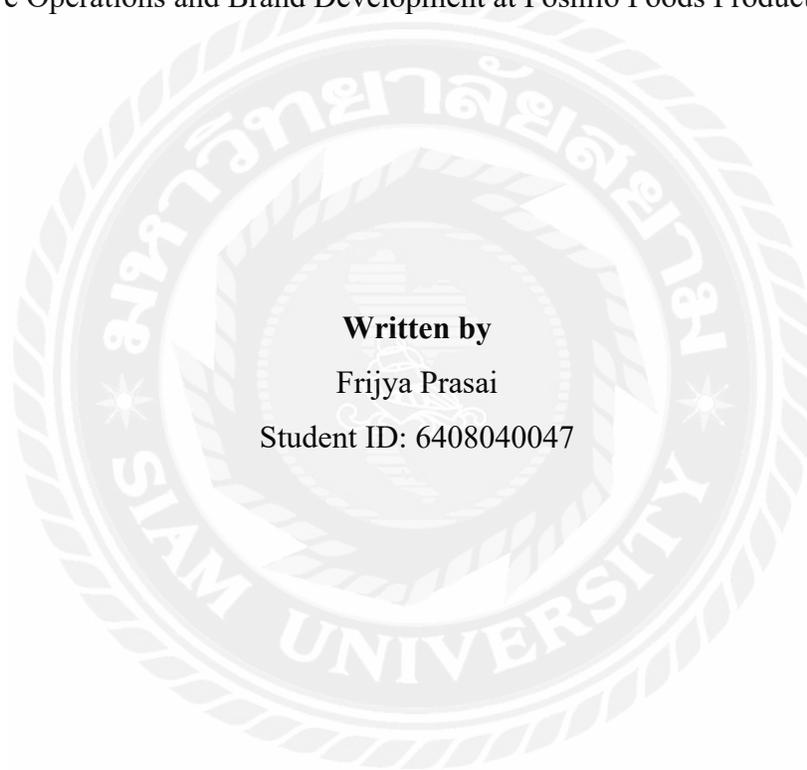




## **COOPERATIVE EDUCATION REPORT**

Executive Operations and Brand Development at Poshilo Foods Products Pvt. Ltd.



**Written by**

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Student ID: 6408040047

**This Report Submitted in Partial Fulfillment of the  
requirements for Cooperative Education**

**Faculty of Business Administration**

**Academic Year 2/2024**

**Siam University**

**Title:** Executive Operations and Brand Development at Poshilo Foods Products Pvt. Ltd.

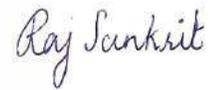
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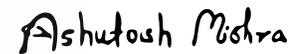
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### **Abstract**

This report presents a comprehensive account of my 16-week internship at Poshilo Foods Products Pvt. Ltd., a pioneering nutritional food manufacturing company based in Pokhara, Nepal.

As an Executive Operations and Brand Development Intern, I was entrusted with multifaceted responsibilities encompassing social media management, e-commerce operations, market research, website development, brand representation at industry expos, networking with distributors, internal operations optimization, and employee recruitment support.

The internship provided a platform to apply theoretical knowledge from academic courses, particularly in international business strategies, digital marketing, and brand positioning.

Through this experience, I gained profound insights into the complexities of international trade, the health food industry, and practical business management, thereby equipping me with the skills and knowledge necessary for a robust career in international business management and digital marketing.

**Keywords:** brand development, market expansion, e-commerce operations, social media management, international trade

## **Acknowledgement**

I extend my heartfelt gratitude to Siam University and Kathmandu College of Management for providing me with this invaluable opportunity to bridge theoretical learning with practical industry experience. My sincere appreciation goes to my job supervisor, Mr. Prithwi Kallyan Parajuli, whose mentorship and unwavering support have been instrumental in my professional growth. I am deeply thankful to the entire Poshilo Foods team for their guidance, encouragement, and for fostering an environment conducive to learning and development. I also express my profound gratitude to my academic supervisor, Mr. Raj Sanskrit, whose constructive feedback and insightful guidance have been pivotal in the successful completion of this report. Finally, I acknowledge the unwavering support from my family and peers who continuously motivated me throughout this internship.

**Frijya Prasai**

**6408040047**



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## List of Abbreviations

**B2B:** Business-to-Business

**B2C:** Business-to-Consumer

**CRM:** Customer Relationship Management

**FMCG:** Fast-Moving Consumer Goods

**FBD:** Fulfilled by Daraz

**GAP:** Good Agricultural Practices

**KPI:** Key Performance Indicator

**ROI:** Return on Investment

**SEO:** Search Engine Optimization

**SKU:** Stock Keeping Unit

**STP:** Segmentation, Targeting, and Positioning

**USP:** Unique Selling Proposition

**UX:** User Experience

**MAPs:** Medicinal and Aromatic Plants

**AOP:** Annual Operating Plan

## **Chapter 1: Introduction**

This chapter includes the extensive overview of Poshilo Foods Products Pvt. Ltd., a leading food and nutrition startup in Nepal. The following sections dive into the company's profile, its history and evolution, its mission, vision and core values as well as the reason behind my choice to join Poshilo foods for my Co-op studies.

### **1.1 Company Profile**



*Figure 1: Poshilo Foods Logo*

Poshilo Foods Products Pvt. Ltd. is a Nepali nutrition brand founded in 2022 by Prithwi Kallyan Parajuli, a KCM alumnus from the 2016-2020 batch. The company specializes in producing Satu, a traditional Nepalese food made from roasted and ground grains like chickpeas and wheat. This roasted grain powder has nourished generations in Nepal and South Asia. Historically cherished for its high nutritional value, long shelf life, and ease of preparation, Satu has been a vital energy source for travelers, warriors, and laborers (Poshilo Foods Products Pvt. Ltd., 2024).

The company aims to modernize this indigenous food, making it appealing to contemporary consumers seeking healthy meal alternatives.

### 1.1.1 History and Evolution

The company was born when the founder, trekking through the Annapurna range, discovered a local mill preparing freshly made Satu. The taste evoked childhood memories when Satu fueled his play and adventures. Realizing that despite its cultural significance, Satu was not available in a modern, convenient form, he set out to revive it for a new generation.

Today, Poshilo Foods has reinvented Satu with Himalayan grains, superfoods, nuts, and seeds, making it a quick, nutritious meal option for today's fast-paced, health-conscious lifestyles (Poshilo Foods Products Pvt. Ltd., 2024).

### 1.1.2 Vision

The company's vision is "To be a globally recognized brand for healthy, natural food products, showcasing Nepal's agricultural heritage, with a focus on sustainability, community well-being, and sports development" (Poshilo Foods Products Pvt. Ltd., 2025). This vision guides the company's expansion into international markets, particularly India, which was a major focus during my internship period.

### 1.1.3 Mission

The company's vision through specializing only in Satu at the moment is "To modernize traditional Nepalese superfoods, making them appealing and accessible to contemporary consumers seeking nutritious and convenient meal alternatives" (Poshilo Foods Products Pvt. Ltd., 2025).

### 1.1.4 Core Values

Poshilo Foods operates on *five* foundational core values:

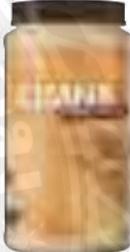
- Premium Quality: Delivering consistently nutritious and high-quality products.
- Sustainability: Promoting Good Agricultural Practices (GAP) to empower farmers.
- Community Empowerment: Actively engaging in nutrition education and supporting Nepali athletes.
- Innovation & Growth: Continuously innovating healthier alternatives to processed foods.
- Health & Wellness: Combining traditional nutritional wisdom with modern scientific knowledge to enhance daily wellness (Poshilo Foods Products Pvt. Ltd., 2024).

### 1.1.5 Product Ranges and Descriptions

Poshilo Foods has developed a diverse range of 8 different varieties of Satu, each carefully formulated to cater to specific nutritional needs and consumer preferences (Poshilo Foods Products Pvt. Ltd., 2024). All of these are available in 3 size varieties: 400gm, 750gm and 1800gm.

They are as follows:

S.N.	Product Name	Description	Product Image
1	Multigrain Satu	Combines multiple grains, offering balanced nutrition suitable for all age groups.	 <p><i>Figure 2: Multigrain</i></p>
2	Nutty Delight Satu	Rich in essential nutrients from various nuts, aimed at providing sustained energy.	 <p><i>Figure 3: Nutty Delight</i></p>
3	Nutri+ Satu	Packed with superfoods, formulated to enhance overall health and endurance.	 <p><i>Figure 4: Nutri+</i></p>
4	Protein+ Satu	Specifically designed for fitness enthusiasts and active individuals requiring higher protein intake.	 <p><i>Figure 5: Protein+</i></p>
5	Mom's Delight Satu	Tailored for mothers, enriched with nutrients and MAPs vital during pregnancy and postpartum recovery.	

