



**Cooperative Education Report:
Concepts to Campaigns: Cooperative Education Journey at Foodmandu**

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Project Title: Concepts to Campaigns: Cooperative Education Journey at Foodmandu

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ABSTRACT

This cooperative education project was conducted from January 20, 2025, to May 14, 2025, over 16 weeks, under the Marketing Department of Foodmandu, Nepal's leading online food delivery service. The cooperative education primarily focused on content creation and digital marketing activities aimed at enhancing engagement with Gen Z consumers.

The main objectives of this cooperative education were: (1) To understand customer's evolving needs through social media, (2) To develop skills in creating and publishing engaging content, (3) To understand the importance of brand consistency in content creation, and (4) To gain insights into how social media marketing drives customer acquisition, engagement, and retention in the food delivery sector.

As a Content Creator co-op student, the core responsibilities included developing trend-based video content, supporting campaign execution, and analyzing performance metrics. The cooperative education offered practical exposure to content strategy, creative storytelling, and digital branding. Challenges such as creative blocks, tight approval processes, and equipment limitations were addressed through structured problem-solving and team collaboration. Overall, the cooperative education served as a valuable bridge between academic learning and real-world marketing practices.

Keywords: Content Creation, Social Media, Gen Z Engagement

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I would also like to extend my heartfelt thanks to the entire marketing team and my colleagues at Foodmandu, who made my cooperative education journey enjoyable and fulfilling. Their team spirit, collaboration, friendliness, and experiences helped me feel welcomed and supported from day one. Working with such a talented and inspiring group of people taught me the value of teamwork, creativity, and adaptability.

Finally, I would like to thank Siam University and Kathmandu College of Management for providing me with this incredible opportunity. The cooperative education program gave me the platform to apply classroom knowledge in a practical setting, gain hands-on experience, and discover new strengths and interests within the field of marketing and content creation. This journey has been a milestone in my academic and professional development, and I am truly grateful to everyone who was part of it.

Sincerely,

Aastha Bajracharya

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LIST OF ABBREVIATIONS

- MD: Managing Director
- BOD: Board of Directors
- STP: Segmentation, Targeting, and Positioning
- AIDA: Attention, Interest, Desire, Action
- Gen Z: Generation Z

CHAPTER 1: INTRODUCTION

1.1 Company Profile:

Foodmandu, Nepal's first online food delivery service, has grown into a household name since its establishment in 2010 by Manohar Adhikari. The idea came from Adhikari's struggle as a busy software developer, often finding it difficult to get meals during work hours. Recognizing a gap in the market, he built a platform that connected customers with local restaurants, showing Nepal a new way of dining. At a time when food delivery was almost unheard of, Foodmandu's innovative model transformed consumer habits, making online ordering a convenient and reliable option. Over the years, the company has expanded beyond Kathmandu Valley, reaching cities like Pokhara, Chitwan, and Butwal. It introduced new services like Foodmandu OneMart and FoodmanduFresh for grocery delivery, making life easier for its customers.

With a workforce of over 300 employees, the company, even after 14 years in this industry, remains committed to customer satisfaction, ensuring reliable deliveries and high-quality service. Its dedication to innovation has solidified its position as a market leader despite growing competition from players in this industry like Bhoj, Pathao, and Foodmood. Despite increasing competition from newer food delivery startups, Foodmandu has remained a market leader through its strong commitment to customer satisfaction and service reliability. Beyond just delivering food, Foodmandu has played an important role in shaping Nepal's digital food economy, inspiring restaurants to start online delivery and starting a culture where ordering meals with a few taps on a screen has become second nature. More than just a business, Foodmandu represents a lifestyle shift that has redefined convenience and dining experiences for thousands of Nepalese consumers.



Figure 1: Logo of Foodmandu

1.1.1 Mission Statement:

Foodmandu's mission is "To revolutionize food delivery in Nepal by providing a seamless and convenient platform that connects customers with a diverse range of restaurants. We are committed to delivering high-quality food and related products efficiently while ensuring premiumness, variety, and quick service. Through innovation and customer-centric solutions, we aim to save time and effort for our customers while creating meaningful employment opportunities for individuals seeking self-sufficiency" (Foodmandu Pvt. Ltd., 2020)

1.1.2 Vision Statement:

Foodmandu's vision is "To be Nepal's leading and most trusted food delivery service, setting the standard for convenience, reliability, and excellence. We aspire to enhance everyday dining experiences by continuously expanding our services, embracing technological advancements, and fostering a positive social impact through job creation and economic growth" (Foodmandu Pvt. Ltd., 2020).

1.1.3 Generic Strategy:

Foodmandu's strategy is currently centered around market expansion, a premium brand strategy, leveraging its first-mover advantage, and maintaining a strong customer-centric focus to sustain its leadership in Nepal's food delivery industry. As the country's first online food delivery platform, Foodmandu has continuously expanded its reach beyond Kathmandu Valley to cities like Pokhara, Chitwan, and Butwal, with plans to enter more urban areas. It has also diversified its services by launching its new vertical Foodmandu OneMart, catering to grocery delivery needs, and strengthening partnerships with an increasing number of restaurants to provide a diverse range of cuisines. By expanding its geographic service coverage, Foodmandu ensures it remains the preferred choice for customers looking for convenience and reliability.

A key pillar of Foodmandu's strategy is its premium brand positioning, differentiating itself from competitors through high-quality service, reliable delivery, and exclusive restaurant partnerships. The company collaborates with premium restaurants to offer gourmet meal options that aren't widely available on other platforms, attracting customers who value quality and convenience over cost. While competition in the food delivery industry has increased,

Foodmandu continues to benefit from its first-mover advantage, having built a strong and trusted brand over 14 years (Nepali Startup Updates, 2024).

Foodmandu's customer-centric approach is boosted through its engaging and relatable social media content and seasonal campaigns. By sharing witty, fun posts, trending memes, and interactive content on platforms like Instagram, Facebook, and TikTok, the company stays connected with its audience while keeping its brand relatable and fresh. Foodmandu also runs exclusive campaigns for special occasions like Valentine's Day and New Year, and seasonal campaigns, offering romantic meal deals, festive discounts, and cozy meal bundles that resonate with the mood of the time.

