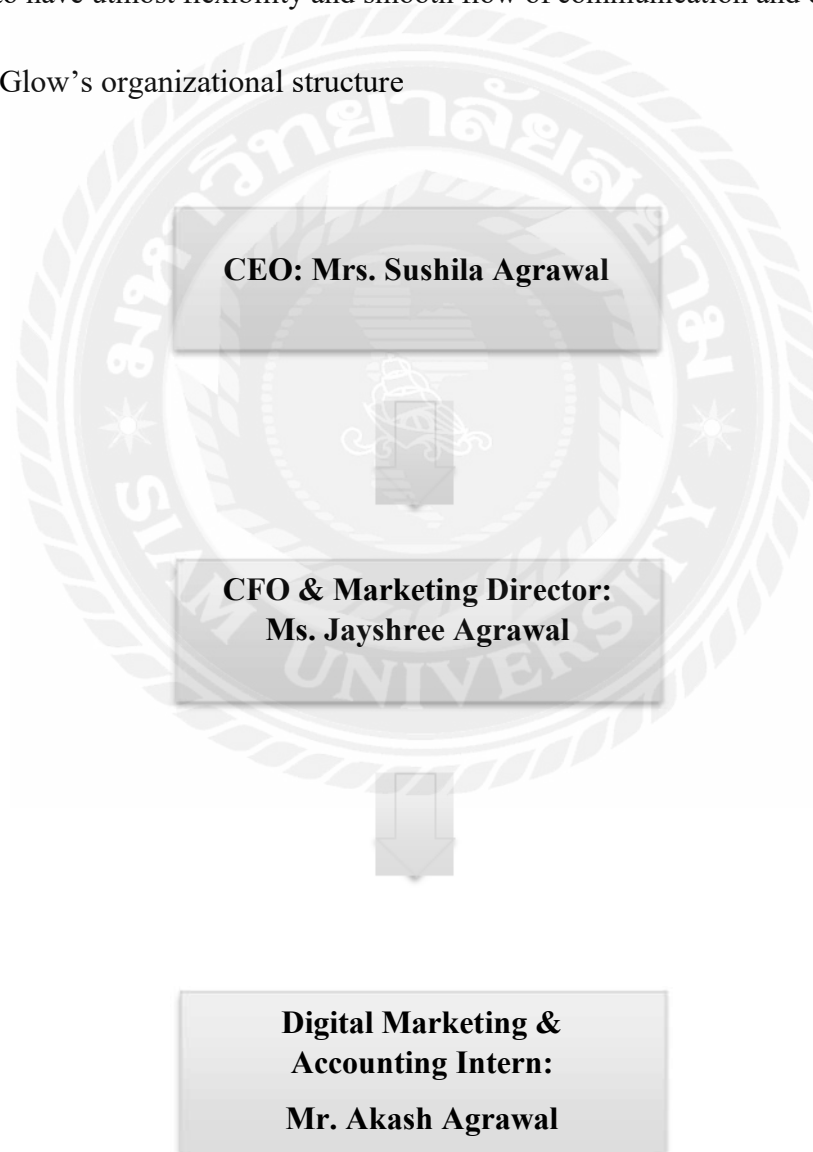


Figure: 3: Organizational Structure

According to the figure 3, CEO of the company, Mrs. Sushila Agrawal oversees all company operations, CFO & Marketing Director and my supervisor, Miss. Jayshree Agrawal who reports directly to the CEO manages the company's finances and marketing activities and I was responsible in assisting with Digital marketing tasks and accounting work.

1.2.2. My position:

I got the chance to work as a digital marketing and accounting intern. I reported to the CFO/Marketing Director and my supervisor, Miss. Jayshree Agrawal who reports directly to the CEO Mrs. Sushila Agrawal. Ms. Jayshree manages the company's finances and marketing activities and I was responsible in assisting with Digital marketing tasks and accounting work.

My hours of employment were 10 a.m. to 7 p.m., Sunday through Friday.

As a Digital Marketing & Accounting intern, I had the chance to gain insight into the media and outcomes of the comprehensive digital marketing efforts, which required months of intense work from all of the professionals involved. Months of deriving data and conclusions from the findings have greatly expanded my accounting knowledge and improved my abilities.