			<i>Figure 6: Mom's Delight</i>
6	Kid's Lito Satu	Designed specifically for children, ensuring optimal growth and immune support.	 <i>Figure 7: Kid's Lito</i>
7	Nutri+ Mango Madness Satu	Blends nutritious ingredients with natural mango flavor, providing a refreshing taste alongside energy.	 <i>Figure 8: Nutri+ Mango</i>
8	Chana Masala Satu	Combines traditional Satu with savory spices, offering a tasty yet nourishing meal alternative.	 <i>Figure 9: Chana Masala</i>

*Table 1: Product Ranges and Descriptions of Poshilo Foods*

### 1.1.6 Strategic Alignment and Partnerships

Ever Since its establishment in 2022, Poshilo Foods has been aligned strategically with and has partnered with many entities as well as many initiatives. They are explained briefly as follows:

- *Partnership with Manaram Group:* Since 2024, Poshilo Foods has operated as part of the Manaram Group (Stakeholders), one of Nepal's leading export companies. Through this affiliation, Poshilo Foods emphasizes sustainability, ethical sourcing, and strong community ties, aligning closely with the

overarching objectives of Manaram Group in promoting Nepalese products internationally.

Figure 10: Manaram Group Logo



- Commitment to Sustainability and Ethical Practices: The company prioritizes sustainability and ethical practices by partnering directly with local farmers. This partnership ensures fair trade, supports economic growth at the grassroots level, and promotes sustainable agricultural methods.
- Locations and Market Expansion: Poshilo Foods is headquartered in Kathmandu, Nepal. Recognizing the growing demand for healthy and traditional foods internationally, the company has strategically initiated expansion into the Indian market and is also available in the US through the retail channels of Manaram Group. This geographical expansion is part of a broader strategy aimed at establishing Poshilo Foods as a prominent global player in the health and nutrition sector.

## 1.2 Organizational Structure

This following section explains in detail the organizational structure at Poshilo Foods with the overall organizational structure overview, the functional divisions/departments, the key roles and what role the strategic partnerships and external resources play in the organizational structure of the company.

### 1.2.1 Organizational Overview

Poshilo Foods operates with a lean and agile organizational model that supports its mission for rapid growth and responsiveness in a competitive nutrition market. Founded and led by CEO Prithwi Kallyan Parajuli, the company maintains a flat hierarchy to foster open communication, quick decision-making, and strong cross-functional collaboration.

This streamlined structure allows the company to stay adaptable, promoting innovation while efficiently managing resources. Despite being a growth-stage company, Poshilo already employs over 25 professionals across its corporate headquarters and production facility, highlighting its dynamic scale in Nepal’s evolving food sector.

### 1.2.2 Functional Divisions and Key Roles

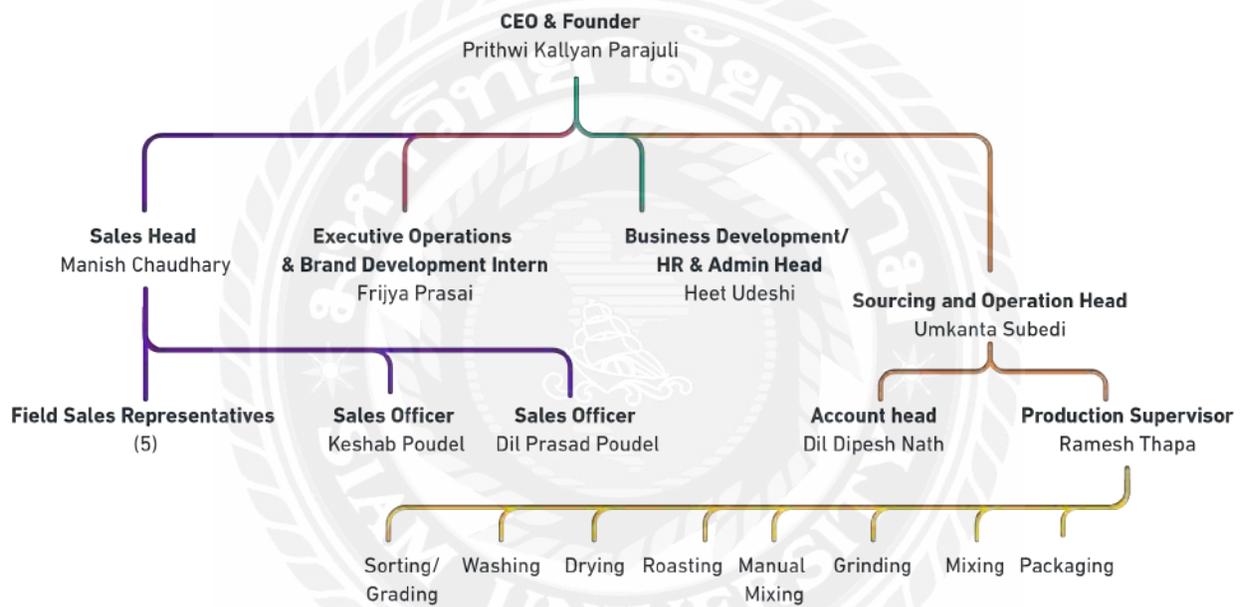


Figure 11: Organizational Structure of Poshilo Foods

As depicted in the Figure 11: Organizational Structure of Poshilo Foods, the company is segmented into functional teams that report directly to the CEO. Each division plays a vital role in executing Poshilo’s mission to make wholesome, convenient nutrition widely accessible. The company is segmented into 5 major functional areas: Sales, Executive Operations & Brand Development, Business Development & HR/Admin, Sourcing, and Production. Each department reports directly to the CEO, ensuring strategic cohesion and agile operations.

#### A. Sales Division

Led by Sales Head Manish Chaudhary, the sales department includes two Sales Officers—Keshab Poudel and Dil Prasad Poudel—and five Field Sales Representatives. This team manages market outreach, distributor relations, retail activations, and direct customer engagement across Nepal.

*B. Executive Operations & Brand Development*

This department is represented by me as the Executive Intern wherein I support strategic branding, marketing campaigns, operational coordination, and business development. My role also supports international market expansion initiatives and reports directly to the CEO.

*C. Business Development & HR/Admin*

Headed by Heet Udeshi, this division handles internal administration, recruitment processes, policy implementation, and compliance. It plays a critical role in maintaining employee engagement and organizational growth planning.

*D. Sourcing and Financial Operations*

Under the leadership of Sourcing and Operation Head Umkanta Subedi, this unit manages vendor relationships, procurement, and inventory flow. Financial oversight is handled by Account Head Dil Dipesh Nath, who monitors procurement budgets and ensures fiscal accountability across sourcing functions.

*E. Production Division*

The Production Supervisor, Ramesh Thapa, oversees the entire production facility. He manages a team of production associates and factory workers who carry out the step-by-step manufacturing process, which includes Sorting/Grading, Washing, Drying, Roasting, Manual Mixing, Grinding, Final Mixing, Packaging.

This structured production workflow ensures high product consistency, cleanliness, and adherence to Poshilo's commitment to quality nutrition

### **1.2.3 Strategic Partnerships and External Resources**

A key structural feature of Poshilo Foods is its strategic partnership with Manaram Group, a leading export and distribution firm in Nepal. This alliance allows Poshilo to leverage established infrastructure—such as a nationwide distribution network and HR/financial services—without incurring the internal overhead of developing these systems from scratch. In addition, the company strategically outsources its marketing functions to expert partners. Creative development is handled by Stic Marketing, social media marketing is managed by a team based in India, and brand visibility is enhanced through contractual collaborations with an influencer in India and a brand ambassador in Nepal.

This hybrid structure combining in-house expertise with external capabilities—enables Poshilo Foods to maintain operational efficiency while accessing the specialized knowledge necessary to thrive in today's competitive health food landscape. The organizational model supports innovation,

flexibility, and strategic scalability, all while staying true to the company's core values of sustainability, community empowerment, and holistic wellness.

#### **1.2.4 My Position in the Organization**

My position as the Executive Operations and Brand Development Intern, was directly integrated into the company's core leadership structure. I reported to Mr. Parajuli, the Founder and CEO, which gave me direct access to executive-level discussions and decisions.

#### **1.2.5 My Job Position in the Company's Organizational Structure**

My position as the Executive Operations and Brand Development Intern functioned as a cross-departmental role, involving regular interaction with:

- Sales team for market expansion coordination.
- External marketing partners for brand development initiatives.
- Production management for operational alignment.

My role carried significant authority within the organizational framework, particularly evident during the Indian market expansion project. This included representing the company at the Aahar Expo 2025 and contributing to the establishment of new distribution channels. The company's structure encourages innovation and initiative, giving even interns like myself significant responsibility and autonomy in projects.