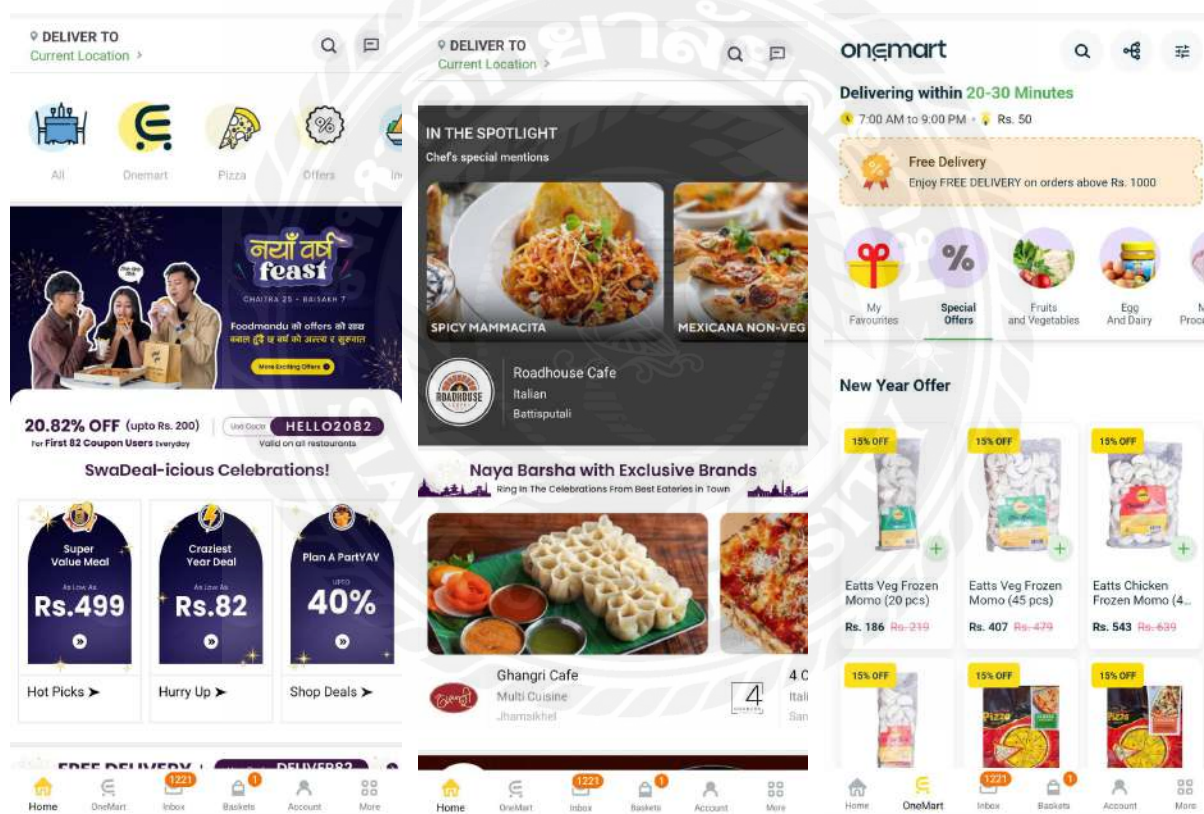


Figure 2: Foodmandu and Foodmandu Onemart Application

1.2. Organizational Structure:

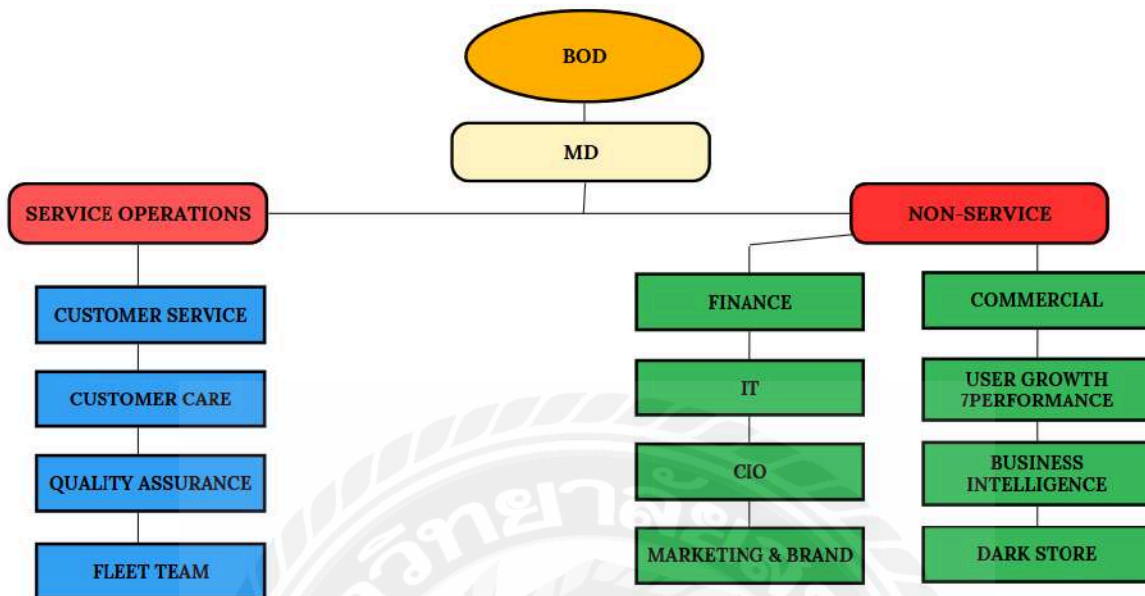


Figure 3: Organizational Structure of Foodmandu

The organizational structure of Foodmandu illustrates a well-structured hierarchy that divides the organization into two major segments: Service Operations and Non-Service departments, both overseen by the Managing Director (MD), who reports to the Board of Directors (BOD). This structure distinguishes between the core service delivery functions and the supporting business functions that drive strategic growth and efficiency.

The Service Operations segment is directly responsible for ensuring the quality and efficiency of Foodmandu's core delivery services. It includes departments such as Customer Service, which handles real-time customer interactions and issue resolution, and Customer Care, which focuses more on customer satisfaction and relationship building. The Quality Assurance department ensures that the services meet co-op studental standards and customer expectations. Additionally, the Fleet Team & Field Agents are tasked with managing logistics and delivery personnel to ensure timely and efficient order fulfillment.

The Non-Service side handles co-op studental support and strategic functions. It includes departments like Finance & Accounts, IT, CIO, which oversees Human Resources, and

Administration. It also covers areas such as Brand & Marketing, User Growth & Performance Marketing, Business Intelligence, Commercial, and Dark Store, which support the company's growth, marketing efforts, and data management.

Overall, this structure balances operational execution and strategic development, showcasing how Foodmandu integrates service excellence with data-driven decision-making and brand growth.

1.2.2 Job Position

I was hired as a Content Creator co-op student at Foodmandu to help the company better engage with its audience, particularly the growing Gen Z demographic. With the rise of social media as a key communication tool, Foodmandu recognized the need to create content that feels authentic and relatable to its younger, tech-savvy audiences. My role is to produce creative and engaging content that sparks the interest and preferences of Gen Z by using humor, memes, and trending topics that resonate with them.

I also work closely with the marketing team to brainstorm new ideas, manage social media campaigns, and ensure that all the content aligns with the company's voice and objectives. Since social media engagement is so important for visibility and customer interaction, my job is crucial in helping Foodmandu stay relevant, fun, and connected to its audience, especially as social media platforms like Instagram, TikTok, and Facebook continue to grow in importance. Through these efforts, I help strengthen Foodmandu's online presence and drive better engagement with customers.

