



## **Cooperative Education Report**

### **Strategic Marketing and Branding Practices: A Comprehensive Internship Report at Columbia Nepal**

**Written by**

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

Faculty of Business Administration, Academic semester 2/2024

Siam University

**Title:** Strategic Marketing and Branding Practices: A Comprehensive Internship Report at Columbia Nepal

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We have approved this Cooperative Report as a partial fulfillment of the Cooperative Education Program, Semester 2/2024

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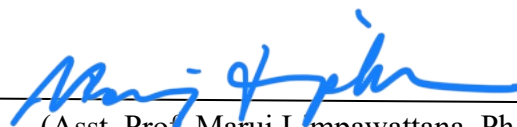
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**Major:** Marketing  
**Faculty:** Business Administration  
**Semester/Academic year:** 2/2024

### **Abstract**

This report presents a comprehensive overview and analysis of a 16-week internship at Himalayan Outdoor Gears Pvt. Ltd. (Columbia Sportswear Company Nepal), completed as part of the Bachelor of Business Administration in Marketing (BBA-Marketing) program. The internship provided hands-on exposure to the marketing and branding environment in Nepal, with a specific focus on the operations of a global brand. Emphasis was placed on the importance of adhering to international branding standards and strategic marketing practices. Key aspects covered in this report include assigned responsibilities, marketing initiatives, event planning, organizational functions, skill development, and overall professional growth. The internship served as a practical platform for applying academic knowledge to real-world scenarios, fostering readiness for a career in the marketing field.

**Keywords:** Marketing, branding, global marketing, event management, social media marketing, customer relationship management, project planning

## **Acknowledgement**

I would like to express my heartfelt gratitude to all the people who have helped and guided me throughout this project and journey. This 4 month internship and co-op course would not have been possible without the support and guidance of all my teachers, supervisors and colleagues. The support and encouragement I received from everyone involved in this journey of mine has helped me and shaped me into a better person both professionally and personally.

First and foremost, I would like to thank Siam University for providing me with the opportunity to participate in the Co-op study program in my course. This program helped me gain amazing work experience and develop my professional skills. I am also grateful to my Siam University supervisor Dr. Wannarat Wattananimitkul for her consistent support throughout my internship and helping me with valuable ideas and feedback to better prepare my report.

I am also grateful to Columbia Sportswear Nepal for providing me with the opportunity to work as an intern at their prestigious organization and always believing in me. I would like to thank the entire management and staff of Columbia Nepal for treating me with care and respect throughout my internship. The experience of working for a global company would certainly help in my future endeavors. A special thank you to Ms. Rinchenla Lama, my work supervisor and Ms. Dikila Lama, our Managing Director for their constant support and insights.

A big thank you to Kathmandu College of Management for their unwavering support not only during my internship but also my entire university journey and shaping me into becoming a better person. I would also like to thank Mr. Sajag Rana, my KCM supervisor for his consistent communication and visit to my office for feedback and encouragement. Lastly, a big thank you to my family and friends for their help and support during my internship.

**Sayuz Joshi**

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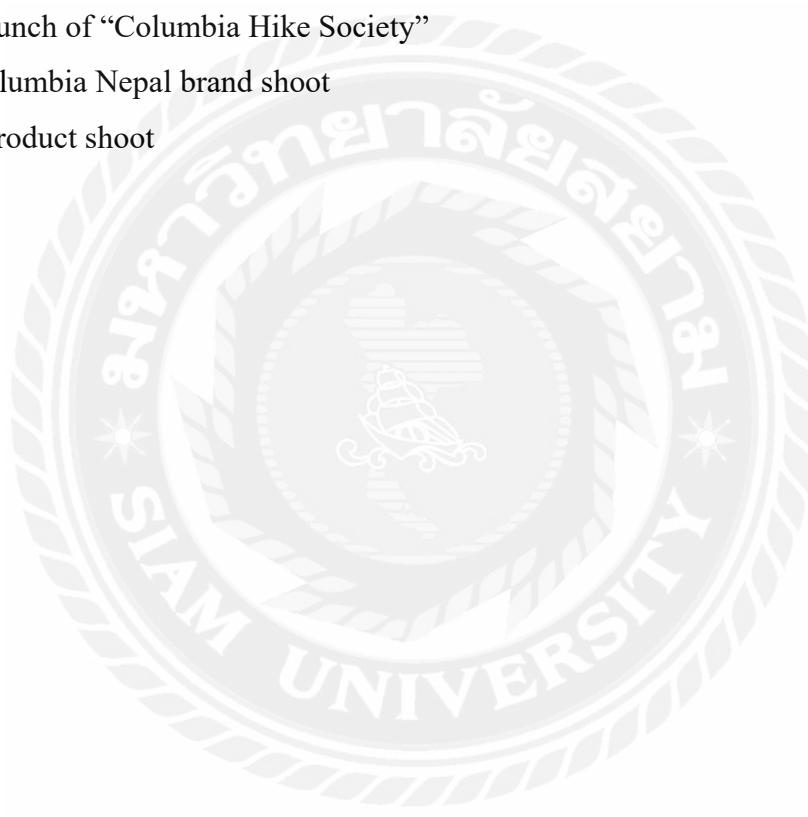
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## CHAPTER 1: INTRODUCTION

### 1. Company Profile



*Figure 1: Company Logo*

The Columbia Sportswear Company is an American company that manufactures and distributes outerwear, sportswear, and footwear, as well as headgear, camping equipment, ski apparel, and outerwear accessories. Based in Portland, Oregon, Columbia Sportswear is a global outdoor brand that crafts active lifestyle gear fortified with industry-leading technologies and tested in our own backyard. Our apparel, footwear, and accessories reflect our Pacific Northwest heritage and indomitable spirit. It all began in 1937 when Gert's parents fled Nazi Germany and settled in Portland where they purchased a small hat manufacturer, naming it the Columbia Hat Company. Signifying a fresh start for the family, the business eventually passed from Gert's father to her husband Neal and then to Gert herself in 1970 when she went from housewife to executive overnight after Neal's sudden passing.