I also occasionally got the chance to attend internal meetings and the marketplace around the area, which gave me further insight into accounting and digital platform.

1.3. Intention and Motivation to choose Glam and Glow Cosmetics Nepal

I am highly motivated to pursue my co-op studies at Glam and Glow Cosmetics Nepal for several reasons that align perfectly with my academic goals and career aspirations. Here's a breakdown of my key interests:

- **Industry Alignment:** The beauty industry is a dynamic and fast-paced sector that thrives on innovation. Working at Glam and Glow Cosmetics Nepal has provided me with invaluable exposure to the latest trends, marketing strategies, and distribution channels within this exciting market.
- **Value Proposition:** Glam and Glow Cosmetics Nepal's commitment to providing high-quality cosmetics while fostering a sustainable and socially responsible approach deeply resonates with my values. I was eager to contribute to a company that prioritizes both excellence and ethical practices.
- **Skill Development:** The co-op program presented a fantastic opportunity to gain practical experience in areas directly related to my field of study. I am particularly interested in learning from experienced professionals. This hands-on experience has not only solidify my academic knowledge but also equipped me with valuable industry-specific skills.
- **Growth Potential:** The chance to be part of a growing company like Glam and Glow Cosmetics Nepal is incredibly exciting. The co-op program has allowed me to contribute to the company's mission while gaining valuable insights into the challenges and opportunities faced by a mid-sized enterprise in Nepal's flourishing beauty market.

- **Contributing to Success:** I am confident that my skills and knowledge, coupled with my enthusiasm for the beauty industry, has allowed me to make a positive contribution to Glam and Glow Cosmetics Nepal's continued success. I am eager to learn from experienced professionals and have contribute fresh perspectives to the team.

1.4. Glam and Glow Cosmetics Nepal: Strategic Analysis using SWOT

<u>SO (Strenghts-Opportunities)</u>	<u>WO (Weakness-Opportunities)</u>
<p><u>Strategies:</u></p> <ul style="list-style-type: none"> ● Leveraging Quality for Online Expansion: The commitment to high-quality products can be a key differentiator when establishing a strong online presence. Now the consumer buying behavior is being greatly influenced by the interaction of consumers with digital marketing and social media. Digital marketing strategies efforts are more likely to reach customers and will, in turn, lead to significant commercial benefits. (RISTESKA, 2023) 	<p><u>Strategies:</u></p> <ul style="list-style-type: none"> ● Building Brand Awareness through Collaborations: Partnering with established beauty salons and spas can address brand awareness limitations. Offering exclusive product lines or hosting workshops with stylists can leverage the opportunity of increased brand exposure through trusted channels. ● Limited Distribution Network - Technological Solutions: While the distribution network might be limited initially, embracing technological advancements like e-

<ul style="list-style-type: none"> ● Strategic Partnerships for Niche Markets: Collaboration with established suppliers can open doors to niche cosmetic brands that cater to specific customer segments with growing demands (e.g., organic cosmetics, vegan makeup). This caters to the opportunity of attracting environmentally and ethically conscious consumers while playing to the strength of strategic partnerships. ● Sustainable Practices for Customer Loyalty: The focus on sustainability can be woven into marketing campaigns to attract a wider audience. Partnering with eco-conscious beauty bloggers and emphasizing eco-friendly packaging can leverage the strength of sustainability as an opportunity to build customer loyalty. 	<p>commerce platforms and mobile applications can address this weakness. This creates the opportunity to reach a wider customer base across Nepal and potentially beyond.</p> <ul style="list-style-type: none"> ● Developing Expertise through Training Programs: To address the potential weakness of limited internal expertise, the company can invest in training programs for its employees. Partnering with industry experts or educational institutions for workshops and seminars can help bridge the knowledge gap and create a more skilled workforce.
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<p><u>ST (Strength – Threat):</u></p> <ul style="list-style-type: none"> ● High-Quality Products to Counter Competition: The focus on high-quality products can be a significant weapon against established competitors. Offering unique product lines or superior customer service can create a competitive advantage. ● Customer Centricity to Mitigate Economic Fluctuations: By prioritizing exceptional customer service and building strong customer relationships, Glam and Glow Cosmetics Nepal can encourage brand loyalty. This can help mitigate the threat of reduced consumer spending during economic downturns. ● Combating Counterfeits through Brand Advocacy: Building a strong brand identity and fostering a loyal customer base can help combat the threat of 	<p><u>WT (Weakness- Threat):</u></p> <ul style="list-style-type: none"> ● Limited Product Portfolio - Adapting to Trends: To counter the threat of shifting consumer preferences, staying informed about emerging beauty trends is crucial. The company can leverage its existing supplier relationships or explore new partnerships to quickly add on-trend cosmetic brands to its portfolio. ● Building Brand Reputation to Address Counterfeits: A strong brand reputation can help mitigate the threat of counterfeit products damaging customer trust. Investing in brand storytelling and highlighting the company's values (e.g., quality, sustainability) can create a differentiated brand image.
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<p>counterfeit products. Encouraging customer reviews and testimonials can highlight the authenticity and benefits of genuine Glam and Glow Cosmetics Nepal products.</p>	
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Table 1: SWOT Analysis