1.2.3 Job Position in Organizational Structure

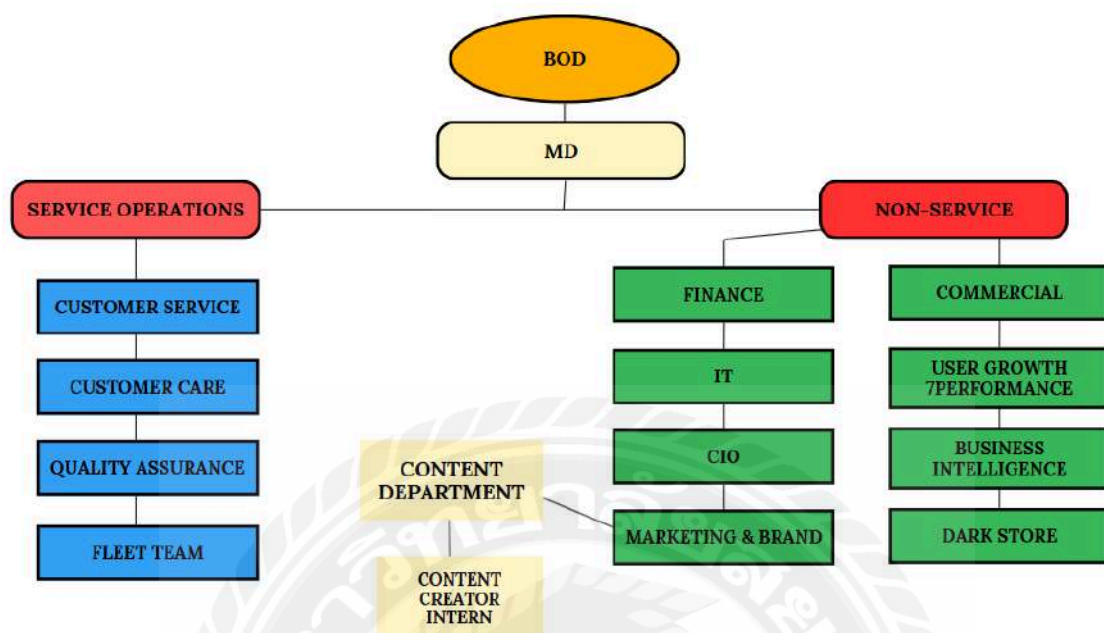


Figure 4: Job Position in Organizational Structure

As a Content Creator co-op student, my role falls under the Marketing Team, specifically within the Content Team, which is part of Foodmandu's Non-Service Department. The Non-Service Department includes key functions such as Finance, Commercial, Human Resources, and Marketing, all of which contribute to the company's growth beyond its operational and delivery services. Within this structure, the Marketing Team is crucial in building Foodmandu's brand, running campaigns, and strengthening customer relationships. As a part of the Content Team, my job is to bring content ideas to life by creating engaging, relatable, and trend-driven material that aligns with Foodmandu's marketing objectives. This involves developing social media content, brainstorming creative campaign ideas, and ensuring that Foodmandu maintains a strong digital presence, ultimately driving brand awareness and customer engagement.

1.3. Intention and Motivation to Choose Foodmandu

I chose to work at Foodmandu because of its reputation as Nepal's first and leading food delivery service. As the first company to introduce online food delivery in Nepal, Foodmandu has not only transformed the industry but also set a benchmark for other brands in this industry. Being associated with such a well-established and respected brand will significantly impact my

career, as it adds immense value to my resume and provides me with hands-on experience in a competitive, fast-paced market. Foodmandu's ability to adapt to trends, engage customers through creative marketing and maintain its leadership position made it the perfect place for me to gain industry exposure.

Beyond its reputation, I was drawn to Foodmandu because it offers the opportunity to bridge the gap between academic learning and real-world application. As I have gained knowledge in digital marketing, branding, and content marketing, this role allows me to put those concepts into practice. Foodmandu's focus on keeping up with the changing times through engaging content, social media trends, and strategic campaigns provides an ideal environment for me to refine my skills in content creation and campaign execution.

Additionally, this experience has pushed me to step out of my comfort zone, as I have been in front of the camera, exploring different aspects of content creation, and discovering new skills. It has allowed me to see a different side of myself, one that is creative. This cooperative education has enhanced my technical skills and helped me grow personally by embracing challenges and new opportunities.

1.4. Strategic Analysis of the Company

SWOT Analysis

Strengths	Weaknesses
Market Leader Restaurant Partnerships Convenience and Time-Saving No Need for a Physical Store Growing Online Presence	Difficult App Interface Compared to Competitors Issues with Customer Trust Service Inconsistency Customer Retention Issues
Opportunities	Threats
Expanding Digital Marketing Strategies Market Expansion Service Diversification Growing E-commerce Trends	High Number of Competitors Doubt in Online Purchases Online Security Concerns Maintaining Quality Standards

Strengths

- 1. Market Leader:** Foodmandu is a pioneer in Nepal's online food delivery industry. As one of the first companies to introduce this service, it has established strong brand recognition and a loyal customer base. This first-mover advantage allows Foodmandu to maintain a dominant position in the market, benefiting from early market penetration and customer trust.
- 2. Restaurant Partnerships:** Foodmandu has partnered with various restaurants, offering customers various cuisines and dining options. This extensive network allows Foodmandu to cater to different tastes and preferences, making it a preferred platform for food delivery. The variety also enhances customer satisfaction and engagement, as users get multiple choices in one place.
- 3. Convenience and Time-Saving:** Foodmandu eliminates the need for customers to travel to restaurants, saving them time and effort. Foodmandu's platform is designed for ease of

use, allowing users to browse menus, place orders, and receive food at their doorstep with minimal hassle. This convenience is a major selling point for busy professionals, students, and families.

4. **No Need for a Physical Store:** Unlike traditional restaurants, Foodmandu operates as an online marketplace, reducing overhead costs associated with rent, maintenance, and in-house dining services. This business model allows for scalability and flexibility, enabling the company to focus on logistics, technology, and marketing rather than physical expansion.
5. **Growing Online Presence:** Foodmandu has been leveraging digital marketing tools such as social media advertising, email marketing, influencer partnerships, and digital marketing to enhance its brand presence. With the growing need for online marketing, the company can target potential customers more effectively and increase engagement through personalized promotions and campaigns.

Weaknesses

1. **Difficult App Interface Compared to Competitors:** Foodmandu's mobile application can be less intuitive and harder to navigate compared to user-friendly interfaces offered by competitors like Pathao or Bhoj. This can result in a less satisfying user experience, leading to frustration and potential drop-offs, especially among new users. Simplifying the design and improving usability could significantly enhance customer retention.
2. **Issues with Customer Trust:** Some customers may have concerns about food quality, hygiene, or the accuracy of their orders. Negative experiences related to delayed deliveries, incorrect orders, or poor customer service can lead to mistrust, affecting the company's reputation and customer retention. Building trust through transparent policies and reliable service is essential for long-term success.
3. **Service Inconsistency:** Maintaining consistent service quality can be difficult, especially during peak hours, bad weather, or high demand. Issues such as delayed deliveries,

unresponsive customer service, and variable food quality from partner restaurants can impact customer satisfaction. Addressing these operational inefficiencies is important to sustaining Foodmandu's credibility.

4. **Customer Retention Issues:** While Foodmandu attracts new customers through promotions and discounts, retaining them is an ongoing challenge. The presence of competitors with similar offerings, with higher discounts and offers, makes it essential for Foodmandu to build long-term customer loyalty through superior service and personalized marketing.

Opportunities

1. **Expanding Digital Marketing Strategies:** With increasing smartphone penetration in Nepal, Foodmandu has an opportunity to expand its digital marketing efforts. They can do so by using data analytics, influencer marketing, and the incorporation of AI-driven customer recommendations, which can improve targeting, engagement, and conversion rates, ultimately driving business growth.
2. **Market Expansion:** Foodmandu started its operation in Kathmandu and has now expanded to Chitwan, Pokhara, and Butwal. Expanding to other urban cities where food delivery services are still developing presents an opportunity to capture new markets and grow its customer base. With increasing urbanization, demand for convenient food delivery services is likely to rise.
3. **Service Diversification:** Foodmandu has ventured into grocery and essentials delivery through Foodmandu Onemart, its new grocery delivery vertical. This diversification aligns with shifting consumer behavior towards online shopping and provides an additional revenue stream. Expanding into other delivery-based services such as pharmaceuticals, fresh produce, or meal subscriptions could further strengthen the company's market presence.

- 4. Growing E-commerce Trends:** The rise of digital payment solutions and increasing consumer trust in online transactions present significant growth opportunities. As more consumers become comfortable with e-commerce, Foodmandu can leverage this trend to expand its offerings, enhance its online ordering experience, and integrate seamless payment solutions.