At Columbia, we're as passionate about the outdoors as you are. And while our gear is available around the world, we're proud to be based in the Pacific Northwest where the lush forests, snow-covered mountains, rugged coastline, and wide-open spaces serve as our playground. This is where we hike, fish, hunt, camp, climb, shred, paddle, golf, run, and just enjoy the fresh air with friends.

#### 1.1 Mission

At Columbia Sportswear Company, we're more than just a leader in the global active lifestyle apparel, footwear, accessories and equipment industry. We connect active people with their passions.



## **1.2 Core Values**

- Enjoy an Active Life
- Compete to Win
- Relentless Improvement
- Culture of Honesty, Respect & Trust
- Doing the Right Thing for Consumers, Customers, Employees, the Company & our Communities

## **Columbia Nepal (Himalayan Outdoor Gears Pvt.Ltd)**

Himalayan Outdoor Gears (HOG)Nepal was established in 2016 with the purpose of selling top quality outerwear in the Nepalese market. The company acquired the distributorship of Columbia Sportswear in 2017 and in November that year, inaugurated two branded stores in two major cities across Nepal, Kathmandu the capital and Pokhara a rising metropolis.

With decades of experience in the outdoor retail sector, Columbia Sportswear under HOG has been led with an acute understanding of the market, its changing landscapes, potentials and limitations. It has been able to exercise its host of network and connections in the outdoor sector and beyond to secure the best associations for the brand as a result of which Columbia Sportswear has become one of the fastest emerging competitive global outdoor brands to enter the Nepalese market.

## **1.3 Strategies of the company**

Keeping in mind that around 80% of customers who shop outdoor brands in Nepal are tourists, Columbia Sportswear Nepal focused its first phase of growth in line with the tourism sector of the country. Our target customers in the initial phase of our growth were entirely tourists and our brand presence was built through effective selection of tourist centric locations, events, marketing and tourist friendly sales, approach, and policy.

Since our inception we have always maintained and invested in the prospect of online sales and marketing, this is despite the underdeveloped digital landscape in Nepal. We became one of the first international outdoor brands to enter e-commerce platforms and also the first to have our own ecommerce website. This foresight also drove us to have one of the highest social media engagements and following for an international outdoor brand in Nepal, within a short period of time.

## 2. Organizational structure

### 2.1 Diagram of the organizational structure

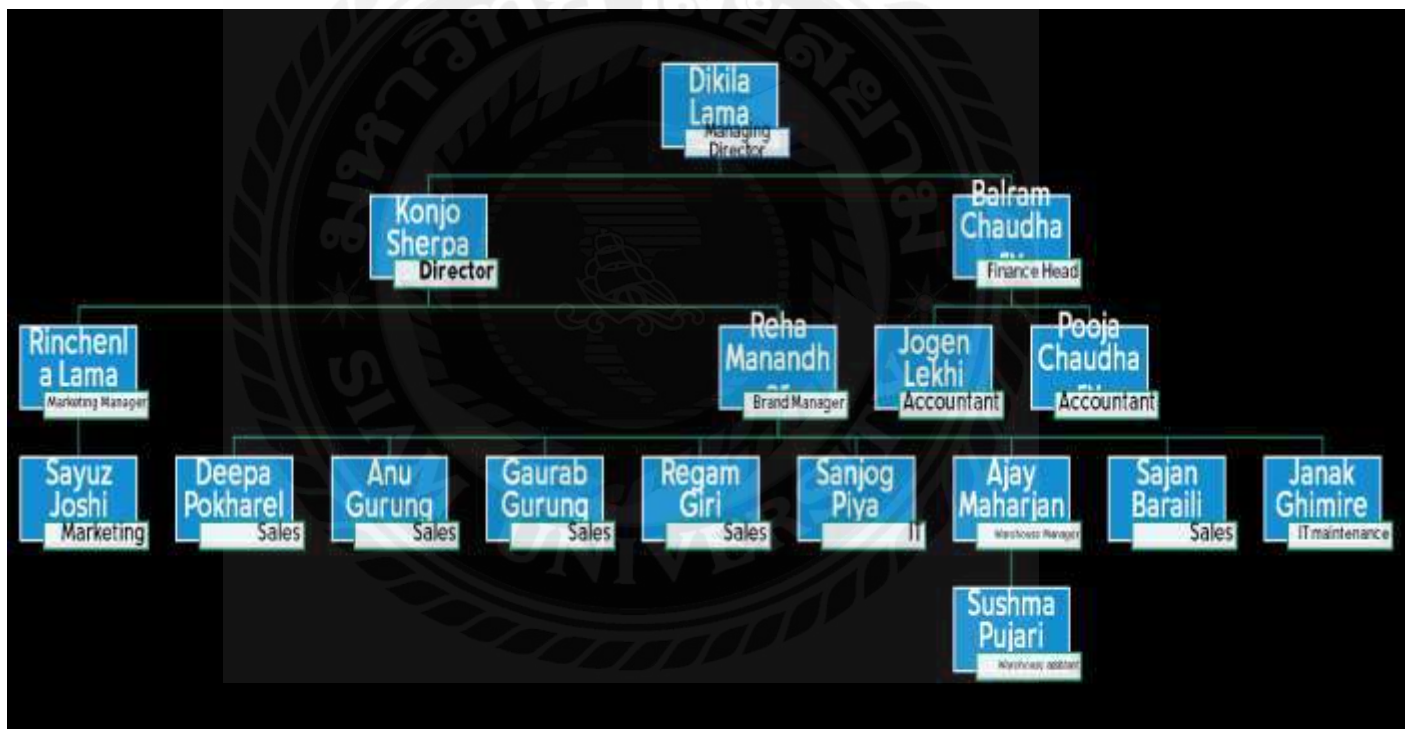


Figure 2: Organizational structure of the company

## **2.2 Job position**

During my co-op session, I worked as an marketing and branding intern for Columbia Nepal from February 1st, 2025 to May 24th, 2025. During my internship I got the opportunity to learn and contribute to the marketing and branding process of Columbia Nepal. I was involved in the daily marketing operations of the company and also understood the brand necessities of working for a global brand while following the global brand guidelines. This gave me an opportunity to gain experience in various marketing activities and plans to better understand the global market and the local market.