1.5 Objectives of this Co-operative Studies

This report serves several important purposes:

- **Demonstrates Initiative:** By taking the initiative to research and write this report, I showcase my interest in Glam and Glow Cosmetics Nepal and my proactive approach to learning.
- **Provides Valuable Insights:** The SWOT analysis and strategic recommendations within my report can offer valuable insights to the company, potentially highlighting areas for improvement or untapped opportunities.

Aligns with Co-op Goals: This report demonstrates that my co-op objectives align with the company's needs and growth strategies, strengthening my candidacy for a placement

Chapter 2 CO-OP Study Activities

2.1 Work Description

1. **Digital marketing:**

- Manage social media accounts (Facebook, Instagram, etc.)
- Create engaging content (posts, stories, etc.) to promote Glam and

Glow products

- Run targeted social media ads to reach a wider audience
- Monitor online brand mentions and respond to customer inquiries
- Track and analyze Digital marketing performance

2. **Accounting (Assisting Miss. Jayshree Agrawal):**

- Data entry of sales and purchase transactions
- Reconcile bank statements
- Prepare reports such as daily sales reports and expense reports

2.2 Work Details

- Digital marketing:

- **Content Creation:** Gather information about new products, promotions, and company updates. Use design tools or collaborate with a graphic designer (if available) to create visually appealing content.

- **Social Media Management:** Schedule posts using a social media management tool or directly on each platform. Monitor comments and messages for engagement and address any customer concerns promptly.

- **Advertising:** Research target audience demographics and interests. Develop targeted ads based on this research and set a budget. Monitor ad performance and adjust strategies as needed.

- **Accounting:**

- **Data Entry:** Double-check all data for accuracy before entering it into the accounting software.

- **Bank Reconciliation:** Review bank statements and company records to identify any discrepancies. Report any discrepancies to Miss. Jayshree Agrawal for further investigation.

- **Reporting:** Assist with preparing reports by gathering necessary data and formatting reports according to Miss. Jayshree Agrawal's instructions.

2.3 Activities in Co-ordinating with co-workers

- **Digital marketing:**

- **Morning:**

- Check social media analytics to understand engagement and audience reach.

- Brainstorm content ideas based on current trends and upcoming promotions.

- **Afternoon:**

- Create social media posts (text, images, and/or videos) promoting Glam and Glow products.

- Schedule social media posts for optimal engagement and mail it to Ms. J.

- Monitor social media channels for comments and messages, and respond promptly to customer inquiries.

- **Evening:**

- Research and identify target audience demographics for online advertising campaigns.

- Develop and manage targeted social media ads to reach potential customers.

- **Accounting:**

- **Throughout the Day:**

- Assist Miss. Jayshree Agrawal with data entry of sales and purchase transactions into the accounting software.

- Help with bank statement reconciliation by comparing bank records with company records.

- Assist in preparing basic reports such as daily sales reports and expense reports under Miss. Jayshree Agrawal's guidance.

2.4. Contribution as a Co-Op student in the company:

Valuable Support in Digital marketing:

- **Enhanced Brand Awareness and Engagement:** My efforts in managing social media accounts have likely led to increased brand awareness for Glam and Glow.