Threats

- 1. High Number of Competitors:** The online food delivery market in Nepal is becoming increasingly competitive, with new and existing players offering similar services. Competitors may attract customers through aggressive pricing, better service quality, or exclusive restaurant partnerships. Foodmandu must continuously innovate and differentiate itself to maintain a competitive edge.
- 2. Doubt in Online Purchases:** Despite the growth of e-commerce, some consumers remain hesitant to order food online due to concerns about reliability, hygiene, and payment security. Addressing these concerns through customer education, transparent policies, and secure transactions is necessary to encourage more people to use Foodmandu's services.
- 3. Online Security Concerns:** As an online platform handling customer data and payments, Foodmandu is vulnerable to cybersecurity threats such as data breaches, fraud, and hacking attempts. Ensuring strong security measures and data protection policies is crucial to maintaining customer trust and avoiding potential reputational damage.
- 4. Maintaining Quality Standards:** Since Foodmandu relies on third-party restaurants for food preparation, maintaining consistent food quality can be challenging. Any negative experiences with food quality or hygiene from partner restaurants can reflect poorly on Foodmandu, affecting customer satisfaction. Implementing strict quality control measures and regularly evaluating restaurant performance can help mitigate this risk.

Porter's Five Forces Analysis

1. Threat of New Entrants: Low to Moderate

The food delivery market in Nepal has been expanding, attracting new players looking to capitalize on the growing demand. While starting a food delivery service requires significant investment in technology, logistics, and marketing, the industry remains relatively accessible. New platforms such as Pathao (Pathao Nepal, 2025) and Bhoj (Bhoj Deals, 2025) have entered the market, aiming to carve out a niche. Meanwhile, co-op studentational players may also consider expansion into Nepal as online ordering becomes mainstream. However, Foodmandu has an early-mover advantage, having established strong relationships with over 800 restaurants and a loyal customer base. This brand loyalty and established operational network create a barrier for new entrants who must compete on pricing, service quality, and restaurant partnerships.

2. Bargaining Power of Suppliers: Low to Moderate

Foodmandu works with hundreds of restaurant partners, giving it a strong negotiating position. Most restaurants rely on online platforms to increase sales, which reduces their bargaining power. However, well-known restaurant chains or high-demand eateries hold more influence and can negotiate better commission structures or request exclusivity. Competitors such as Pathao have also partnered with a growing number of restaurants (over 600), intensifying competition for exclusive partnerships (Makalu Khabar, 2023). If major restaurant brands decide to work with multiple platforms or launch their delivery services, it could impact Foodmandu's supplier relationships.

3. Bargaining Power of Buyers: High

Consumers in Nepal have multiple food delivery options, increasing their bargaining power. Price-sensitive customers can easily switch between competitor applications such as Foodmood, Pathao, Bhoj, and other platforms based on promotions and discounts. For example, Pathao has aggressively offered discounts of up to 80% and free delivery services, attracting cost-conscious customers (Makalu Khabar, 2023). Foodmandu, which has positioned itself as a premium brand, needs to balance quality and affordability to retain its customer base. To maintain its customer base, Foodmandu emphasizes quality

service and has diversified its offerings by launching "Foodmandu OneMart," a grocery delivery service, that adds to its goal of customer convenience.

4. Threat of Substitute Products or Services: Moderate

The biggest substitutes for online food delivery are traditional dine-in services, takeaways, and home-cooked meals. Many Nepalese households still prefer home-cooked meals for cost-effectiveness and health reasons. Restaurants that offer direct delivery through their staff and Grocery delivery services, such as Foodmandu's own One Mart, also serve as substitutes for those who prefer to cook at home rather than order ready-made meals. However, the increasing convenience and fast-paced urban lifestyle in Kathmandu and Lalitpur reduce the impact of this substitute effect, ensuring a steady demand for food delivery services.

5. Industry Rivalry: High

Competition in Nepal's food delivery industry is fierce, with Foodmandu facing significant challenges from Pathao, which has grown rapidly by offering competitive pricing and frequent discount campaigns. Pathao's ride-sharing network gives it an operational advantage, allowing it to optimize delivery logistics efficiently. Other competitors, such as Bhoj and Foodmood, also cater to niche markets, adding to the intensity of competition. To maintain its leadership position, Foodmandu focuses on customer experience, exclusive partnerships, and premium branding. The company also invests in seasonal campaigns, social media engagement, and loyalty programs to differentiate itself from rivals.

Foodmandu's strategic initiatives, such as launching Foodmandu OneMart, which is its newest vertical as a grocery delivery platform, and expanding into new cities, demonstrate its commitment to maintaining a leading position in Nepal's food delivery industry (Foodmandu Onemart, n.d.). However, the company must continuously innovate and adapt to the competitive landscape, addressing challenges posed by competitors like Pathao and local vendors in emerging markets. By focusing on quality service, strategic partnerships, and understanding

regional market dynamics, Foodmandu can sustain its growth and leadership in the evolving food delivery sector.

1.5. Objectives of this Cooperative Education Study

1. To understand customer's evolving needs through social media.
It comprises keeping track of social media trends, customer interactions, and feedback to identify changing preferences and expectations.
2. To develop skills in creating and publishing engaging content.
Learning how to design visually appealing posts, videos, and written content that align with the brand's voice and engage the audience effectively.
3. To understand the importance of brand consistency in content creation.
Learning how to maintain brand identity by ensuring consistency in messaging, design, and tone across all platforms.
4. To gain insights into how social media marketing drives customer acquisition, engagement, and retention in the food delivery sector.
Exploring how targeted content, interactive campaigns, and consistent online presence influence customer behavior and loyalty in a competitive digital marketplace.

CHAPTER 2: CO-OP STUDY ACTIVITIES

2.1 Job Description

As a Content Creator co-op student at Foodmandu, my role is to enhance the company's engagement with its audience, particularly focusing on Gen Z consumers. With social media playing a crucial role in modern marketing, my role revolves around producing fresh, engaging, and trend-driven content that aligns with the interests of younger, tech-savvy customers. As shown in Figure 5, many of Foodmandu's posts lacked a human element and failed to connect with the Gen Z audience, they were often product-focused without the relatability or personality that resonates with younger users. My responsibilities include creating relatable, humor-infused, and trend-based content to foster a stronger connection between Foodmandu and its audience. This involves leveraging popular memes, viral challenges, and cultural moments to ensure

Foodmandu remains relevant and engaging across platforms like Instagram, TikTok, and Facebook.

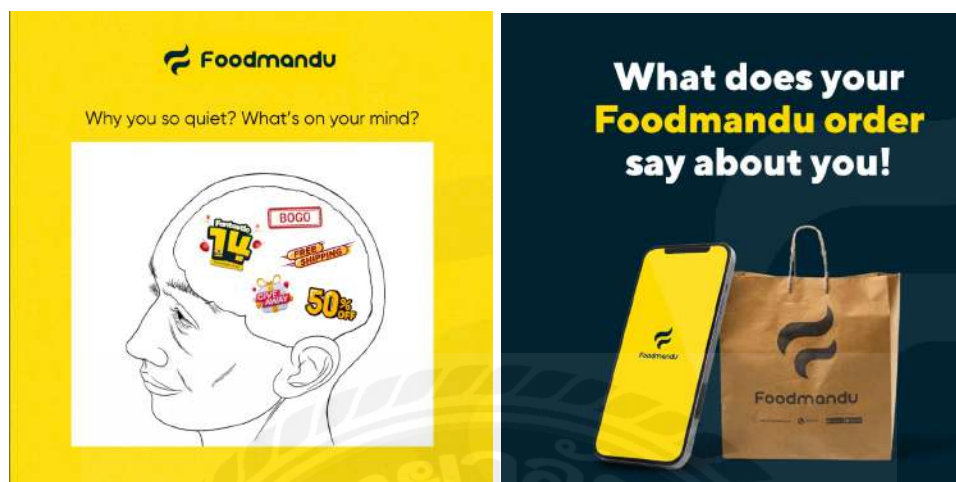


Figure 5: Previous Posts on Foodmandu's Instagram

2.2. Day-to-Day Responsibilities

As a Content Creator co-op student at Foodmandu, my daily responsibilities focus on content planning, production, and execution to maintain the brand's strong digital presence. My day begins with content planning meetings, where I collaborate with the marketing team to discuss upcoming campaigns, trending topics, and performance insights. These meetings help align content with Foodmandu's branding and audience engagement goals, ensuring a strategic approach to campaigns like "Happy Lunch Hour," "New Year," "Valentine's Week," "Women's Day," "Holi," and "Ramadan Specials."