## **2.3 Job position in company's organizational structure**

I was part of the marketing team led by our marketing manager Ms. Rinchenla Lama. The marketing department is responsible for following the global marketing standard set by Columbia Global to market and brand the products in Nepal. I was part of the team which created marketing ideas, create social media posts following the brand guidelines, manage the global event which is the Columbia Hike Society, analyze data, report the insights of advertisement made on social media, create presentations for events, analyze customer interaction and develop strategies to create marketing plan for every season when new products are launched. We would report our work to our Managing Director of Columbia Nepal Ms. Dikila Lama and the global Columbia office.

## **3. Intention and motivation to choose the company**

My motivation for joining Columbia Nepal was to gain experience of working for a global brand present in my home country and learn the ideas of how a global brand operates. As a marketing student it is important for me to understand the key details when it comes to marketing and branding of products which have distinct market dynamics and require special knowledge. Columbia Nepal was the perfect place for me to learn global marketing and branding ideas to present in the local market with global guidelines. Marketing and branding for a global brand like Columbia helped me gain immense knowledge and ideas which focuses on targeting not only local but also international customers as the Columbia Nepal store sells to both the local Nepalese people and the tourists who shop while on vacation looking for a global brand at a good price.

#### 4. Strategic analysis of company(SWOT Analysis)

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"><li>● Global brand present in Nepal with diverse portfolio of products</li><li>● Marketing advantage and word of mouth</li><li>● Market experience in retail</li><li>● Strong team of experienced individuals in every department</li></ul>	<ul style="list-style-type: none"><li>● Products priced at higher number than local manufacturers and companies</li><li>● Import heavy business with high taxation and import duties</li><li>● Limited stores and workforce</li><li>● Off season time slows down business</li></ul>
OPPORTUNITY	THREATS
<ul style="list-style-type: none"><li>● Marketing opportunity using the global name and market</li><li>● Growth opportunity with more advanced corporate culture</li><li>● Support of global office to implement ideas and events</li></ul>	<ul style="list-style-type: none"><li>● Government regulations and logistics issues due to import duties</li><li>● Local competition who manufacture locally and provide products at competitive prices</li><li>● Global brand values keep changing and company needs to keep up and make more expenses</li></ul>

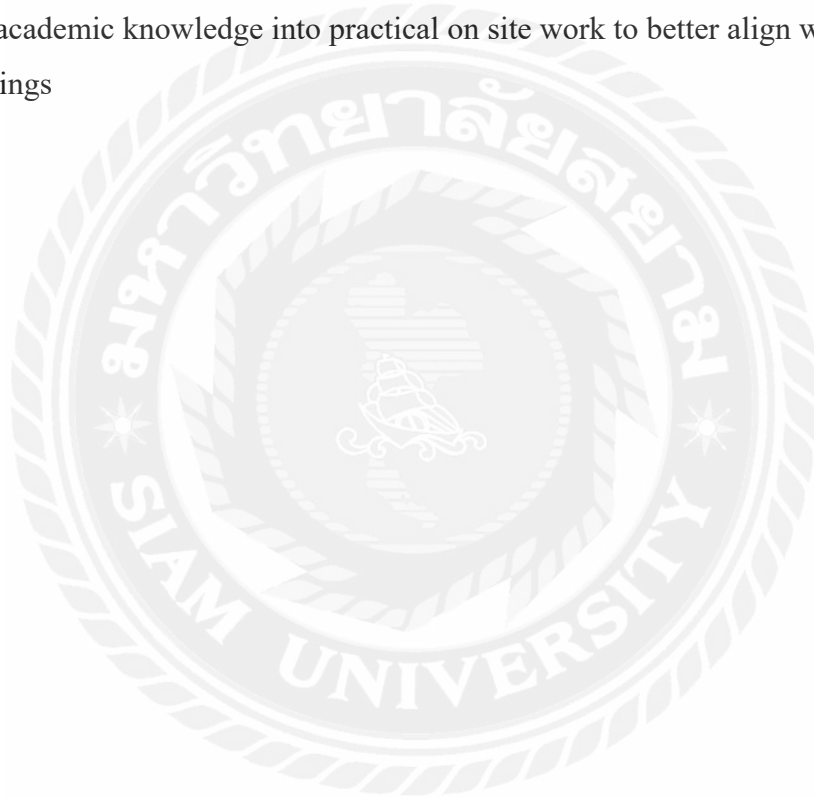
*Figure 3: SWOT analysis of company*

#### 5. Objective of this co-operative study

The main objective of this co-operative study is to help put my academic knowledge into work at the professional level working hands on in my field of interest. This helps me get proper working experience and learn more about marketing and branding through a series of events, meetings,

self evaluation and brainstorming. This study has helped me to build a solid foundation and network that will help me in my professional life as a marketer and business individual. By following this co-operative study I have gained these valuable skills:

- Learn more about global marketing and branding to follow along the market trends
- Understand customer point of view when it comes to purchasing products of a global brand and what they expect to receive
- Take responsibility of handling conflict and issues to better solve them through self evaluation
- Explore academic knowledge into practical on site work to better align with professional surroundings



## CHAPTER 2: CO-OP STUDY ACTIVITIES

### 1. Job description

- Job position: Marketing and branding Intern
- Workplace: Thamel, Kathmandu
- Internship duration: 16 weeks(February 1, 2025 to May 24, 2025)
- Job supervisor: Ms. Rinchenla Lama(Marketing Manager)

I worked as a marketing and branding intern at Columbia Nepal from February 1st, 2025 to May 24th, 2025. I was responsible for handling social media, marketing campaigns, analyzing results, event planning, and collaborating with advertisers. I also worked on launching the “Columbia Hike Society” event in Nepal which is a global event developed by Columbia Global which works on bringing people who share an interest in hiking and outdoor activities. I was part of the first hike we conducted here in Kathmandu with over 20 participants. The hike was a success with good response from people and our global office.