#### **1.3 My Intention and Motivation to join Poshilo Foods**

My decision to join Poshilo Foods for my cooperative education was motivated by several factors:

- I was attracted to the company's mission of reviving traditional foods in modern, convenient form. Given my previous associations and participation in Hult Prize competitions and other various SDG centered programs, this blend of heritage and innovation aligned with my interest in sustainable business models that preserve cultural traditions while meeting contemporary consumer needs.
- Poshilo Foods' focus on nutrition and wellness resonated with my personal values and interest in the growing health food sector. I wanted to understand how a company markets and positions healthy food products in competitive markets.
- The opportunity to work on international market expansion, particularly into India, offered valuable experience in cross-border business operations, which I believe will be essential for my future career in an increasingly globalized business environment.

- As a growing startup founded by a KCM alumnus, Poshilo Foods presented the chance to work in a dynamic environment where I could take on significant responsibilities and see the direct impact of my contributions with reliable mentorship. This was preferable to a large corporation where intern roles might be more limited in scope.
- Finally, the Executive Operations and Brand Development position perfectly aligned with my previous internship history as well as growing interest in such a dynamic role that allowed me to be very hands-on and in charge of dealing with real-world business challenges on my own.

#### 1.4 Strategic Analysis of Poshilo Foods (SWOT Analysis)

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Strong brand rooted in cultural heritage (Satu)</li> <li>- Diverse product range tailored to different life stages and lifestyles</li> <li>- Ethically sourced, natural, vegan-friendly ingredients with no preservatives at all</li> <li>- Backed by Manaram Group, Nepal’s leading export house</li> <li>- Clear brand values: wellness, sustainability, community empowerment</li> <li>- Innovative, convenient superfood offerings</li> </ul>	<ul style="list-style-type: none"> <li>- The natural flavoring without an artificial sweeteners and preservatives reduces shelf life</li> <li>- High production costs due to premium sourcing</li> <li>- Dependence on local supply chains that may lack scalability</li> <li>- Limited flavors compared to competitors in global nutrition markets</li> </ul>
Opportunities	Threats

<ul style="list-style-type: none"> <li>- Growing global demand for plant-based, high-protein nutrition</li> <li>- Export potential as a Himalayan-origin superfood brand</li> <li>- Increased health consciousness post-pandemic</li> <li>- Strategic partnerships with wellness, trekking, and sports industries</li> <li>- Expansion into digital wellness/fitness platforms</li> </ul>	<ul style="list-style-type: none"> <li>- Rising competition in the health and nutrition sector</li> <li>- Imitation by cheaper, non-authentic brands</li> <li>- Volatility in agricultural output due to climate change</li> <li>- Regulatory challenges when entering new international markets</li> <li>- Consumer skepticism about traditional food formats in modern packaging</li> </ul>
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*Table 2: SWOT Analysis of Poshilo Foods*

During my internship in Poshilo Foods, it was clear to me that the brand stands out due to its deep cultural roots in Nepal’s heritage, offering nutritious, sustainable, and convenient food products that appeal to health-conscious and modern consumers. Its emphasis on natural ingredients, community upliftment, and premium quality positions it strongly in the wellness space. With innovative variants like Nutri Mango Madness and Protein+ Satu, Poshilo serves a wide demographic—from kids to athletes. However, being a relatively young brand with niche offerings, it must invest in consumer education, scalability, and international visibility. Rising global interest in superfoods and plant-based diets presents massive growth opportunities, but the brand must navigate intense competition, climate-sensitive supply chains, and regulatory landscapes carefully. Overall, Poshilo is poised to be a pioneer in Himalayan nutrition, provided it leverages its authenticity while adapting to global market demands.

**1.5 Statement of the Report**

This cooperative education report documents my ongoing 16-week internship at Poshilo Foods Products Pvt. Ltd. as an Executive Operations and Brand Development Intern from January 27, 2025, to May 19, 2025. The report aims to provide a comprehensive account of my responsibilities, contributions, and learning experiences during this period.

The internship coincided with Poshilo Foods' strategic expansion into the Indian market, giving me the opportunity to participate in international business development activities. This report highlights my involvement in various aspects of this expansion, including market research, e-commerce operations, digital marketing, and expo representation.

Through detailed documentation of my activities and reflections on the knowledge gained, this report demonstrates how the cooperative education program has enhanced my professional skills and provided practical application of academic concepts.

## 1.6 Objectives of the Co-operative Studies

The significance of my report and the objectives of this cooperative education study are:

- A. Apply theoretical knowledge: To implement marketing, operations, and international business concepts learned in the classroom to real-world business scenarios in the health food industry.
- B. Gain industry-specific knowledge: To develop a practical understanding of the health food sector, including market dynamics, consumer preferences, and distribution channels.
- C. Develop cross-cultural business skills : To acquire hands-on experience in navigating the complexities of international market expansion, particularly in the context of Nepal- India trade relations (Singh, 2024).
- D. Enhance digital marketing competencies: To build practical skills in social media management, content creation, and e-commerce operations.
- E. Contribute to business growth: To make meaningful contributions to Poshilo Foods' expansion objectives while learning from experienced professionals in the field.
- F. Build professional network: To establish relationships with industry professionals and develop communication skills essential for business development.
- G. Identify personal strengths and areas for improvement: To assess my capabilities in a professional environment and identify skills that require further development.

## Chapter 2: Co-op Study Activities

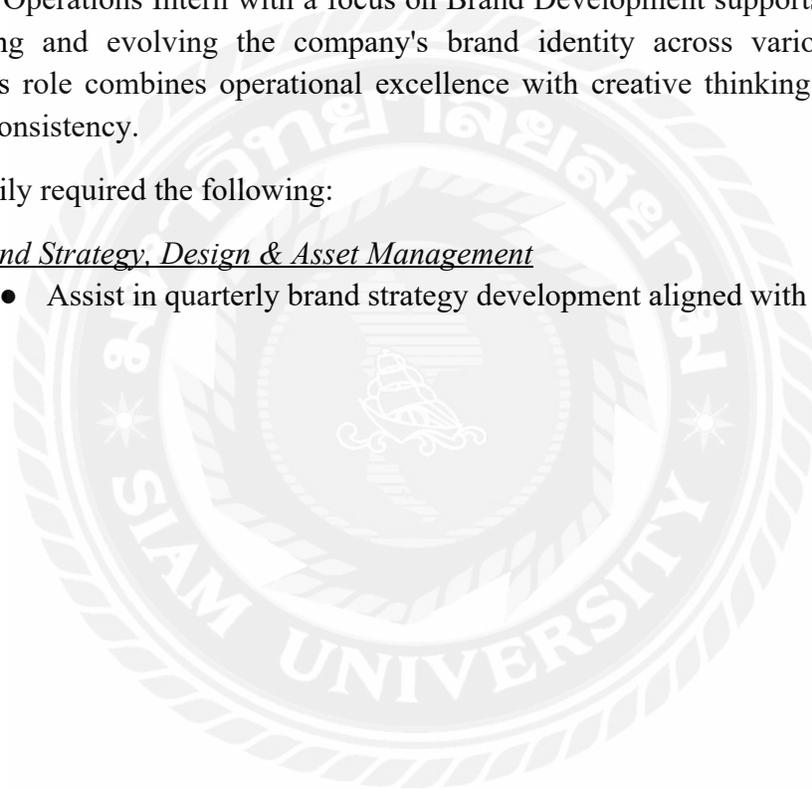
This chapter details my experience as a co-op student, outlining the specific job description and responsibilities I fulfilled during my placement. It explores how I coordinated with co-workers in a professional environment, explains the processes I followed to complete my assigned tasks, and highlights the meaningful contributions I made to the company. Through this comprehensive overview of my co-op activities, readers will gain insight into both the practical skills I developed and the professional growth I achieved during this experiential learning opportunity.

### 2.1 Job Description

The Executive Operations Intern with a focus on Brand Development supports senior leadership in strengthening and evolving the company's brand identity across various platforms and initiatives. This role combines operational excellence with creative thinking to enhance brand visibility and consistency.

The job primarily required the following:

- A. *Brand Strategy, Design & Asset Management*
  - Assist in quarterly brand strategy development aligned with growth objectives.



- Participate in creative brainstorming for brand campaigns and innovation.
- Research market trends, consumer insights, and competitive positioning.
- Develop brand messaging frameworks and positioning documents.
- Help plan implementation timelines and track brand initiatives.
- Create branded profiles, product catalogs, and campaign decks.
- Support design production for digital and physical promotional materials.
- Ensure brand consistency across touchpoints (packaging, digital, retail).
- Work on optimizing website user experience and brand storytelling.
- Maintain digital libraries of brand assets and campaign materials.
- Help update and document brand guidelines and visual standards.
- Coordinate with design teams for new collateral production.

*B. Cross-Departmental Coordination*

- Liaise between marketing, design, and product operations teams.
- Support interdepartmental projects requiring brand input.
- Assist in team trainings on branding standards and best practices.
- Collect and analyze stakeholder feedback to improve brand consistency.