Much of my role involves photoshoots and video production for Foodmandu's restaurant partners and product launches. I occasionally also film and edit promotional content for Foodmandu Onemart, capturing recipe shoots such as Guacamole & Salsa and featuring seasonal offerings like the "Valentine Basket." I also produce trend-based reels and filler content to keep Foodmandu's social media channels engaging and relevant. This includes restaurant highlights such as "Marcopolo" for "In the Spotlight" and "Love of Burrito" for Happy Lunch Hour. Pre-shoot preparations, including food styling, set arrangements, and creative ideation, are crucial parts of my workflow to ensure high-quality content.

When not filming, I focus on post-production tasks, refining video edits, adding text overlays, engaging captions, and trending audio tracks to enhance audience engagement. I also contribute to content approvals and revisions, ensuring that all published materials meet Foodmandu's quality and branding standards. Additionally, I work on collaborative projects, such as Foodmandu's partnership with various restaurants, and assist in last-minute content requests for restaurant partners and brand promotions.

Throughout the week, I juggle multiple responsibilities, from analyzing engagement metrics to creating teaser campaigns like the "New Year Pre-Tease" and shooting dynamic filler content for Instagram and TikTok. My role requires creativity, adaptability, and strategic planning to ensure that Foodmandu consistently delivers compelling and high-quality content that resonates with its audience.



Figure 6: Examples of Text Overlays and Video Edits

2.3. Job Process Diagram

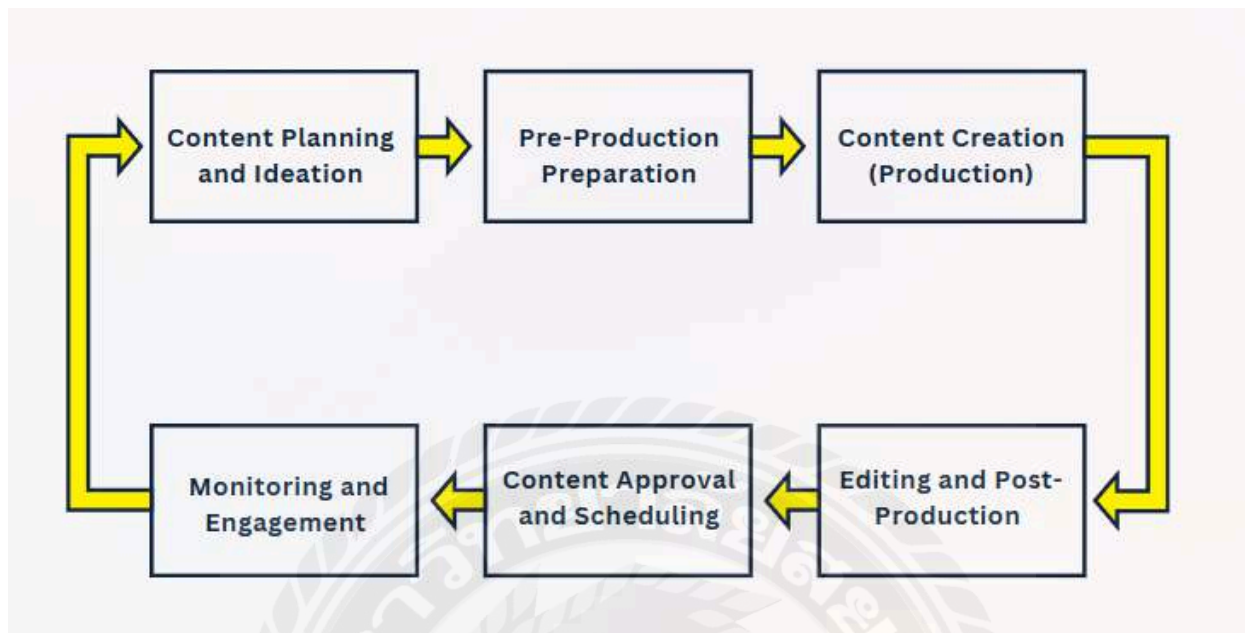


Figure 7: Job Process Diagram

My role followed a structured content creation process to ensure high-quality, engaging, and brand-aligned content. The process began with Content Planning and Ideation, where I researched food trends, customer preferences, and competitor strategies to generate innovative content ideas. I contributed to brainstorming sessions, developing creative concepts for social media posts and promotional campaigns, and maintaining a well-structured content calendar to ensure consistency.

Moving into the Pre-Production Preparation phase, I focused on scripting content, gathering necessary props, preparing shoot locations, and coordinating logistics like order placement for content creation. During the Content Creation (Production) stage, I actively participated in capturing videos, both behind and in front of the camera, stepping out of my comfort zone to create engaging content. I worked closely with photographers, videographers, and team members to produce visually appealing and interactive content that aligned with Foodmandu's brand identity.

Once the content was created, I transitioned to Editing and Post-Production, where I refined raw footage using tools like CapCut. I enhanced visuals, added captions, animations, and

sound effects, and ensured that all content matched Foodmandu's branding guidelines. After finalizing edits, the content moved to the Approval and Scheduling stage, where I submitted drafts for review, implemented necessary revisions based on feedback, and scheduled posts at optimal times to maximize audience engagement.

Finally, in the Monitoring and Engagement phase, I tracked content performance using analytics tools, measured engagement metrics such as likes, shares, and comments, and interacted with followers to build a stronger online community. By analyzing performance insights, I identified areas for improvement and refined content strategies for future campaigns. This structured approach not only helped me maintain a strong digital presence but also provided me with invaluable hands-on experience in content creation, digital marketing, and audience engagement.

2.4. Contribution as a Co-operative Education Student in the Company

As a co-op student at Foodmandu, I contributed to the company's social media efforts by assisting in content creation and marketing tasks. I worked on developing engaging video content, including reels and stories, while also researching trends to ensure our posts aligned with audience interests. Additionally, I helped with content planning, brainstorming ideas for upcoming trends, and coordinating logistics for shoots to keep the workflow organized. I also supported the marketing team by handling routine tasks such as reviewing social media performance and preparing materials, which allowed them to focus on broader strategies. My role involved assisting in brand collaborations, campaign launches, and product promotions, ensuring that content was delivered on time and aligned with the company's goals. Overall, I gained valuable experience while contributing to Foodmandu's digital presence in a supportive role.



Figure 8: Photoshoots for Foodmandu and Foodmandu Onemart

CHAPTER 3: LEARNING PROCESS

3.1. Problems Faced

During my cooperative education experience at Foodmandu, I faced several challenges that made content creation difficult. One of the biggest issues was the creative block. In the beginning, I did a lot of research to understand trends and what kind of content works best. However, because I gathered so much information early on, I sometimes struggled to come up with fresh and new ideas later. This made it hard to keep the content engaging and exciting for the audience.

Another challenge was the time needed for approvals. Since I had no prior experience in scriptwriting or editing, it was difficult to structure ideas properly, which led to delays. Writing scripts that matched the brand's voice and message took multiple revisions. Because of this, some videos had to be postponed or canceled due to messaging mistakes, editing mistakes, or missing context. This process slowed down content production and made it difficult to maintain a steady flow of posts.