By creating engaging content and interacting with followers, I have fostered a sense of community and customer loyalty.

- **Targeted Audience Reach:** My research and implementation of targeted social media ads have helped Glam and Glow reach potential customers who are more likely to be interested in their products. This can translate to a significant boost in sales and brand visibility.

- **Data-Driven Approach:** By tracking and analyzing Digital marketing performance, I can provide valuable insights to Miss. Jayshree Agrawal. This data can be used to refine future marketing campaigns and ensure they are effective in reaching the target audience.

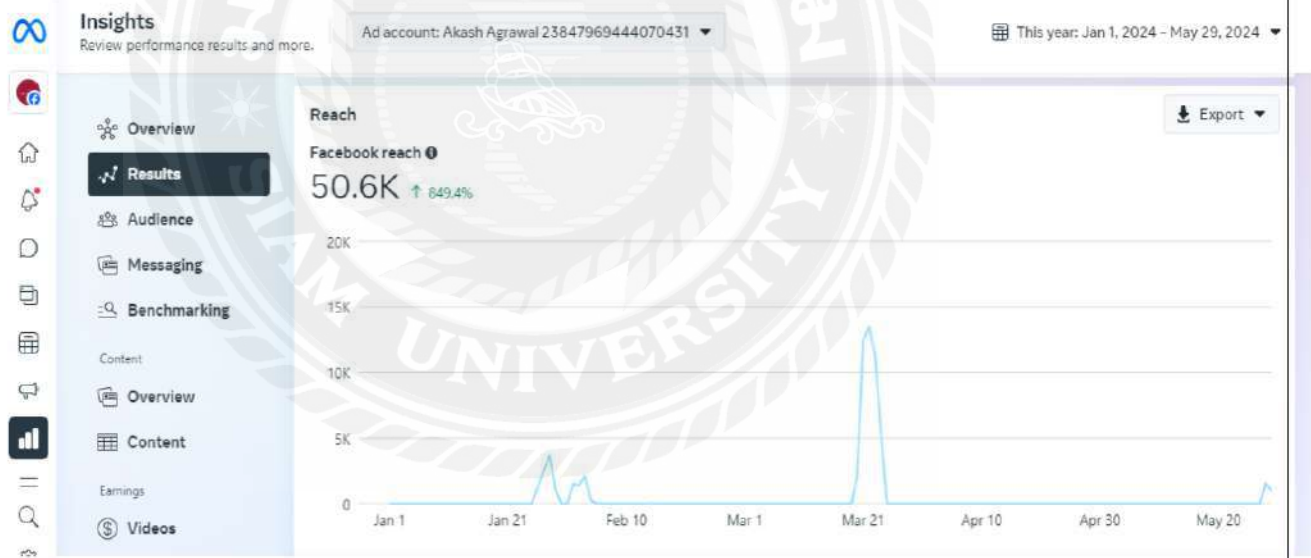


Figure 4: Digital Marketing performance chart

- **Data entry:** By entering the data in Purchase and sales registrar I helped Miss Jayshree to furthermore use these data to take out valuable insights for the

company. It also helped Miss Jayshree to mainly focus on the core business works and refined decision making process.



Figure 5: Purchase and Sales Registrar

- **Improved Efficiency:** My assistance with data entry, bank statement reconciliation, and basic report preparation has likely freed up Miss. Jayshree's time to focus on more strategic financial tasks. This can lead to improved overall efficiency in the accounting department.
- **Accuracy and Attention to Detail:** My careful data entry and review of bank statements help to ensure the accuracy of Glam and Glow's financial records. This is essential for sound financial decision-making.

Learning and Growth Potential:

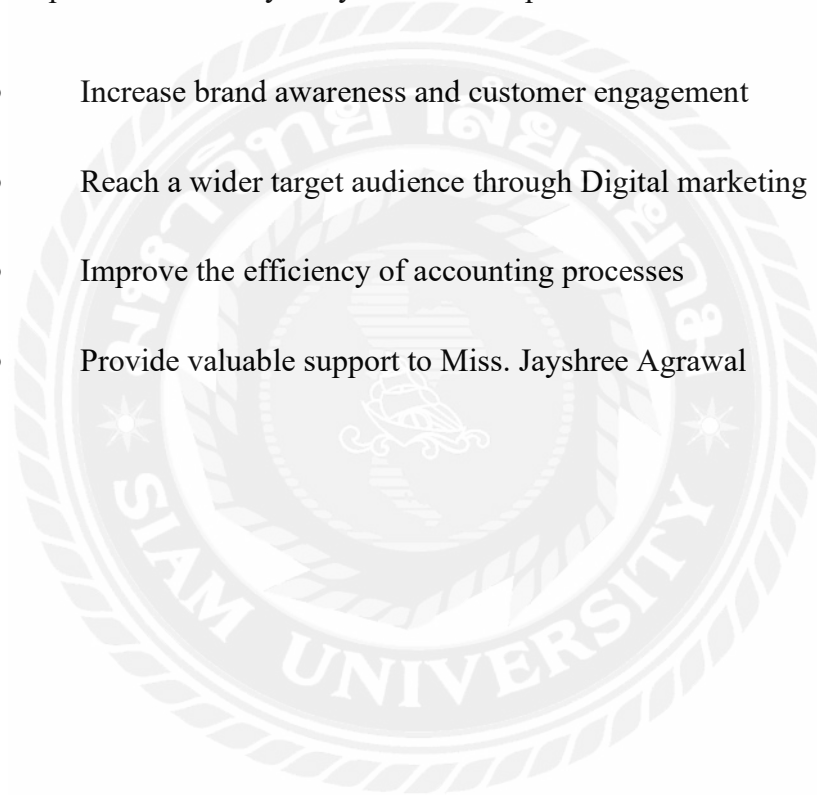
- **Gaining Practical Experience:** As a co-op student, I am gaining valuable real-world experience in Digital marketing and accounting. This experience will be highly beneficial for my future career endeavors.

- **Mentorship and Guidance:** Working under Miss. Jayshree Agrawal's guidance allows me to learn from a more experienced professional. This mentorship can help me develop my skills and knowledge further.

Overall Impact:

My contributions as a co-op student have likely had a positive impact on Glam and Glow Cosmetics Nepal in several ways. My work has helped to:

- Increase brand awareness and customer engagement
- Reach a wider target audience through Digital marketing
- Improve the efficiency of accounting processes
- Provide valuable support to Miss. Jayshree Agrawal



Chapter 3 Learning Process

3.1 Problems faced during the internship

- **Problem Statement:**

Glam and Glow Cosmetics Nepal, a growing cosmetics distributor, faces potential challenges in brand awareness, marketing effectiveness, limited distribution reach, inefficient sales processes, potential supply chain disruptions, quality control concerns, inconsistent customer service, and limited customer support channels. These issues can hinder customer acquisition, sales growth, brand reputation, and overall business success.

- **Significance of the Problems:**

These problems are significant because they can directly impact Glam and Glow Cosmetics Nepal's ability to achieve its strategic objectives.

- ❖ Limited brand awareness and ineffective marketing can hinder customer acquisition and sales growth.
- ❖ A restricted distribution network and inefficient sales processes can limit product availability and sales opportunities.
- ❖ Supply chain disruptions and quality control issues can damage brand reputation and customer trust.
- ❖ Inconsistent customer service and limited support channels can lead to customer dissatisfaction and churn.

3.2 Solutions for the problems:

- **Marketing:** Boost brand awareness through digital marketing, influencer partnerships, and events.
- **Sales & Distribution:** Expand reach through partnerships, e-commerce and drop shipping. Streamline processes with CRM and sales training.
- **Supply Chain & Manufacturing:** Mitigate risks with supplier diversification, inventory management, and strong relationships. Enhance quality control throughout the chain.
- **Customer Service:** Standardize service with procedures, training, and performance metrics. Increase channels with phone, email, live chat, and self-service options.

3.3 Recommendations

- **General Recommendations:** Invest in employee training, utilize technology, and embrace sustainability initiatives.
- **Technical Accounting Skills:** While I gained valuable exposure to accounting principles, this experience highlighted the need to further develop my technical accounting skills. Exploring accounting software and in-depth bookkeeping practices will be crucial for future career goals.
- **Communication with Stakeholders:** While I interacted with the Finance Director, collaborating with a wider range of stakeholders within the organization would have further enhanced my communication and interpersonal skills. This is an area I'm committed to developing through future opportunities.