*C. Content Creation & Social Media*

- Draft content for social posts, email newsletters, and internal updates.
- Create and manage content calendars for key events and product launches.
- Develop storytelling content for platforms like Instagram and LinkedIn.
- Assist with special campaigns (e.g., Mother's Day giveaways, product drops).
- Coordinate influencer partnerships and ambassador programs.

*D. E-Commerce & Digital Platform Management*

- Manage product listings on Amazon, JeeVee, and new platforms like Blinkit.
- Handle onboarding/offboarding processes for marketplaces including Daraz.
- Navigate seller portals (Amazon Seller Central, brand registry, etc.).
- Troubleshoot listing issues and assist in order fulfillment from website.
- Support new product launches across various e-commerce channels.

*E. Market Research & Expansion*

- Research market trends in Nepal and India (pricing, channels, consumer habits).
- Attend expos like Aahar 2025, representing the brand to potential partners.
- Follow up with B2B leads and help draft distribution proposals.
- Negotiate early-stage agreements with Indian distributors and superstockists.

F. Operational Support & Project Coordination

- Assist in Annual Operating Plan (AOP) development and strategy mapping.
- Help manage documentation for facility transfers and compliance requirements.
- Support recruitment tasks, grant applications, and sponsorship submissions.
- Serve as the founder's assistant for presentations, communications, and schedules.
- Coordinate website development with external tech partners like Yuved Tech.

## 2.2 My Duties and Responsibilities

During my 16-week internship at Poshilo Foods Products Pvt. Ltd., I served as the Executive Operations and Brand Development Intern, contributing across operations, marketing, and international business development. My responsibilities evolved significantly over time, reflecting the dynamic needs of a growth-stage nutrition company expanding its presence both locally and internationally.

A. Operations

In the operations domain, I was closely involved in internal processes, digital platform management, and strategic documentation tasks:

- Annual Operating Plan (AOP): Supported the planning and development of the company's Annual Operating Plan by aligning strategic goals with tactical initiatives.
- E-commerce Operations: Managed onboarding and listing processes on platforms like Amazon, JeeVee, and Daraz. Troubleshooted product listing and order processing issues and began preparations for launching on Blinkit and Zepto.
- Sales Order Management: Oversaw online order processing through the company website, ensuring smooth fulfillment and customer service.
- Internal Coordination: Facilitated day-to-day communication across departments, optimizing workflow and improving process visibility.
- Facility Transition Documentation: Managed documentation related to the relocation of the production facility from Pokhara to Birtamod, liaising with the Office of Small and Cottage Industry (Gharelu) in Kathmandu.
- Recruitment Support: Assisted in the Employee Recruitment Form (ERF) process, screening candidates and communicating with prospects as the company expanded its team.

- Grant Applications & Sponsorships: Drafted and submitted grant proposals and sponsorship documents to support operational growth and community initiatives.

## B. Marketing and Brand Development

My role in marketing was multifaceted, encompassing brand strategy, content development, and campaign execution:

- Brand Profile & Collateral: Designed and managed branded materials, including the company profile, product catalogues, and campaign decks to ensure alignment with brand guidelines.
- Social Media Strategy: Created monthly content calendars, drafted posts, and monitored engagement for platforms like Instagram and LinkedIn.
- Campaign Management: Executed digital campaigns such as the Mother's Day Giveaway and coordinated influencer marketing efforts across India and Nepal.
- Content Creation: Produced marketing content such as testimonials, promotional videos, and event coverage for social media and internal communications.
- Website Development: Coordinated with Yuved Technologies to oversee the website design, SEO optimization, and storytelling enhancements.
- Influencer Partnerships: Played a key role in onboarding and managing influencers and brand ambassadors to boost visibility and engagement.

## C. International Business Development

One of the most significant aspects of my internship was contributing to Poshilo's expansion into the Indian market:

- Market Research: Conducted research on Indian consumer trends, pricing strategies, competitive products, and potential distribution channels.
- Expo Representation – Aahar Expo 2025: Represented Poshilo Foods at the Aahar Expo in New Delhi from March 4 to March 8, 2025. This event was pivotal in introducing the brand to the Indian market. I actively engaged with potential B2B clients and partners, delivered brand pitches and collected feedback and initiated leads that would later develop into distributor agreements.
- Post-Expo Engagement: Continued: Follow-ups with contacts made during the expo, negotiated distribution agreements, and helped establish foundational networks for Poshilo's Indian operations.
- Platform Integration: Navigated seller portals like Amazon Seller Central and managed brand registry for Indian compliance.

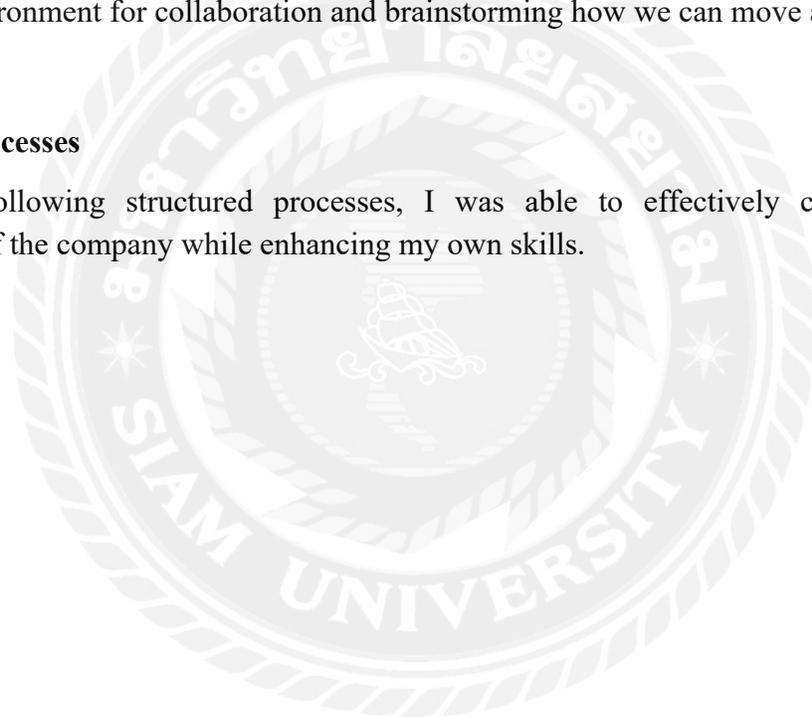
### **2.3 Activities in Coordination with Co-Workers**

The core team at Poshilo foods at the corporate head office in Kathmandu is a compact and dedicated group. Being one of the only 4 employees in the core team, I played an essential role in fostering collaboration with Manaram and within the team. We prioritized coordinated efforts and ensured everyone was aligned and informed. When I joined the company, the Founder & CEO extensively briefed me with the overview of my job responsibilities. He always served as a mentor for me and helped me understand and execute my duties well as I joined to contribute to the team's efforts.

We would often have meetings that focused on updates regarding recent activities, developments, planning for upcoming events, and strategizing ongoing initiatives. Those sessions helped in creating an environment for collaboration and brainstorming how we can move ahead together.

### **2.4 My Job Processes**

Through the following structured processes, I was able to effectively contribute to the mission/goals of the company while enhancing my own skills.



<b>Task Name</b>	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>
<b>Annual Operating Plan (AOP) Support</b>	Attended planning sessions	Understood strategic objectives	Drafted targets and deliverables	Mapped timelines with leadership
<b>E-commerce Onboarding (Amazon, etc.)</b>	Collected product data	Registered brand and SKUs	Handled listing creation and optimization	Troubleshoot technical issues & compliance
<b>Website Development Coordination</b>	Defined site structure	Coordinated with Yuved Tech	Reviewed wireframes and drafts	Improved SEO and user experience
<b>Social Media Management</b>	Created content calendar	Drafted & designed posts	Scheduled content on platforms	Monitored performance and engagement
<b>Brand Collateral Creation</b>	Drafted messaging & design concepts	Created product catalogs & decks	Reviewed with CEO/team	Finalized and distributed materials
<b>Campaign Management (e.g., Mother's Day)</b>	Developed campaign idea	Coordinated design and influencer tasks	Executed across social channels	Tracked engagement and results
<b>Distribution Network Setup (India)</b>	Conducted market research	Identified and contacted partners	Drafted distribution proposals	Negotiated early-stage agreements
<b>Aahar Expo 2025 Representation</b>	Prepared brand materials	Set up and represented booth	Networked with potential partners	Followed up with B2B leads

<b>Sales Order Management</b>	Monitored incoming orders	Coordinated with fulfillment team	Tracked dispatch and delivery	Resolved customer/order issues
<b>Facility Relocation Documentation</b>	Gathered regulatory documents	Liaised with Small Industries and Cottages (Gharelu) office	Submitted for approval	Followed up on legal status
<b>Recruitment Assistance</b>	Processed ERF requests	Communicated with candidates	Scheduled and facilitated interviews	Documented outcomes for review
<b>Grant &amp; Sponsorship Applications</b>	Identified funding opportunities	Drafted proposal content	Collected supporting documents	Submitted and followed up

*Table 3: Job Process Breakdown*

## 2.5 Contributions as a Co-op Student in the Company

During my 16-week internship at Poshilo Foods, I made several meaningful contributions to the company's operations and expansion initiatives:

- A. *Social Media Management and Content Creation:* I developed a comprehensive social media calendar that significantly improved content consistency and audience engagement. By implementing a strategic posting schedule that balanced product information, brand storytelling, and customer engagement, I helped increase the brand's social media following by approximately 15% over the 16-week period. I created content drafts for various platforms, focusing on highlighting the nutritional benefits of Poshilo's products while connecting with the cultural heritage behind them. This approach resonated particularly well with health-conscious consumers in both Nepal and India.