Idea rejections were also tough to deal with. Sometimes, after putting in a lot of effort, an idea would be rejected, which was discouraging. It was hard to stay motivated when this happened, fortunately, this wasn't a frequent occurrence, but it was a demotivating factor. Additionally, working with monotonous concepts was another challenge. The company had a predefined list of core content ideas, which guided most of the videos and posts. These pillars included employee-related, trending content, Foodmandu OneMart collaboration recipe videos, offer posts, and restaurant highlights. While this structure provides consistency, it also limits creativity and flexibility in content creation. Over time, repeatedly producing content based on these same themes made the process feel repetitive and less engaging. Finding ways to bring freshness and originality within these constraints became a major learning experience during my cooperative education studies.

Lastly, the lack of proper equipment and setup created limitations. Without a dedicated studio or high-quality recording tools, it was difficult to produce professional-looking content.

This affected the final output and sometimes made it harder to compete with other brands that had better production quality. These issues made content creation more challenging, but they also helped me understand the areas that need improvement in the creative process.

3.1.1 Significance of Problems Related to the Job Process Diagram

The challenges I faced during my cooperative education significantly impacted different stages of my job flow, affecting the overall content creation process.

- 1. Content Planning and Ideation:** The creative block played a major role in slowing down this stage. Initially, I conducted in-depth research, which led to a lack of fresh ideas later on. This made it difficult to maintain variety and innovation in content. Some of the ideas were even rejected, and the rejection of ideas was discouraging and further delayed progress, as I had to repeatedly rethink and refine concepts.
- 2. Pre-Production Preparation:** Due to my lack of experience in scriptwriting, this stage required more time and effort. It was challenging to develop scripts that aligned with the brand's messaging in the first attempt, leading to multiple revisions. This, combined with the lengthy approval process, often delays the time taken to get to the next stage of production.
- 3. Content Creation (Production):** The company did not have proper equipment and setup for production, which restricted the quality and execution of content. Some ideas couldn't be fully realized due to technical limitations, which impacted the overall production value and engagement of the final output. Having to work within preset content formats reduced creative flexibility.
- 4. Editing and Post-Production:** Since some videos had to be canceled or postponed due to gaps in context or incorrect messaging, the time spent on editing sometimes went to waste. This created inefficiencies in the workflow and affected content delivery schedules.
- 5. Content Approval and Scheduling:** The approval process was often time-consuming, as feedback required multiple revisions before final approval. This impacted scheduling, sometimes causing delays in content posting and reducing the consistency of social media updates.

- 6. Monitoring and Engagement:** If content production was delayed due to the above factors, it directly affected engagement levels. Timely and relevant content is key for audience interaction, so any setbacks in earlier stages had a ripple effect on monitoring and performance tracking.

Overall, these problems slowed down the entire content creation cycle, affecting efficiency, content quality, and audience engagement.

3.2. Solving the Problem

To address the challenges faced during my cooperative education, several solutions could have been applied to improve efficiency and creativity. One of the key issues was a creative block, which came from an overflow of ideas at the beginning. While a list of ideas was maintained, the constant stream of new concepts caused many to be forgotten or missed before they aligned with ongoing trends. This creative block also contributed to monotonous content, as our videos started feeling repetitive. To solve this, a better system for organizing and prioritizing ideas could have helped, such as pacing ourselves in the beginning while content dumping and focusing on one niche category at a time, and setting reminders for trend-based content before it became outdated.

The time-consuming approval process was another challenge, largely due to my lack of experience in scriptwriting and video editing. Since structuring ideas properly was difficult at first, seeking early-stage feedback before finalizing scripts could have helped reduce the number of revisions and prevented delays. Learning from previous mistakes and gradually refining my script writing and editing skills helped reduce the number of mistakes.

Idea rejections were discouraging, but were a part of the learning process. One way to fix this issue would have been to present multiple variations of an idea, offering flexibility in execution. Understanding the reasoning behind rejections and making necessary adjustments could have improved acceptance rates. Additionally, documenting feedback on rejected ideas helped refine future content strategies and reduced the chances of repeating the same mistakes.

Monotonous content was a challenge due to the structured nature of the company's content plan. Since there were set content formats to follow, creativity was sometimes restricted. To add variety while staying within the brand guidelines, experimenting with different storytelling techniques, editing styles, and engaging elements such as challenges or behind-the-scenes content could have helped. Tracking audience engagement trends and analyzing which content performed best provided valuable insights into what changes were needed.

The lack of proper equipment and setup was another issue that impacted content quality. While professional tools were limited, alternative solutions such as using natural lighting, smartphone cameras, and free editing software improved video production. Investing in affordable accessories like tripods or external microphones would have also enhanced content quality.

Finally, audience engagement strategies require continuous changes. Finding the best posting times and interactive elements was a trial-and-error process, as engagement varied based on different factors. Regularly analyzing performance metrics and adjusting content strategies accordingly based on A/B testing helped in optimizing reach and interaction. Experimenting with interactive formats like polls, Q&A sessions, and giveaways could have also boosted engagement levels. By implementing these solutions, the overall content creation process was made more effective, reducing inefficiencies while enhancing creativity and audience engagement.



Figure 9: Static Posts for Foodmandu Onemart

3.3. Recommendations to the Company

1. **Enhance Equipment and Production Setup:** Investing in affordable good quality cameras, proper lighting, and microphones will significantly enhance video production quality, making content more visually appealing and engaging.
2. **Expand Content Strategy for Greater Engagement:** Moving beyond repetitive formats by incorporating storytelling elements, behind-the-scenes footage, employee spotlights, and interactive challenges. This diversified approach will keep the audience engaged and create a stronger connection with the brand.
3. **Provide Access to Professional Editing Tools:** Equipping editors with industry-standard software such as Adobe Premiere Pro, Canva Pro, and CapCut to enhance editing capabilities and produce high-quality content efficiently.
4. **Implement Regular Performance Reviews and Feedback Sessions:** Conduct monthly evaluations to track progress, address challenges, and provide structured feedback. This will help co-op students refine their skills, boost confidence, and align their work with the company's content goals.

3.4. Lessons Learned during Co-operative Education Studies

During my cooperative education at Foodmandu, I gained a lot of experience that helped me grow both professionally and personally. One of the most valuable lessons I learned was the importance of accepting constructive criticism. Seeking feedback from experienced professionals and applying their suggestions allowed me to refine my work and improve my content creation skills. I also learned the value of making mistakes, trial and error in content production and marketing campaigns helped me develop problem-solving abilities and adaptability. Stepping out of my comfort zone was also a major learning experience. As someone who was initially more comfortable working behind the scenes, I had to push myself to be in front of the camera for content creation. This was a challenge at first, but it helped me build confidence, improve my communication skills, and better understand the creative process from multiple perspectives.

Beyond content creation, my cooperative education gave me exposure to Foodmandu's organizational culture. I experienced how different teams collaborate, communicate, and execute projects efficiently. Understanding workplace dynamics, management styles, and team interactions provided me with insight into the kind of work environment where I thrive. Another key lesson was learning how marketing campaigns are planned and executed under tight deadlines. Campaign stress was a real challenge, as last-minute content approvals, revisions, and unexpected changes required quick thinking and adaptability. However, navigating these high-pressure situations taught me how to stay organized, work efficiently under stress, and ensure that campaigns were delivered successfully. Overall, my time at Foodmandu provided me with hands-on experience in content creation, marketing strategies, and workplace collaboration, all of which will be invaluable for my future career.

3.5. Applying Theories to Real Working Situations

During my cooperative education at Foodmandu, I had the opportunity to apply several key concepts that I had previously learned, allowing me to connect theoretical knowledge with real-world situations. One of the most relevant concepts was consumer behavior analysis, which helped me understand how different audience segments engage with content. In class, I learned about segmentation, targeting, and positioning (STP), and during my cooperative education, I used this knowledge to determine what kind of content would best resonate with different

customer groups, particularly Gen Z, who are highly active on social media. I also applied the AIDA (Attention, Interest, Desire, Action) model in structuring content, ensuring that posts effectively grabbed attention, sparked interest, built desire, and promoted engagement.