3.4 What I learned during co-op studies:

- **Practical Experience:** This co-op provided me with invaluable hands-on experience in both e-commerce and accounting. It bridged the gap between theoretical knowledge from my studies and practical application in the beauty industry.
- **Industry Insights:** Working at Glam and Glow offered me a unique perspective on the cosmetics industry. I gained a deeper understanding of the market dynamics, customer preferences, and marketing strategies relevant to this sector.
- **Building a Portfolio:** Managing social media campaigns and contributing to the SWOT analysis allowed me to build a portfolio of real-world projects that showcase my skills and knowledge to potential employers.

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

As a finance major, I have leveraged my skills in financial analysis, cost-benefit analysis, and budgeting/forecasting to:

- Evaluate Glam and Glow's financial health and identify areas for optimization.
- Analyze potential investments and expansions to ensure maximum return.
- Create realistic budgets and forecasts to guide resource allocation and strategic planning.

By applying these skills, I have contributed well to Glam and Glow's financial stability and support their growth goals. I'm eager to learn more and become a valuable asset to the team.

3.6 New and valuable things I learned

- **Technical Skills Development:** After learning about accounting process in practical business world, I am committed to expanding my technical accounting skills through online courses or certifications. Mastering accounting software and advanced bookkeeping practices will enhance my future career prospects.
- **Refining Communication Skills:** I was throughout actively seeking opportunities to collaborate with diverse teams and stakeholders learning from my supervisor and our CEO. Participating in relevant workshops or professional organizations has helped me further refine my communication and interpersonal skills.
- **Long-Term Vision:** My ultimate goal was to leverage my combined knowledge of e-commerce, marketing, and finance to pursue a career in financial analysis within the beauty industry which has significantly been reached. By continuously learning and expanding my skill set, I aim to become a valuable asset in this dynamic and growing market.

Chapter 4 Conclusion

4.1 Summary of my Co-op studies at Glam and Glow Nepal Cosmetics

In this co-op study report, I delve into my experience as an intern for both e-commerce and accounting at Glam and Glow Cosmetics Nepal. The company's focus on quality and sustainability resonated deeply with my own values, making it an ideal place to learn and contribute. Throughout the internship, I played a role in managing their social media presence, assisted with essential accounting tasks, and even conducted a SWOT analysis to pinpoint the company's strengths and weaknesses. This analysis allowed me to propose solutions for challenges they faced, like expanding brand awareness and improving marketing reach.

My finance background also came into play. I explained how my knowledge could be applied to real-world situations like financial analysis and budgeting. The report highlights not just the skills I brought to Glam and Glow, but also the valuable contributions I made. It emphasizes my eagerness to learn more and become a real asset within the exciting world of the cosmetics industry.

4.2 Evaluation of my work experience

My co-op experience at Glam and Glow Cosmetics Nepal provided a valuable platform to assess my strengths, weaknesses, and identify areas for growth in my career path. Here's a breakdown of my key takeaways

Strengths Confirmed:

- **Digital Marketing Savvy:** Managing Glam and Glow's social media channels allowed me to hone my skills in content creation, community engagement, and targeted advertising. This experience solidified my confidence in applying digital marketing strategies to real-world scenarios.

- **Financial Aptitude:** Assisting with accounting tasks like data entry, bank reconciliation, and report preparation reinforced my understanding of core financial principles. I was able to demonstrate my ability to contribute meaningfully in a professional accounting environment.

- **Analytical Thinking:** Conducting a SWOT analysis for Glam and Glow required me to critically evaluate the company's strengths, weaknesses, opportunities, and threats. This process not only benefited the company but also sharpened my analytical thinking and problem-solving skills.

4.3. Limitation of co-op studies

- **Limited Scope:** Co-op placements often focus on specific tasks or departments within a company. While this provides valuable experience, it may not offer a well-rounded understanding of the entire organization or industry.

- **Short-term Focus:** The temporary nature of co-op placements can limit the impact a student can have on a project or initiative. Long-term projects may require more experience and knowledge than a student can gain in a short period.

- **Learning Curve:** The initial phase of a co-op involves learning company processes, software, and company culture. This initial investment of time can limit the amount of work a student can complete on complex projects.