B. E-Commerce Platform Management: I managed the process of listing products on JeeVee and began the transition from Daraz FBD. While the complete transition hasn't been finalized during my internship due to technical complexities, I established the groundwork and documentation needed to complete the process efficiently. For the Amazon onboarding process, I gathered all necessary documentation, prepared product listings, and coordinated with the Amazon seller support team to address verification requirements. This laid the foundation for Poshilo Foods' entry into one of the world's largest e-commerce platforms.

C. Market Research and Analysis: I conducted detailed research on the Indian market for health foods, focusing on:

- Consumer preferences and purchasing behaviors
- Price points and competitors' positioning
- Distribution channel options and their effectiveness
- Regulatory requirements for food products

This research informed the company's pricing strategy and product positioning for the Indian market, helping identify the optimal entry points and target demographics.

D. Expo Representation and Business Development: At the Aahar Expo 2025 in India, I represented Poshilo Foods to potential distributors, retailers, and customers. I prepared presentation materials, product samples, and informational handouts that effectively communicated the brand's unique value proposition. Following the expo, I maintained communication with key contacts, which resulted in several promising distribution leads in major Indian cities. While the final agreements were still being negotiated at the end of my internship, I established the relationships and groundwork necessary for successful partnerships.

E. Website Development Support: I worked closely with Yuved Technology to develop Poshilo Foods' website, ensuring it effectively showcased the company's products and values. My contributions included:

- Creating wireframe recommendations
- Drafting website content that highlighted the nutritional benefits and cultural significance of Poshilo's products
- Reviewing design elements for alignment with brand identity
- Testing user experience and functionality

The resulting website serves as an effective digital storefront for the brand, combining educational content about traditional Nepali superfoods with seamless ECommerce functionality.

F. Brand Collateral Development: Initially I created product catalogs and brand profiles that clearly communicated Poshilo Foods' unique selling propositions. These materials were used in business development meetings, at the Aahar Expo, and in digital marketing efforts. The brand profile I developed highlighted the company's commitment to quality, sustainability, and community empowerment, which resonated strongly with health-conscious consumers and socially responsible business partners.



## Chapter 3: Learning Process and Outcomes

In this chapter, I have highlighted the issues and challenges that I encountered at Poshilo Foods, the learning process that includes: the problem solving approaches I used to tackle those issues, some examples of problem resolution, and finally the Learning Outcomes which include: 1) how I was able to relate the coursework with the practical work life, 2) the technical and soft skills I acquired in the process and 3) the overall learnings and through this Co-op studies.

### 3.1 Challenges Encountered

Throughout my internship at Poshilo Foods, I encountered various challenges that required creative problem-solving and adaptive thinking. Some of the challenges were:

#### A. Technical and Platform related problems

The following were the technical challenges that I faced during my internship at Poshilo Foods related to various e-commerce and quick commerce platforms onboarding.

- Ecommerce Platform Issues: During my internship, I encountered several technical and platform-related challenges, particularly within e-commerce operations. Product offboarding from Daraz FBD proved difficult due to logistical hurdles and unresponsive communication from the platform's support team, which delayed the process significantly. Similarly, onboarding products to JeeVee was met with technical setbacks, especially issues related to product data formatting and platform integration. Additionally, the Amazon onboarding process was delayed due to complications in obtaining product category approval, requiring multiple rounds of compliance verification and prolonged correspondence with Amazon's support system.

#### B. Operational and Coordination Challenges

The following were the operational and coordination challenges that I faced during my internship at Poshilo Foods related to website development and quick cross-departmental alignment.

- Website Development Complexity: Managing the website project from scratch involved balancing technical requirements, design expectations, and timeline coordination with external partners (Yuved Technologies).
- Cross-Departmental Alignment: Coordinating internal communications across sales, marketing, and design teams was at times challenging, especially during campaign planning and order fulfillment.

### C. Market Expansion & External Relation

The following were the market expansion and external relations related challenges that I faced during my internship at Poshilo Foods related to logistics and building new distribution channels.

- Post-Expo Logistics & Follow-Ups: After Aahar Expo 2025, following up with leads and converting them into actionable distribution partnerships was time-consuming and complex, particularly with logistical coordination in India.
- Building New Distribution Channels: Establishing trust and formal agreements with Indian distributors required multiple rounds of negotiation and a deeper understanding of regulatory and logistical differences (Singh, 2024).

### D. Creative & Branding Challenges

The following were the creative and branding related challenges that I faced during my internship at Poshilo Foods related content creations and influencer marketing.

- Content Strategy Development: Managing a social media calendar that was both engaging and aligned with brand identity required continuous creativity (Sharma & Gupta, 2023). Striking a balance between authentic storytelling and promotional content proved mentally demanding.
- Influencer Engagement: Coordinating with influencers, especially across borders (India and Nepal), involved challenges in timeline alignment, content approval, and performance tracking.

### E. Time & Resource Management

The following were the challenges that I faced during my internship at Poshilo Foods especially related to time and resource management.

- Project Management: Handling multiple large-scale projects such as the website launch, expo preparation, Amazon onboarding, and content creation simultaneously tested your project management and prioritization skills.

## 3.2 Problem-Solving Approaches Used

My approach to overcoming these obstacles generally followed these steps:

- A. Problem Identification and Analysis: I began by thoroughly understanding the root causes of each challenge rather than addressing only the symptoms. For instance, when facing

technical issues with e-commerce platform integration, I investigated whether the problems stemmed from data formatting or platform limitations.

- B. Collaborative Consultation: I recognized that I didn't need to solve every problem independently. Instead, I leveraged the collective knowledge of the team by consulting with colleagues who had relevant expertise. This collaborative approach not only led to more effective solutions but also strengthened my working relationships within the company.
- C. Research-Based Solutions: For challenges related to market entry and consumer preferences in India, I conducted targeted research to inform my recommendations (Sharma & Gupta, 2023; Singh, 2024). This data-driven approach ensured that solutions were grounded in market realities rather than assumptions.
- D. Iterative Implementation: Rather than attempting to implement perfect solutions immediately, I often adopted an iterative approach, especially for digital marketing initiatives. This allowed for continuous refinement based on performance data and feedback.
- E. Reflection and Documentation: After implementing solutions, I documented both the process and outcomes, creating valuable resources for future reference. This practice contributed to institutional knowledge and helped prevent recurring issues.

This systematic approach to problem-solving proved effective across various challenges, from technical e-commerce issues to cross-cultural communication barriers during the Indian market expansion efforts.

### **3.3 Examples of Problem Resolution**

A few examples of how instances when I resolved problems were:

- A. Challenge: Cross-Cultural Marketing Adaptation: Adapting Poshilo's marketing messaging for the Indian market while maintaining brand consistency presented a significant challenge, as consumer preferences and cultural contexts differed from Nepal.

Solution: I conducted focused research on Indian consumers' attitudes toward health foods and traditional grain-based products. Based on these insights, I developed content that highlighted aspects of Poshilo's products that would resonate most strongly with Indian consumers, such as the connection to traditional wellness practices and modern nutritional science. I also created a cultural adaptation checklist for marketing materials to ensure they were appropriate and effective for the Indian market while maintaining brand consistency.

Result: The adapted marketing approach generated significant interest during the Aahar Expo 2025 and helped establish connections with distribution partners who appreciated the brand's cultural sensitivity combined with its modern health positioning.

B. Challenge: Amazon Onboarding Delays: The product category approval process for Amazon India stalled the launch due to compliance and documentation issues.

Solution: I proactively communicated with the Amazon support, identified missing documentation, and reformatted product listings to meet platform standards. I also initiated parallel preparations for listing on Blinkit and Zepto to reduce market entry delays.

Result: These actions resolved the bottleneck and streamlined future onboarding steps, while keeping expansion momentum alive by opening alternate sales channels.