Another key area of application was branding and digital marketing strategies. The theories I had previously learned about brand voice and consistency helped me understand how to create compelling captions, select the right tone for different posts, and align content with Foodmandu's brand voice. I also applied branding principles by maintaining consistency in brand messaging, ensuring that content reflected Foodmandu's premium positioning in the food delivery industry. Additionally, my knowledge of marketing strategy and planning was crucial when working on campaign execution. I applied the 4Ps of marketing (Product, Price, Place, Promotion) to understand how Foodmandu positioned itself in the market compared to competitors like Pathao, which focused on affordability and discount-driven promotions. I saw how Foodmandu differentiated itself by emphasizing quality service, premium restaurant partnerships, and a first-mover advantage. I saw how time management, adaptability, and teamwork played essential roles in handling last-minute adjustments, campaign deadlines, and unexpected content changes.

Furthermore, my understanding of content performance metrics such as engagement rates, impressions, and conversion tracking allowed me to analyze the effectiveness of different posts. This helped me refine posting schedules, use the most effective content formats, and experiment with different engagement tactics.

Other than marketing concepts, my cooperative education gave me valuable insights into organizational hierarchy and work culture. I worked under the marketing team's content division, which was part of the non-service department alongside finance, commercial, and HR teams. This structure helped me understand how different teams coordinate to ensure smooth business operations. The work culture at Foodmandu was fast-paced and collaborative, requiring strong communication and adaptability. I also learned about campaign stress and deadline management, experiencing how high-pressure situations are handled in a corporate setting.

Overall, this cooperative education experience not only strengthened my understanding of marketing theories but also gave me practical exposure to branding, strategic planning, organizational structure, and workplace culture, preparing me for future roles in the marketing industry.

3.6. Special Skills from Co-operative Education Studies

I developed several technical skills that significantly improved my ability to create engaging content. One of the most important skills I gained was video editing. Using tools like CapCut and Canva, I learned how to trim and refine footage, add smooth transitions, apply color correction, and enhance audio quality to make videos more engaging. Another key skill I learned was storytelling for digital content. I learned how to structure short-form videos effectively, using attention-grabbing hooks, engaging narratives, and strong call-to-action elements. Understanding how to craft compelling stories that align with brand messaging helped in making content more relatable and impactful for the audience.

I also gained experience in scriptwriting, which was a completely new skill for me. Writing concise, engaging, and brand-aligned scripts was a challenge at first, but through multiple revisions and feedback, I improved my ability to create structured content that conveyed the intended message. I learned how to adapt my writing for different content types, whether for promotional videos, trendy content, or informative storytelling.

Lastly, I stepped out of my comfort zone by being in front of the camera. Initially, I struggled with confidence and delivery, but over time, I became more comfortable presenting content naturally. I learned how to adjust my tone, expressions, and body language to match the video's style and engage the audience better. This experience helped me develop on-camera presence and communication skills, which are valuable for both content creation and personal branding.

CHAPTER 4: CONCLUSION

4.1 Summary of Highlights of Co-op Studies

My co-operative education experience at Foodmandu has been a learning journey. As a Content Creator co-op student within the Marketing Team, I had the opportunity to immerse myself in the workings of one of Nepal's leading food delivery services. This role allowed me to apply my academic knowledge directly to real-world scenarios. Concepts such as STP (Segmentation, Targeting, and Positioning), the AIDA (Attention, Interest, Desire, Action) model, and the 4Ps (Product, Price, Place, Promotion) of marketing became much clearer as I witnessed them in action through strategic content creation and campaign execution.

Throughout the cooperative education, I was actively involved in developing creative content for social media, planning and executing marketing campaigns like "Valentine's Week," "Happy Lunch Hour," "Mother's Day," and "Holi Specials", and analyzing audience engagement. These activities taught me not only how to produce impactful content but also how campaigns are ideated, coordinated, and brought to life in a dynamic business setting. I developed technical skills in video editing, scriptwriting, visual storytelling, and content strategy using tools like CapCut and Canva, while also stepping out of my comfort zone to appear in front of the camera.

Moreover, this experience gave me insight into Foodmandu's organizational structure, helping me understand how different departments, from marketing to logistics, collaborate to deliver a seamless customer experience. Being part of a fast-paced, team-oriented environment taught me the importance of communication, time management, and adaptability, qualities essential for any workplace. I also experienced the challenges of creative block, equipment limitations, and tight approval timelines, all of which helped me become more solution-focused and resilient.

Overall, this co-op served as a bridge between classroom theory and the realities of the workplace. It widened my understanding of the digital marketing landscape, strengthened my confidence as a content creator, and deepened my appreciation for how structured teamwork

drives the success of leading companies like Foodmandu. This hands-on learning experience has been foundational in shaping my future career aspirations in marketing and content creation.

4.2 Evaluation of Work Experience

Reflecting on my co-operative education experience at Foodmandu, it has been a significant milestone in my personal and professional development. As someone who identifies as introverted, one of the most significant areas of growth for me has been in developing my interpersonal skills. Initially, I found stepping in front of the camera or actively engaging in brainstorming sessions challenging, but this experience pushed me out of my comfort zone. I gradually became more confident in expressing ideas, collaborating with team members, and even appearing in video content. This has helped me become more comfortable in social and professional settings, something I know will be invaluable in future roles.

On the technical side, I acquired content creation skills such as video editing, scriptwriting, and digital storytelling using tools like CapCut and Canva. These skills are not only relevant but essential for any role in digital marketing and content strategy. I also learned how to align content with branding guidelines and target demographics, which deepened my understanding of marketing strategy and customer engagement.

From an organizational standpoint, managing multiple campaigns, meeting tight deadlines, and juggling different responsibilities taught me the importance of time management, planning, and prioritization. I developed a structured approach to content creation, starting from ideation to execution, and learned how to maintain consistency even when handling several tasks at once. Another key takeaway was stress management. Working in a fast-paced environment with tight turnaround times taught me how to stay calm under pressure. Whether it was last-minute changes, redoing edits, or facing rejections, I learned how to stay flexible and find solutions faster. These experiences helped me build resilience and develop a problem-solving mindset.

Overall, I feel personally satisfied and fulfilled with my co-op experience. It not only provided me with practical skills and industry exposure but also contributed significantly to my career goals and self-growth. I now feel more equipped and confident to pursue a career in digital content creation and marketing, with both the technical know-how and the soft skills needed to succeed in this field.

4.3 Limitations of Co-op Studies

While my co-operative education at Foodmandu was enriching, certain limitations shaped the scope of my involvement:

1. **Limited Autonomy:** As an co-op student, my access to certain areas of planning and decision-making was naturally restricted. Every action, creative decision, and project execution required supervisor approval, which occasionally limited my ability to act independently and make autonomous contributions.
2. **Learning Curve:** Entering the professional environment as a student, I experienced a steep learning curve. While this was an essential and positive part of my growth, it initially came as a challenge to fully understand the company's co-op studental systems, marketing procedures, and the market dynamics in which Foodmandu operates.
3. **Short cooperative education Duration:** The 16-week cooperative education period limited my ability to participate in and contribute to the company's long-term initiatives and major projects. Given the short timeframe, my involvement was primarily focused on short-term campaigns and immediate content needs, rather than deeper, sustained initiatives.