### 2. Job responsibilities and duties

- My major tasks are social media handling, creative design, marketing planning, developing campaigns and project management
- As a marketing intern, my key responsibility areas are developing marketing ideas, social media management, develop and work on projects assigned, stay up to date with global campaigns of Columbia and implementing correctly
- I worked closely with the Columbia team here to execute the Columbia Hike Society hike effectively through social media and other media channels
- I reached out to customers to explain them the idea of this hike and how it works along our project
- Communicated with our IT professional to develop and create a landing page dedicated to the Hike Society to market and reach more customers easily

As a marketing and branding intern my responsibilities were to handle the daily marketing activities of the company. The list consists of social media management, content creation, event planning, analyzing data and insights, compiling advertising results and the main highlight was

being part of the launch of “Columbia Hike Society” in Nepal. I also took part in looking after sales in our store to better understand the sales mechanics, customer queries and make plans to integrate into marketing our products.

**Social media management:**

- Create a marketing calendar to integrate our social media content and create posts accordingly
- Create and design stories and posts for our social media feed showcasing our products
- Communicate with customers who inquire through social media
- Analyze social media reach and content to plan accordingly for future reference
- Follow the proper brand guidelines when posting on social media that helps us align with global standard Columbia has integrated and planned for all their partners across the globe

**Content creation:**

- Collaborate with influencers on creating engaging content showcasing our Columbia gears and products
- Create and script video ideas to film and post on our social media pages following the proper brand rules
- Collaborate with our videographer to film and create product videos to better highlight the products Columbia offers

**Analyzing data and insights:**

- Compile data and results of social media posts to present to our marketing team and global team
- Compare results of every posts and sponsored ads made on social media to plan differently in the future
- Use Meta Business Suite to track posts insights, schedule posts, export data and handle customer queries
- Create proper presentations to show our data findings and results in a complete formatted manner

### **Sales visit and participation:**

- I also took the encouragement to be present at the sales front to take a look and learn more about sales as marketing and sales somewhat go hand in hand
- I engaged and talked with our sales representatives to get their insights on how the sales system works at Columbia Nepal
- I communicated with customers to know their likes and dislikes which helped me better understand my strengths and weaknesses when it comes to performing marketing activities
- Learned and understood the basics of sales, inventory and data adjustment.

### **Columbia Hike Society:**

- I worked and collaborated with our team to successfully launch the global Columbia event “Columbia Hike Society” in Nepal
- I planned with our marketing manager on how to launch the event, which place to host our first hike, who our first hike guide should be and how many participants we want to bring in to make it successful
- I collaborated with our IT professional to create a landing page that sits well within the Columbia Hike Society standard to help our participants get the detailed information in a easy and seamless way
- Created a Google form that was linked to the landing page within our website for our customers to sign up and join the hike
- Managed the customer data in a Excel spreadsheet to keep up with the sign ups and make changes accordingly
- Contacted the participants through Instagram, Facebook and Whatsapp providing them the information and handling their queries
- Contacted our suppliers to manufacture flags and banner exclusive for our Hike Society event
- Communicated with our influencer guest and finalising her participation and providing her our merchandise



- Created a detailed data presentation to present to Columbia Global after the conclusion of the hike to show the results

### **3. Activities in coordinating with co-workers**

During my internship period I got the opportunity to work and learn from amazing people who helped me in every step of my journey. The workplace was very dynamic and everyone knew their roles and responsibilities. We were a small team of very intelligent and hardworking people who worked together for the betterment of the organization. All of us shared a similar mindset which contributed to helping each other generate ideas and plan accordingly.

Our marketing team would often consult with the sales team to get their insights on products to better design our marketing ideas. We would also consult on customer retention and queries to make our system more efficient and effective for customer satisfaction. We would often discuss the things our competitors were doing in order to get a better understanding of the market dynamics and how we can work differently to tackle the problems in the market.

I would also collaborate and indulge in conversation with our IT professional to talk about how we can make our website more customer friendly and how we can make certain changes to better integrate within our system. This helped me get a better understanding of technology and website design that would help me in the future.