### 3.4 Recommendations to the Company

Based on my internship experience at Poshilo Foods Products Pvt. Ltd., I would like to offer the following recommendations to support the company's continued growth and operational efficiency:

- A. Implement Internal Knowledge Systems: Creating a centralized digital knowledge base or SOP (Standard Operating Procedure) library would help streamline onboarding, improve task consistency, and preserve institutional knowledge—especially as the team grows.
- B. Enhance E-commerce Infrastructure: Investing in more advanced e-commerce management tools and automated order tracking systems could improve platform integration and customer experience across digital channels.
- C. Strengthen Influencer & Brand Partner Coordination: A more structured content calendar and clearer deliverables for influencer collaborations can improve campaign consistency and performance tracking.
- D. Increase Cross-Departmental Syncing: Regular team syncs across marketing, operations, and production can enhance collaboration, reduce misalignment, and improve execution speed on cross-functional projects.

- E. Expand Training Opportunities for Interns and New Hires: Providing short onboarding sessions or task-specific training would empower interns and new team members to contribute more effectively from the start.

These recommendations are based on firsthand observations and are intended to support Poshilo's mission as it scales into new markets and digital platforms.

### **3.5 Technical and Soft Skills Acquired**

During the internship at Poshilo Foods Products Pvt. Ltd., I developed the following key skills:

#### *A. Technical Skills*

- E-commerce Operations: Amazon, Daraz, JeeVee onboarding, listings, and compliance handling
- Website Coordination: SEO, content layout, and collaboration with Yuved Technologies
- Social Media Management: Content calendar creation, post scheduling, and engagement tracking
- Campaign Execution: Led promotional initiatives like the Mother's Day Giveaway
- Market Research: Competitor, pricing, and distribution analysis (Nepal & India)
- Design & Branding: Created catalogues, profiles, and brand-aligned visual assets
- Content Writing: Drafted social media, email, and promotional content
- Order Fulfillment: Managed web orders and ensured smooth customer service
- Documentation: Processed facility transfer, grant applications, and sponsorships

#### *B. Soft Skills*

- Project Management: Balanced cross-functional tasks and deadlines
- Problem Solving: Resolved onboarding and platform integration issues
- Cross-Cultural Communication: Tailored content for Indian market audiences
- Leadership & Initiative: Led expo participation and distribution channel setup
- Negotiation & Networking: Built B2B relationships post-Aahar Expo
- Adaptability: Adjusted to new tools, timelines, and team structures
- Collaboration: Worked with internal teams and external partners
- Time Management: Prioritized tasks across multiple verticals
- Strategic Thinking: Contributed to culturally relevant campaigns

### **3.6 Implementation/Application of Coursework to Real Working Situations**

My academic coursework provided valuable theoretical foundations that I was able to apply during my internship at Poshilo Foods:

- A. *Application of Marketing Theories*: The principles of segmentation, targeting and positioning (STP) taught in marketing courses were directly applicable when developing strategies for the Indian market entry. I applied concepts of consumer behavior analysis to understand differences between Nepali and Indian consumers' preferences and purchasing patterns.
- B. *Utilization of Project Management tools*: While working at Poshilo, there would be numerous tasks at a time but with the concepts learnt in project management class at Siam University I was able to successfully manage the critical tasks at hand. For example: Gantt charts were especially useful for assigning the activities and checking them off.
- C. *Integration of International Business Principles*: Theories of market entry strategy and cross-cultural business practices from international business courses informed my approach to establishing distribution channels in India. Understanding concepts like direct exporting, cultural adaptation, buyer behavior in foreign markets, and relationship-building in B2B international trade helped me recognize and address cultural differences that could impact business relationships.
- D. *Application of Supply Chain Management*: Knowledge of distribution channel design from supply chain management courses helped me evaluate different options for getting Poshilo's products to Indian consumers efficiently. I applied inventory management principles when planning product allocation across e-commerce platforms and physical distribution points.
- E. *Implementation of Digital Strategy*: Concepts from digital marketing courses guided my approach to social media content creation and e-commerce optimization. I applied analytics principles to measure campaign performance and make data-driven adjustments to content strategy.
- F. *Use of Strategic Analysis Tools*: Strategic analysis frameworks from management courses informed my market research and competitive analysis for the Indian market. I used tools like PESTEL analysis to evaluate external factors affecting Poshilo's expansion potential.
- G. *Integration of Economic principles*: The concept of Demand and Supply of our products in the national (Nepal) as well as international market (India) was very important in order

to construct the Annual Operating Plan (AOP) and I got to apply this concept in the practical sense.

The combination of theoretical knowledge from my coursework and practical experience gained during the internship created a powerful learning synergy. The academic concepts provided frameworks for understanding business challenges, while the hands-on experience showed how these concepts must be adapted to real-world complexities.

### 3.7 Co-op Learning Experience and Outcomes

My internship at Poshilo Foods provided invaluable learning experiences across multiple business functions:

A. International Business Operations: I gained practical understanding of the complexities involved in cross-border business, including:

- Navigating regulatory differences between Nepal and India (for food).
- Adapting marketing & branding strategies for different cultural contexts.
- Managing logistics and distribution across international boundaries.
- Building business relationships in a new market.

B. Digital Marketing and E-commerce: The internship significantly enhanced my practical skills in:

- Creating and implementing social media content calendars.
- Managing product listings across multiple e-commerce platforms.
- Measuring and analyzing digital marketing performance.
- Adapting content strategy based on platform-specific requirements and audience engagement metrics.

C. Brand Development and Positioning: I developed a deeper understanding of:

- Translating brand values into compelling consumer messaging.
- Creating consistent brand experiences across touchpoints.
- Positioning products effectively in competitive markets.
- Balancing heritage storytelling with modern consumer needs.

D. Project Management: The various initiatives I was involved in strengthened my abilities in:

- Managing multiple projects simultaneously with different timelines.
- Coordinating with external partners and vendors.
- Adapting to changing priorities and constraints.
- Documenting processes for knowledge transfer.

E. Business Communication: The international nature of the work improved my:

- Cross-cultural communication skills.
- Professional networking abilities.
- Presentation skills for business contexts.
- Written communication for different business purposes.



## Chapter 4: Conclusion

This chapter summarizes my overall internship experience at Poshilo Foods Products Pvt. Ltd. It highlights the key achievements and learning outcomes, reflects on professional growth, discusses challenges and limitations faced during the internship, and offers recommendations for improving the Co-op program. The chapter concludes with personal reflections on how this experience has shaped my career aspirations and readiness for the professional world.

### 4.1 Summary of Highlights from my Co-op experience at Poshilo Foods

Overall, throughout the internship, I engaged in a wide range of impactful activities that shaped my learning journey. I played a central role in managing social media content, coordinating influencer campaigns, and designing brand assets, all of which contributed to improving Poshilo's digital presence. Representing the company at the Aahar Expo 2025 in New Delhi was a significant highlight, where I pitched the brand to potential B2B partners and helped initiate distribution discussions in India. My involvement in onboarding products on Amazon, JeeVee, and other digital platforms expanded my technical knowledge of e-commerce systems. Additionally, I contributed to the development of the Annual Operating Plan (AOP), supported recruitment processes, and prepared documentation for a manufacturing facility transfer. These combined experiences not only sharpened my operational skills but also allowed me to apply academic concepts in real-world business situations.

### 4.2 Self-assessment of Professional development

This internship experience has helped me gain clarity about my professional strengths and areas for development:

#### A. *Strengths*

Some of my strengths that I developed during the internship and others that I already had but were highlighted/ became more polished during internship are as follows:

- *Adaptability*: I demonstrated the ability to quickly adjust to changing priorities and challenges, particularly during the dynamic process of market expansion. When unexpected issues arose with e-commerce platform integration or distribution partnerships, I remained flexible, and solution focused.
- *Communication Skills*: My ability to communicate effectively across different contexts proved valuable, whether presenting at the Aahar Expo, creating content for social media, or coordinating with team members. I was able to adapt my communication style to different audiences and purposes.

- Research and Analysis: My thorough approach to market research and data analysis contributed meaningfully to the company's strategic decisions. I showed strong capabilities in gathering relevant information, identifying patterns, and drawing actionable insights.
- Initiative: Throughout the internship, I demonstrated willingness to take on responsibilities beyond my initial assignments, particularly in representing the company at the Aahar Expo and pursuing distribution partnerships.

### **B. Areas for Development**

But with all of the strengths, areas that I was lacking in and in need of more development became more clearer as my internship progressed. Some of them were:

- Technical Knowledge: While I managed e-commerce platform operations effectively, I recognize that deeper technical knowledge of platform integration and digital marketing analytics would enhance my capabilities in these areas.
- Negotiation Skills: Although I successfully initiated distribution partnerships, I observed that my negotiation skills could be strengthened to achieve more favorable terms in business agreements.
- Strategic Thinking: While I contributed to tactical implementation effectively, I aspire to develop more strategic thinking capabilities that connect day-to-day activities with long-term business objectives.
- Industry-Specific Knowledge: Despite learning quickly about the health food industry, I recognize that deeper industry knowledge would enable me to identify opportunities and challenges more proactively.