4.4 Recommendations for the Company

1. **Encourage Progressive Autonomy for co-op students:** Allowing co-op students to gradually take more ownership of small projects or independent creative tasks while still receiving supervision would accelerate their professional growth. Introducing more

responsibility in a structured way would build confidence, foster critical thinking, and encourage innovation without compromising quality standards.

- 2. Implement Regular and Constructive Feedback Sessions:** Establishing a consistent feedback mechanism, such as weekly or bi-weekly review sessions, would provide co-op students with timely insights into their performance. Continuous feedback would not only help co-op students refine their skills but also minimize major revisions, enhance workflow efficiency, and motivate them through clear recognition of their progress.
- 3. Strengthen Pre-Planning of Content and Campaigns:** Developing a more structured pre-planning process for content and campaigns would reduce last-minute rushes and improve overall campaign execution. By setting clear deadlines for brainstorming, content production, approvals, and posting schedules well in advance, the company can ensure a smoother workflow, higher quality output, and less operational stress for the team.
- 4. Facilitate Cross-Department Learning Opportunities:** Creating opportunities for co-op students to shadow or collaborate briefly with other departments, such as Performance Management, Customer Service, or Commercial teams, would broaden their understanding of the company's operations. This cross-functional exposure would help co-op students see how marketing integrates into the larger business strategy, adding more to their overall learning experience.

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APPENDIX 1

(Scan the QR codes below to view a few videos showcasing my work)

 	<p>Highest Viewed Videos</p> <p>https://rb.gy/jfrg12 https://rb.gy/h6chc1</p>
 	<p>First Videos Filmed</p> <p>https://rb.gy/2m19sc https://rb.gy/yfx9vy</p>
 	<p>Videos for Foodmandu Onemart</p> <p>https://rb.gy/1qezal bit.ly/4lYmorA</p>
 	<p>Trending Reel</p> <p>bit.ly/4iKTU1M bit.ly/3GNg6uO</p>
 	<p>Restaurant Focused Videos</p> <p>bit.ly/3EzYHW5 bit.ly/4iJVVLM</p>

APPENDIX 2

Jan-Feb 2025					Feb-March 2025				
monday	tuesday	wednesday	thursday	friday	monday	tuesday	wednesday	thursday	friday
20 -Start of Internship -Completed documentation process -Onboarding	21 -Had an introduction session, office tour, and a meet with my supervisor and colleagues.	22 -Task 1: Understanding company's social media posting strategy	23 -Attended weekly content meeting -Task 2: Ideation for upcoming post	24 -Task 2: Filming content for Foodmandu launch in Butwal -Posted reel	17 -Monthly content planning meeting -Discussion regarding themes, numbers and feedbacks	18 -Shoot for "in the spotlight" restaurant "Marco Polo" Edited and posted reel	19 -Ideation and shooting for brand "Love of Burrito" as a part of "Happy Lunch Hour"	20 -Shoot for launch in Butwal, reminder post -Extra content shoot for trendy filler content	21 -Content shoot for collaboration project with "Eat Fit" -Recipe shoot for Foodmandu Onemart
27 -Conducted competitor analysis by researching content posted by other brands like Swiggy, Instamart, UberEats, Deliveroo, Doordash, Blinkit	28	29 -Ideation for Foodmandu's new "Happy Lunch Hour" offer	30 -Set up, filmed and edited for "Happy Lunch Hour" reel	31 -Final edit and posted reel for the launch -Review analytics of past and present post	24 -Weekly content meeting -Shoot for Patan Launch of Foodmandu Onemart	25 -Filming for "Yasuni Japanese Restaurant" Non veg offer for Foodmandu	26 Day off for Public holiday "Shivaratri"	27 -Ideation, filmed, edited a trend-based reel "Me after placing my Foodmandu order"	28 -Filler content filming for Foodmandu and Foodmandu Onemart -Waiting for approval
Feb 3 -Weekly content meeting -Discussion on ideas for Valentine week post and reel ideas	4 -Reviewing Foodmandu's Instagram and Facebook posts from the past two years to analyze its content strategy, brand voice, and storytelling approach.	5	6 -Started on ideation for Valentine week including static posts and reels	7 -Shooting additional reels content for Foodmandu's Facebook and Instagram page.	March 3 -Weekly content meeting -Filmed and edited content for "Taza Treats"	4 -Recipe shoot for Foodmandu Onemart (Guacamole and Salsa)	5 -Shoot for "Kharayo Bakes" for inspirational story (Women's Day Post)	6 -Pre-shoot preparation and helped for photoshoot for different food items	7 -Video and Photoshoot for Women's Day celebration in office
10 -Final edit of reels and posts -Conducted a reel shoot for the launch of Foodmandu Onemart.	11 -Set up and filming for multiple valentine's day ads along with edits and content ideation -Posting static posts for Valentine week. -Posted multiple reels through the week	12	13	14 -Filming for new product "Valentine Basket" -Posted reels for the product	10 -Filmed and posted a employee related video -Preparation for Onemart and Holi photoshoot	11 -Weekly content meeting -Filmed three filler videos to be posted on Foodmandu (Recent Trend)	12 -Photoshoot for Onemart products and Holi shoot	13 Day off for Public holiday "Fagu Purnima; Holi"	14 -Filmed for "Mughal Empire's" Ramadan offer -Filmed a trendy reel
March-April 2025					April-May 2025				
monday	tuesday	wednesday	thursday	friday	monday	tuesday	wednesday	thursday	friday
17 -Two recipe shoot for Foodmandu Onemart	18 -Monthly Content Meeting -Filmed an offer video for "Mad Over Pizza" and trending reel	19 -Catch up on missed edits -Content Planning	20 -Planned and Filmed for "5 Unique item you can order from Foodmandu"	21 -Filmed an offer video for "Chicken Station"	14 Day off for "Nepali New Year"	15 -Monthly meeting -Ongoing campaign update -Past edits	16 -Went for restaurant shoot at "Indian Tadka"	17 -Foodmandu employee's favourite offer reel -Trendy reel	18 -Last day to order reel -Mother's day concept video
24 -Weekly content meeting -Photoshoot for "New Year" campaign -Ideation for static post	25 -Planning and ideation for "New Year" campaign content structure	26 -Went for restaurant content shoot at "Ghangri Cafe"	27 -Ideation and shoot for pre-tease and teaser for "New Year" campaign	28 -Went for restaurant content shoot at "Shawaya Grill"	21 -Voiceover for Concept video & Informational video -Filmed for Mother's day narrative video	22 -Two static post for Foodmandu Onemart "Mother's Day & Trending" including captions	23 -Shoot for "What's new in Foodmandu?" Tingba Cloud Kitchen	24 -Shoot for Onemart sales video and trending reel video	25 -Script and filming for Vacancy announcement reel
31 -Weekly Content Meeting -Two teaser video shoots	April 1 -Follow up edits & Team Lunch -Filmed a reel for office meme	2 -"One day to go" video shoot -Trending video shoot	3 -Filmed for content requested by Dalle Restaurant	4 -Offer name reveal video -Two trendy videos for Onemart	28 -Weekly Meeting -Shoot and edit for office meme	29 -Trending Video for Foodmandu and Foodmandu Onemart	30 -Unique Mexican food to order from foodmandu -Trending videos	May 1 Day off for "Labor Day"	2 -Team lunch
7 - Campaign Launch -3 Office meme reels	8 -Two campaign related reels introducing new offers	9 -Shoot for BOGO offer -Trending reel shoot	10 -Skit shoot for "Party Pack" offer -Shoot for Foodmandu Onemart	11 -Shoot for "Weather demands" related reel	5 -Shoot and edit for two Trending videos	6 -Edited static post for Foodmandu x MetGala theme	7 -Shoot for new product launch for Chicken Station	8 -Offer video for Wisdom Foods -Trending video	9 -Research on future restaurant collaboration for social media