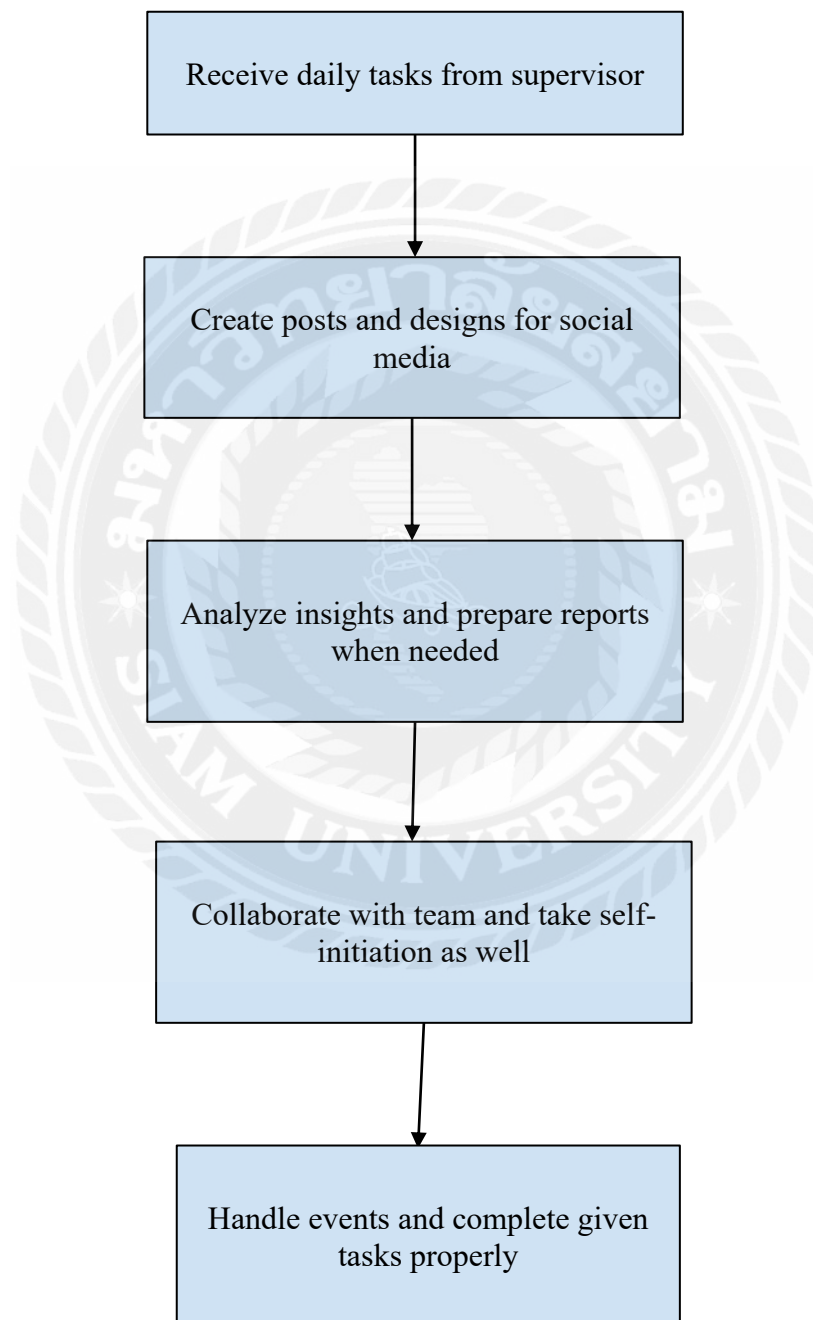
I often would consult with my colleagues on what products are selling more and which are selling less so that I could make a plan to post and promote them on our social media accordingly. I would take their insights and ideas into consideration when posting products and creating plans to integrate and implement into social media management.

I collaborated with our suppliers, IT professionals, sales staff, marketing team and MD during our Columbia Hike Society event to make the event a success and take everyone's inputs to create plans, design our flags and banners, create a landing page and develop social media campaigns to promote our event.

Overall I worked very efficiently with our Columbia Nepal team during my internship to ensure proper learning and work. I gained a lot of experience during the time I spent at Columbia Nepal

which helped me gain valuable teamwork knowledge and communication skills for the betterment of my future as a business professional.

#### 4. Job process diagram



*Figure 4: Job process diagram*

## **5. Contribution as a CO-OP student in the company**

My internship at Columbia Nepal turned out to be very fruitful for me as I got to learn and work with many experienced people who have been working in this field for many years. I communicated my ideas to my team members and also took criticism in a good way as part of my learning process and journey. I contributed in building their social media handles with my own ideas and approach while still following the brand guidelines which helped in growth and customer enquiries.

During my time at Columbia Nepal I took everyday as a learning opportunity to gain more knowledge and become better as a marketing individual to better help my future career. I always gave my hundred percent into every work I did and never felt burdened by the pressure. I made sure to always check with my supervisor regarding any posts, design, content, event and data result before presenting it for the final presentation. This gave me a better understanding of always double checking my work and staying punctual when it comes to deadlines.

I joined as a marketing and branding intern but made sure to also learn about sales and inventory management as both are equally important when it comes to handling and running a successful business and working as a marketer. I always maintained a friendly vibe with my co-workers and staff as another very important habit of a marketer is to maintain and have a friendly attitude with everyone in order to learn and become a better individual.

I worked on one very important project and several other projects that helped the brand get better results and also for me to learn new things everyday along the line. This internship helped me become a stronger individual with more practical knowledge and ideas which would be beneficial for me in the future.

## CHAPTER 3: LEARNING PROCESS

### 1. Problem/issues of the company

During my 4 month internship period I got to understand the working mechanism of the company and how it faces some problems along the lines. This was a new experience for me and I got to see some challenges within the company.

As Columbia Nepal is a complete import oriented business, all the products coming in need to be approved by the Government. This causes longer waiting time at customs and sometimes products are not released. This also means heavy import tax is levied on the products which automatically means a rise in the price of the product which ultimately the end consumer has to pay for.

Another issue is the border issue. As all the products are flown in from air and delivered to the India border, sometimes border issues arise due to the size and quantity of the products. Sometimes heavy sums need to be paid in order to get the product released on time.

Another issue the company faces is the local competition. Unlike Columbia Nepal who imports all their products, there are local home grown companies in Nepal who are in the same space and provide similar products but at lower prices due to local manufacturing. Although Columbia is a global brand, many customers look for cheaper and viable alternatives.

The other problem is the website management and marketing. A lot of customers still refrain from using the website due to its slow response time. We have been working on making the website better but it will take time for customers to completely shift to direct online purchasing. Due to this we need to depend on e-commerce alternatives for online sales and presence.

Lastly, as we are small team work pressure often leads to fatigue which results in sometimes the task not being completed. This causes stress, missing deadlines and mistakes.

## **2. How to solve the problems**

Talking about solving the mentioned problems, there is no other solution to the import problem without the start of manufacturing in Nepal itself, but that would again need research, investment and time. They can start by manufacturing smaller products like socks and caps in Nepal which would help them save some money on import tax and also generate employment for people of Nepal. This would require proper research, investment and time.

The other problem of the website needs to be solved by designing our very own domain. Currently Columbia Nepal uses a public domain for its website which makes it very difficult to maintain and customers face problems. Having our own IP and domain would help in better maintaining and marketing the website.

The next solution to additional work and responsibility due to having a small team can be solved by making new hires and creating a proper corporate structure for more seamless work and reducing stress among employees to better productivity.