This self-assessment has helped me identify specific areas to focus on in my continuing education and future professional experiences. I plan to pursue additional learning opportunities in e-commerce technology, negotiation techniques, and strategic planning to address these development areas.

### **4.3 Benefits from the internship for future career**

This internship at Poshilo Foods has provided numerous benefits that will positively impact my future career:

- Practical Experience in International Business: The opportunity to work on cross-border business development between Nepal and India has equipped me with valuable experience in international operations. This experience will be increasingly valuable as businesses continue to expand globally and seek professionals who understand the complexities of international markets.

- B. Versatile Skill Set: The diverse responsibilities I handled—from social media management to market research to business development—have given me a versatile skill set that will be applicable across various roles and industries. This breadth of experience will allow me to adapt to different career opportunities and contribute in multiple capacities.
- C. Startup Experience: Working at a growing startup like Poshilo Foods exposed me to the full spectrum of business functions and the interconnections between them. This holistic understanding of business operations will be valuable whether I pursue corporate roles or entrepreneurial ventures in the future.
- D. Real-world Problem-solving: Tackling real business challenges has developed my problem-solving abilities in ways that classroom learning alone cannot provide. The experience of identifying issues, developing solutions, and implementing them in a resource-constrained environment has built resilience and creative thinking skills.
- E. Professional Network: The relationships established with colleagues, business partners, and industry professionals during the internship have expanded my professional network in both Nepal and India. These connections may provide valuable opportunities for collaboration, mentorship, or employment in the future.
- F. Industry Knowledge: Gaining insight into the health food industry—an expanding sector with significant growth potential—provides me with specialized knowledge that could open doors to future opportunities in this field, or related industries focused on wellness and sustainability.
- G. Career Direction: Perhaps most importantly, this internship has helped clarify my career interests and aspirations. The aspects of work I found most engaging—international business development, digital marketing strategy, and brand building—have provided valuable direction for my future career path.

Overall, the comprehensive experience gained during this internship has significantly enhanced my employability and prepared me for professional challenges. I intend to build upon this foundation by continuing to develop my skills and seeking opportunities that align with my strengths and interests.

#### **4.4 Limitation of the Co-op Studies**

Despite the rich learning experience, the internship had certain limitations. The 16-week duration limited the scope of what I could accomplish, particularly in seeing long-term projects—like e-commerce expansion and distribution agreements in India—come to full fruition. Additionally, due to confidentiality protocols within the company, I was unable to

document some internal reports and strategic materials in this report, which may limit the reader's understanding of my full contribution. Working in a lean startup environment also meant limited access to advanced digital tools or dedicated team support for certain initiatives.

Lastly, the experiences described here are based on my individual perspective and may not reflect the full range of co-op experiences across different departments or roles.

#### **4.5 Recommendations for the Co-op studies**

Based on my experience, I recommend that the university consider providing more structured support within the existing internship duration. This could include pre-internship orientation sessions focused on practical tools such as social media scheduling platforms, e-commerce portals, and project management tools. Additionally, organizing periodic check-ins or reflection sessions during the internship period would help students stay aligned with their learning goals and address any challenges early. Encouraging more cross-border or startup placements can also expose students to diverse business models and real-world complexities. These enhancements would ensure that students make the most of the 16-week co-op experience.

#### **4.6 Final Reflections**

Reflecting on the past four months, I can confidently say that this internship was a transformative experience. It gave me the chance to apply what I've learned in the classroom to tangible business challenges, and in doing so, it helped clarify my career aspirations. I discovered a genuine passion for international business development, digital branding, and strategic communications. I grew in confidence, initiative, and adaptability—qualities I had only begun to develop during my academic journey. The hands-on nature of the internship, coupled with the mentorship I received at Poshilo Foods, made this experience not just a requirement for graduation, but a defining moment in my professional growth. I now feel more prepared to enter the workforce with purpose and direction, ready to contribute meaningfully to any organization I become part of.

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## Appendices

### Appendix A: Weekly Log

Name of Student: Frijya Prasai

Name of the Organization: Poshilo Foods Products Pvt. Ltd.

Name of Organization's Supervisor: Prithwi Kallyan Parajuli

Date: January 27, 2025 - May 19, 2025

Week 1 (Sun 26/1/25 – Fri 31/1/25)

<b>Sunday 26/1/25</b>	<b>Monday 27/1/25</b>	<b>Tuesday 28/1/25</b>	<b>Wednesday 29/1/25</b>	<b>Thursday 30/1/25</b>	<b>Friday 31/1/25</b>
<ul style="list-style-type: none"> <li>-Office tour and system access setup</li> <li>-Introduction to company culture and core team</li> </ul>	<ul style="list-style-type: none"> <li>- Weekly team meeting &amp; plan content calendar</li> <li>- Kick-off social media strategy</li> </ul>	<ul style="list-style-type: none"> <li>- Draft product-launch &amp; testimonial posts</li> <li>- Create monthly posting calendar</li> </ul>	<ul style="list-style-type: none"> <li>- Write &amp; assign social-media captions</li> <li>- Gather brand assets</li> </ul>	<ul style="list-style-type: none"> <li>- Market research: pricing &amp; distribution channels</li> <li>- Outline profit-margin analysis</li> </ul>	<ul style="list-style-type: none"> <li>- Review wireframes with Yuved Tech</li> <li>- Outreach to potential distributors</li> </ul>

Week 2 (Sun 2/2/25 – Fri 7/2/25)

<b>Sunday</b> 2/2/25	<b>Monday</b> 3/2/25	<b>Tuesday</b> 4/2/25	<b>Wednesday</b> 5/2/25	<b>Thursday</b> 6/2/25	<b>Friday</b> 7/2/25
- Reading brand documents and previous campaigns  - Task overview for the week	- Weekly check-in & update calendar  - Plan JeeVee onboarding steps	- Draft BTS & promo-video posts  - Begin JeeVee product onboarding	- Write & collect captions  - Start Daraz FBD offboarding	- Profit-margin research & distribution mapping  - Liaise with logistics on Daraz	- Analyze social-media metrics to date  - Meet design team on catalog layout

Week 3 (Sun 9/2/25 – Fri 14/2/25)

<b>Sunday</b> 9/2/25	<b>Monday</b> 10/2/25	<b>Tuesday</b> 11/2/25	<b>Wednesday</b> 12/2/25	<b>Thursday</b> 13/2/25	<b>Friday</b> 14/2/25
- Content-calendar planning & kickoff meeting	- Weekly meeting & calendar maintenance  - Finalize Daraz offboarding docs	- Draft Valentine's-week promo posts  - Follow up JeeVee integration	- Write & assign captions  - Prepare networking-email templates	<b>Personal leave</b>	<b>Personal leave</b>

Week 4 (Sun 16/2/25 – Fri 21/2/25)

<b>Sunday</b> <b>16/2/25</b>	<b>Monday</b> <b>17/2/25</b>	<b>Tuesday</b> <b>18/2/25</b>	<b>Wednesday</b> <b>19/2/25</b>	<b>Thursday</b> <b>20/2/25</b>	<b>Friday</b> <b>21/2/25</b>
<b>Personal leave</b>	<b>Personal leave</b>	<b>Personal leave</b>	<b>Personal leave</b>	<b>Personal leave</b>	<b>Personal leave</b>

Week 5 (Sun 23/2/25 – Fri 28/2/25)

<b>Sunday</b> <b>23/2/25</b>	<b>Monday</b> <b>24/2/25</b>	<b>Tuesday</b> <b>25/2/25</b>	<b>Wednesday</b> <b>26/2/25</b>	<b>Thursday</b> <b>27/2/25</b>	<b>Friday</b> <b>28/2/25</b>
<ul style="list-style-type: none"> <li>- Social media content planning and calendar reviews</li> <li>- Platform login management (Daraz, JeeVee, Amazon)</li> </ul>	<ul style="list-style-type: none"> <li>- Resume weekly meeting &amp; reset calendar</li> <li>- Plan Aahar Expo materials</li> </ul>	<ul style="list-style-type: none"> <li>- Outreach to distributors &amp; partners</li> <li>- Draft product-feature posts</li> </ul>	<ul style="list-style-type: none"> <li>- SEO audit &amp; site tweaks (Yuved Tech)</li> <li>- Review wireframes</li> </ul>	<ul style="list-style-type: none"> <li>- Write &amp; assign captions</li> <li>- Plan influencer outreach</li> </ul>	<ul style="list-style-type: none"> <li>- Flew to India for Aahar Expo prep</li> <li>- Finalize expo brochures &amp; catalogs</li> </ul>