- **Limited Mentorship:** The availability and quality of mentorship can vary depending on the company and supervisor assigned. Ideally, a strong mentor can guide the student and provide valuable insights. However, busy supervisors may not always have sufficient time for in-depth mentorship.

- **Alignment with Studies:** In some cases, the co-op placement may not directly align with a student's academic program. While transferable skills can still be developed, the student may not gain experience directly related to their field of study.
- **Competition for Positions:** Depending on the program and industry, there may be high competition for co-op placements. This can be discouraging for students who are not selected for their preferred positions.
- **Work-Life Balance:** Balancing coursework with the demands of a co-op placement can be challenging. Students may need to carefully manage their time to ensure they are successful in both areas.
- **Limited Earning Potential:** Co-op placements may offer minimal or no compensation. While the experience is valuable, it's important to consider the financial implications, especially for students who rely on income to cover living expenses.

4.4. Recommendations for Glam and Glow

There are few more specific recommendations from my side which can be beneficial for the company in a long run.

- **Make a Development Invest in Sales Teams**

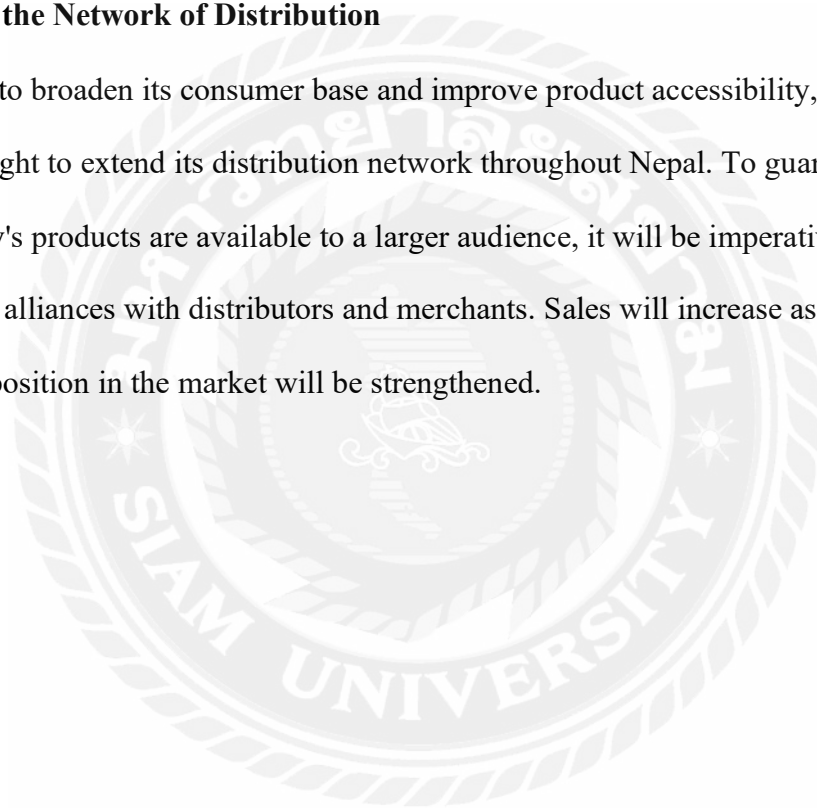
The continued education and training of the sales force must be given top priority if Glam and Glow is to keep a competitive advantage. Through the acquisition of extensive product knowledge, sales strategies, and customer service abilities, the organisation may enable its representatives to transform into reliable consultants for clients. This will increase revenue while also improving consumer happiness.

- **Establish a Powerful Online Identity**

Building a strong online presence is crucial to expanding brand awareness and reaching more people. Creating an interesting social media presence and a user-friendly website should be Glam and Glow's main priorities. By doing this, the business will be able to interact with prospective clients, display its assortment of products, and increase online sales.

- **Extend the Network of Distribution**

In order to broaden its consumer base and improve product accessibility, Glam and Glow ought to extend its distribution network throughout Nepal. To guarantee that the company's products are available to a larger audience, it will be imperative to identify strategic alliances with distributors and merchants. Sales will increase as a result, and the brand's position in the market will be strengthened.



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