## **3. Recommendations to the company**

Columbia Nepal is a very successful company with it being almost a decade old. They have a good management team and staff who work hard for the betterment of the company. Some recommendations I would like to provide are:

- Create a more efficient and effective corporate culture and structure within the company that would give the employees more breathing space and reduce stress. This would help in assigning specific tasks and roles to the employees for better performance and work.
- Expand more aggressively across the more developing cities of Nepal to gain more loyal customers and increase sales and also save delivery costs when delivering to places without a flagship Columbia store

- Use more efficient data management tools to maintain sales data, stock data and customer data. As they still use Excel, sometimes mistakes can happen which can lead to serious problems. Using other data management tools can help in better management, reduce risk of mistakes and have better data tracking system
- Columbia Nepal also indulges in sales and discount offers which might be better in the short term, but long term can create problems where customers' mindset may make them think Columbia Nepal always provides discounts which could dilute the brand value. This needs to change with more aggressive marketing programs which indicate Columbia as a good brand with great products which would help in creating a loyal customer base who would be willing to pay any price.

#### **4. Knowledge and skills learned during the CO-OP studies**

During my Co-op study I learned many things through my internship and work experience. Here is a brief description.

##### **Technical skills and ideas**

- Learned more about Excel and data management through analysis, stock keeping and data management
- Learned about website management and how to use the backend interface to upload and maintain products

##### **Sales and finance**

- I got to learn first hand sales experience working in the store front as well
- This gave me the chance to learn how finance in retail business works, import tax required to run it and keeping daily sales record

##### **Social media marketing and brand guidelines**

- I got to understand how social media marketing is done for an international company by following the global brand guidelines

- This gave me a better understanding on how to properly create a marketing plan and align with the goals set by the company
- This helped me understand problem solving mechanics and how to make the customer properly engage with the company

#### **Data analysis and insights management**

- I developed proper data analysis skills by analyzing social media insights and feedbacks
- This gave me a better understanding of social media metrics and data management

#### **Teamwork and communication**

- I got to work with amazing people who were very supportive and experienced which helped me communicate with more ideas and insights
- This helped me better my communication skills when it comes to interacting with different individuals

#### **Event management**

- I got to be part of the “Columbia Hike Society” launch which gave me a better understanding of how to manage and launch a global event
- This gave me a chance to learn about global event management and problem solving ideas when it comes to handling a large scale event

### **5. Application of the knowledge from coursework to a real working situation**

**Marketing and advertising:** The marketing and advertising courses I studied helped me better understand the marketing tactics needed to successfully integrate into brand building and social media marketing. The 4ps, marketing modules, and customer integration helped me better plan and execute marketing campaigns across different social media platforms for the company.

**Research model:** I worked on the research model studied to conduct market research on industry insights, market dynamics and marketing trends to make plans for all my posts, campaigns, events and analysis.

**Data management:** I learned more about data and statistical management techniques after practically implementing them into my work for analyzing data, record management and assorting important data across systems.

**Presentation skills:** I was able to create and deliver presentations in a professional and effective manner that would show all the data and ideas presented carefully and properly.

**Project management:** I was able to successfully complete my assigned projects and assignments. I could complete all my jobs and tasks properly without any problems. I also could handle events and lead at certain times.

## **6. Special skills and new knowledge learned from this Co-op studies**

This internship has taught me a lot of new skills and ideas which would be beneficial for me in the future. It has given me a lot of experience in working for a real company and putting my knowledge into practice. I got the chance to learn new things and information that helped me develop my soft skills. Some of the skills that I learned are as follows:

I gained skills and knowledge on marketing for a global company and following the brand guidelines for better integration. This gave me a better understanding of marketing, social media metrics, scheduling, and management. This helped me gain a better understanding of marketing metrics for better social media promotion and polish my skills as a marketer.

I also learned analysis and data management skills that helped me extract data and insights from posts, events and ads. This helped me polish my analytical skills when it comes to data management and statistical analysis.

I also worked to improve my time management skills as I was able to complete given tasks properly and on time. I became better when it comes to punctuality and productivity.



During my internship period I also developed my communication and presentation skills to better talk and engage with suppliers, bosses, customers and my colleagues. Communication is a very important skill for a marketer and having a good communication base has helped me evolve my skills in an even better way.

These are some of the skills I have developed during my internship period during my co-op study at Columbia Nepal. These skills have helped me become a better communicator, marketer, and working professional.



## CHAPTER 4: CONCLUSION

### 1. Summary of highlights of your Co-Op studies at this company

**Event management and leading:** Actively participated in launching and developing the “Columbia Hike Society” for Nepal with the first hike. This helped me gain proper knowledge on handling, managing, leading and developing the event which became a very successful one as all our participants enjoyed the event. This worked on helping me build my communication skills, event management skills and marketing skills.

**Data analysis and management:** The other part of my work experience was to analyze and manage data of all social media platforms. This helped me make informed decisions for future references and postings. This also helped me track insights and customer data for more profound decision making.

**Teamwork:** I got the opportunity to work with amazing people who always made the workplace happy and fresh. This helped me break the ice fast and collaborate with them properly. This job had me perform a lot of collaborative work so this helped boost my collaboration and teamwork skills.

**Marketing and branding growth:** My skills as a marketer grew ten folds after my internship at Columbia Nepal. I got to be part of the marketing team that led global marketing for a global brand. This has helped boost my portfolio and improved my marketing skills. This was one of the main purposes of my internship, to become a better marketing and branding individual and this experience has most definitely helped me achieve it.

Overall, this internship and Co-Op study experience has helped me gain valuable knowledge for my future. It provided me with a comprehensive learning experience, joining both academics and practical skills into one. This has prepared me for the ultimate journey and career in the field of marketing and business.

## **2. Evaluation of the work experience**

Since the start of my internship journey at Columbia Nepal, I have developed better as a marketer and professional individual. When I first started my internship journey I was sceptical on how to meet the expectations of a global brand here in Nepal, especially in the retail sector. But now I have developed great skills and matured enough to take on any challenge that comes my way. I have developed a lot of my skills through this internship program. I have learned a lot of new things and met a lot of new people who showed faith in me. I take great pleasure in having worked with this organization.