Week 6 (Sun 2/3/25 – Fri 7/3/25): Aahar Expo

<b>Sunday 2/3/25</b>	<b>Monday 3/3/25</b>	<b>Tuesday 4/3/25</b>	<b>Wednesday 5/3/25</b>	<b>Thursday 6/3/25</b>	<b>Friday 7/3/25</b>
- Warehouse hunt for stock/inventory storage	- Source materials for booth setup - Warehouse hunt for stock/inventory storage - Final booth prep	- Aahar Expo Day 1 (4 Mar) in New Delhi: opening ceremony, live demos & lead capture	- Aahar Expo Day 2 (5 Mar): product showcases, influencer engagement & networking	- Aahar Expo Day 3 (6 Mar): panel discussions & strategic-partnership meetings	- Aahar Expo Day 4 (7 Mar): onsite distributor negotiations & demos - Aahar Expo Day 5 (8 Mar): closing events, team debrief & recovery

Week 7 (Sun 9/3/25 – Fri 14/3/25)

<b>Sunday 9/3/25</b>	<b>Monday 10/3/25</b>	<b>Tuesday 11/3/25</b>	<b>Wednesday 12/3/25</b>	<b>Thursday 13/3/25</b>	<b>Friday 14/3/25</b>
- Review of last week's performance and upcoming week's strategy	- Expo team recovery, debrief & action plan	- Distributor meetings: finalize agreements	- Partnership outreach: draft proposals	- On-site visits with key distributors	- Compile mid-March progress report & plan next steps

Week 8 (Sun 16/3/25 – Fri 21/3/25)

<b>Sunday 16/3/25</b>	<b>Monday 17/3/25</b>	<b>Tuesday 18/3/25</b>	<b>Wednesday 19/3/25</b>	<b>Thursday 20/3/25</b>	<b>Friday 21/3/25</b>
- Internal discussion with supervisor to set weekly priorities	- Follow-up with Expo leads & update CRM contacts	- Execute strategic-partnership meetings & MOUs	- Coordinate distributor onboarding logistics	- Partnership rollout check-ins & site visits	- Draft end-March progress report & April planning

Week 9 (Sun 23/3/25 – Fri 28/3/25)

<b>Sunday 23/3/25</b>	<b>Monday 24/3/25</b>	<b>Tuesday 25/3/25</b>	<b>Wednesday 26/3/25</b>	<b>Thursday 27/3/25</b>	<b>Friday 28/3/25</b>
- Drafting follow-up emails to expo contacts & B2B distributor outreach preparation	- Distributor partnership negotiations	- Finalize strategic agreements & legal reviews	- Warehouse handover & stock replenishment planning	- Develop joint marketing plans	- End-March summary & handoff to April initiatives

Week 10 (Sun 30/3/25 – Fri 4/4/25)

<b>Sunday 30/3/25</b>	<b>Monday 31/3/25</b>	<b>Tuesday 1/4/25</b>	<b>Wednesday 2/4/25</b>	<b>Thursday 3/4/25</b>	<b>Friday 4/4/25</b>
- Content-calendar planning & kickoff meeting	- Weekly meeting & track ERF progress - Finalize recruitment timeline	- Draft Mother's Day giveaway posts - Identify influencers	- Launch Mother's Day campaign - Monitor engagement	- Manage website orders & fulfill requests	- Draft expansion-funding grant - Review with supervisor

Week 11 (Sun 6/4/25 – Fri 11/4/25)

<b>Sunday 6/4/25</b>	<b>Monday 7/4/25</b>	<b>Tuesday 8/4/25</b>	<b>Wednesday 9/4/25</b>	<b>Thursday 10/4/25</b>	<b>Friday 11/4/25</b>
- Reviewing analytics of active digital campaigns	- Weekly meeting & review grant feedback - Plan revisions	- Submit grant applications & follow up with funders	- Draft sponsorship proposals - Coordinate sponsor outreach	- Streamline internal comms & document processes	- Optimize site per campaign metrics - Update UX

Week 12 (Sun 13/4/25 – Fri 18/4/25)

<b>Sunday 13/4/25</b>	<b>Monday 14/4/25</b>	<b>Tuesday 15/4/25</b>	<b>Wednesday 16/4/25</b>	<b>Thursday 17/4/25</b>	<b>Friday 18/4/25</b>
- Finalizing grant/sponsorship drafts	- Weekly check-in & plan deliverables	- Attend AI & digital strategy workshop	- Debrief workshop & integrate learnings - Share with team	- Create social posts using AI insights - Assign captions	- Follow up with workshop contacts - Plan collaborations

Week 13 (Sun 20/4/25 – Fri 25/4/25)

<b>Sunday 20/4/25</b>	<b>Monday 21/4/25</b>	<b>Tuesday 22/4/25</b>	<b>Wednesday 23/4/25</b>	<b>Thursday 24/4/25</b>	<b>Friday 25/4/25</b>
- Content-calendar planning & kickoff meeting	- Weekly meeting & Amazon-onboarding status - Review approval timeline	- Continue Amazon category approvals - Liaise with support	- Plan Blinkit & Zepto launches - Draft checklists	- Troubleshoot integrations & test data flows	- Prepare May campaign calendar - Assign next-week tasks

Week 14 (Sun 27/4/25 – Fri 2/5/25)

<b>Sunday</b> <b>27/4/25</b>	<b>Monday</b> <b>28/4/25</b>	<b>Tuesday</b> <b>29/4/25</b>	<b>Wednesday</b> <b>30/4/25</b>	<b>Thursday</b> <b>1/5/25</b>	<b>Friday</b> <b>2/5/25</b>
- Weekly task alignment and documentation updates	- Weekly meeting & review May calendar - Adjust priorities	- Draft & schedule May social posts - Finalize captions	- Follow up on Blinkit & Zepto onboarding - Resolve issues	- Coordinate Gharleu facility-transfer updates - Send status report	- Collect captions for next week - Prep content assets

Week 15 (Sun 4/5/25 – Fri 9/5/25)

<b>Sunday</b> <b>4/5/25</b>	<b>Monday</b> <b>5/5/25</b>	<b>Tuesday</b> <b>6/5/25</b>	<b>Wednesday</b> <b>7/5/25</b>	<b>Thursday</b> <b>8/5/25</b>	<b>Friday</b> <b>9/5/25</b>
- Content-calendar planning & kickoff meeting	- Weekly meeting & calendar check - Review ongoing tasks	- Create promo graphics & videos - Align messaging	- Finalize Blinkit & Zepto listings - QA & compliance checks	- Follow up with distributors & partners - Send proposals	- Schedule influencer posts - Review forecasts

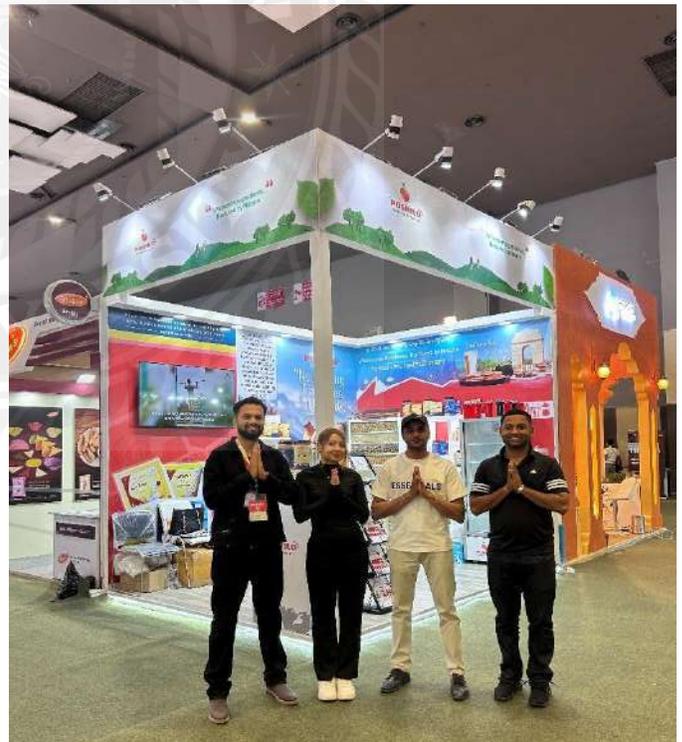
Week 16 (Sun 11/5/25 – Fri 16/5/25)

Sunday 11/5/25	Monday 12/5/25	Tuesday 13/5/25	Wednesday 14/5/25	Thursday 15/5/25	Friday 16/5/25
- Reporting and wrap-up planning	- Weekly meeting & check Amazon onboarding - Update tracker	- Manage sales orders & customer inquiries - Escalate issues	- Follow up on grant & sponsorship proposals - Send reminders	- Market research: margin & channel analysis - Draft recommendations	- Reporting and wrap-up planning

**Appendix B: Some Memorable Pictures**



*Figure 12: Aahar Expo 2025 Booth Setup Team*



*Figure 13: Aahar Expo 2025 Poshilo*