During my internship, I gained a lot of knowledge regarding marketing, global branding, teamwork, data analysis, proper communication, time management, customer service, sales and punctuality. I can work on multiple projects and dedicate myself to completing them efficiently and effectively.

I gained important knowledge on proper communication and taking feedback as that helps in gaining multiple opinions to complete the work in a better way. This has helped me to speak up my mind in a good way and give my opinion on matters and work. This helped in bridging the gap between my supervisor and me which helped in becoming a better marketer, person and guide.

This journey of mine has been very fruitful which helped me overcome my fear of speaking up and helped me become more confident, strong, better and wiser. I am grateful for this experience and will always be thankful to everyone who was involved in this journey.

## **3. Limitations of Co-op study**

The few limitations of my Co-op study were:

- As I was part of the event team for the Columbia Hike Society I planned and coordinated only one hike. As there were certain roadblocks and brand guidelines we needed to

follow, we have not been able to work on the second hike. I would have loved to plan and manage another hike but could not due to some problems.

- As our team is small, sometimes the workload would be too much and pressure would get to me. During those times, I felt frustrated and could not properly focus on my work.
- Sometimes work became the same routine which felt a bit boring at times as I would have to repeat the same process everyday.
- There were some communication problems and gaps between me and my supervisor at the beginning of the internship as I did not understand how the brand guidelines worked and how strict they were when it came to following them.

#### **4. Recommendation for Co-op study**

Columbia Nepal has become a good household name in the Nepalese market and continues to grow. However, some changes might be needed in order to gather more traction and grip in the market. Columbia Nepal should start promoting itself again as a good premium brand which values quality which comes at a premium price. The discounts and sales at all times dilute the brand value and customers only look to buy if some discount is provided which I noticed.

They also need to work on their website and market it properly. Direct online sales can boost their profits and reduce third party e-commerce costs. As a global brand, this should be done with the help of the global office. Developing a proper lag free website would help create more sales opportunities.

The last thing would be to hire more people at the workplace to reduce stress on current employees and also build a strong team with a growth mindset to better position themselves in the market. This would create good long term relationships and benefits to the company and help in growing it.

## REFERENCES

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## Appendices



*Figure 5: My workspace*



*Figure 6: Me with my Managing Director*



*Figure 7: Me with Columbia Nepal team*



*Figure 8: Launch of “Columbia Hike Society”*





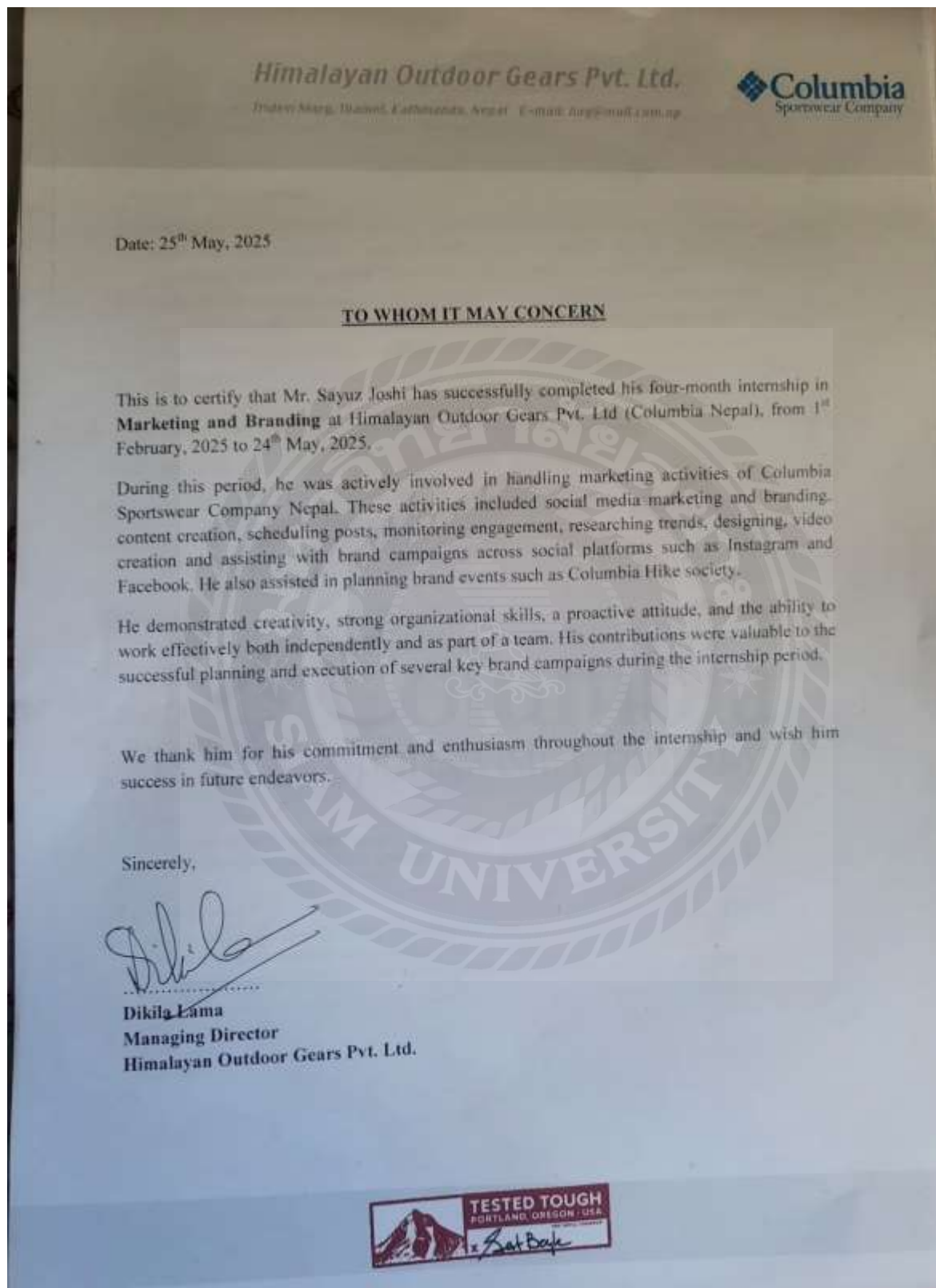
*Figure 9: Columbia Nepal brand shoot*



*Figure 10: Product shoot*



## Internship letter from Columbia Nepal



## Internship weekly work details

### 1<sup>st</sup> Week

Saturday 1 <sup>st</sup> Feb		
Introduction. Talk with manager and supervisor about plans and ideas	Week starts from monday at my workplace	

### 2<sup>nd</sup> Week

Monday 3 Feb	Tuesday 4 Feb	Wednesday 5 Feb	Thursday 6 Feb	Friday 7 Feb
Create marketing calendar for plans	Meeting with supervisor and social team to create content	Updated social media through Meta Business Suite	Video and reel shoot	Start planning for Columbia Hike Society

### 3<sup>rd</sup> Week

Monday 10 Feb	Tuesday 11 Feb	Wednesday 12 Feb	Thursday 13 Feb	Friday 14 Feb
Talked with IT professional creating landing page	Researched about Columbia brand and guidelines	Researched about Columbia Hike Society global events	Created video reel showcasing products	Make a content plan on Canva.  Created Valentine's Day post

#### 4<sup>th</sup> Week

Monday 17 feb	Tuesday 18 feb	Wednesday 19 feb	Thursday 20 feb	Friday 21 feb
Reviewed previous day post and insights	Drafted content calendar and marketing plan for Hike	Created Social posts with team	Work from home: Create data report	Create week report and content plan

#### 5<sup>th</sup> Week

Monday 24 feb	Tuesday 25 feb	Wednesday 26 feb	Thursday 27 feb	Friday 28 feb
Create a post for Columbia Intuitive Machines campaign	Check result of last days posts  Create data report	Researched on previous Hike society posts of global market	I had taken sick leave	Create and post content of Columbia Konos Shoe

#### 6<sup>th</sup> Week

Monday 3 March	Tuesday 4 March	Wednesday 5 March	Thursday 6 March	Friday 7 March
Create design for Hike Society	Compiled data and statistics of social media.	Got news hike was postponed  Create different post for social media	Contacted IT professional regarding Google location and problem	Work from home: Made weekly report and solved Google issue

### 7<sup>th</sup> Week

Monday 10 March	Tuesday 11 March	Wednesday 12 March	Thursday 13 March	Friday 14 March
Created Excel and Google form for customer data collection for Hike which is planned for March 22, 2025	Started working on Landing page for hike	Wrote content for landing page for hike	Holi holiday	Completed weekly works for the hike  Drafted hike gear list

### 8<sup>th</sup> Week

Monday 17 march	Tuesday 18 march	Wednesday 19 march	Thursday 20 march	Friday 21 march
Completed supplier work for flags and banner for hike  Printed Hike pamphlets and invitations	Started collecting and reaching out to Hike participants  Updated excel sheet	Reached out to guest influencer and sent out our merchandise	Create post regarding hike society	Sent out final update and information for tomorrow's hike

### 9<sup>th</sup> Week

Monday 24 march	Tuesday 25 march	Wednesday 26 march	Thursday 27 march	Friday 28 march
Briefed about the hike with team  Create story for Insta and FB	Started creating report on Hike  Post on social media	Updated landing page in website after talking with IT professional	Create posts and stories design	Create post for first hike update post for social media

### 10<sup>th</sup> Week

Monday 31 march	Tuesday 1 april	Wednesday 2 April	Thursday 3 April	Friday 4 April
Post hike video on social media	Create hike report to present and send to global office	Evaluate hike results and posts	Create canva design for social media posts	Create canva design for social media posts and boosting

### 11<sup>th</sup> Week

Monday 7 april	Tuesday 8 April	Wednesday 9 April	Thursday 10 April	Friday 11 April
Download lifestyle images for marketing use	Create posts using lifestyle images	Sick leave	Checked international Columbia pages to make posts	Made report and data report for checking posts results

### 12<sup>th</sup> Week

Monday 14 april	Tuesday 15 April	Wednesday 16 April	Thursday 17 April	Friday 18 april
Nepali New Year	Analyze data and metrics of social media posts and Hike results	Completed data report and social media report	Created posts for products which required boosting on social media	Completed remaining work and reports

### 13<sup>th</sup> Week

Monday 21 april	Tuesday 22 april	Wednesday 23 april	Thursday 24 april	Friday 25 april
Leave due to family event	Created new design for stories	Designed story and posted using new design and layout	Created posts for new products	Made report and data analysis

### 14<sup>th</sup> Week

Monday 28 april	Tuesday 29 april	Wednesday 30 april	Thursday 1 May	Friday 2 May
Worked with sales team member and taught her social media tactics to hand over	Worked on creating posts by downloading marketing style pictures	Created posts and stories for social media	Create design layout of social media	Completed weekly report and design

### 15<sup>th</sup> Week

Monday 4 May	Tuesday 6 May	Wednesday 7 May	Thursday 8 May	Friday 9 May
Made report for new products and posts	Designed posts for new shipment products	Analyzed customer feedback on new products posts	Created new posts and designs	Analyzed weekly reports and insights

### 16<sup>th</sup> Week

Monday 12 May	Tuesday 13 May	Wednesday 14 May	Thursday 15 May	Friday 16 May
Added new products to feed and story	Analyzed and responded to customer feedback	Talked with advertiser regarding OOH advertising for products	Created list of advertisers to approach for advertising	Create design for video reel and shoot

### 16 weeks continue

Monday 19 may	Tuesday 20 may	Wednesday 21 may	Thursday 22 may	Friday 23 may
Talked with advertiser regarding OOH ad and costings	Video shoot for Columbia brand  Post video reel on social media	Yet to be done (Internship end may 24)	Yet to be done (Internship end may 24)	Yet to be done (Internship end may 24)

**(Internship end may 24)**