



COOPERATIVE EDUCATION REPORT

Marketing and Customer Relationship at E-Digital Nepal

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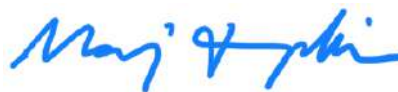
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ABSTRACT

This Cooperative report entitled “**Marketing and Customer Relationship at E-Digital Nepal**” Incorporates details on the sales & marketing department for E-Digital Nepal. E-Digital Nepal is one of the largest School Management System providers in Nepal with 800+ valuable clients. Its head office is in Tinkune-32, Kathmandu and it handles the functions and operations of overall Nepal.

This cooperative education report contains the working experience of different tasks carried out as an executive intern. The main objectives of the study include: (1) To provide an exposure into the practical working environment, thereby gaining ideas about the disparity between the textbook knowledge and real life practices and also the reconciliation point of them both. (2) To understand how an educational software development company functions and operates. (3) To understand about digital metrics, techniques and tools used in sales & marketing. (4) To formulate strategies to increase the digital presence of brands and its products. (5) To expand personal networks with experienced professionals and potential mentors who can provide support, guidance and feedback.

Working as an intern at E-Digital Nepal in the sales & marketing department, my main responsibilities were forming marketing campaigns for clients, making attractive presentations, bring up prospects, building customer relationship, pitching client about the service. Detailed information about the company and all the duties and responsibilities assigned during the cooperative education are explained in detail in this study. Similarly, exposure into the marketing industry for Ed-tech companies, are mentioned along with managing different online portals to increase brand presence online. Furthermore, problems faced and recommendations to the

problems are mentioned in this report. Different experience, skills and knowledge acquired under the competition of this coop study are also described.

Keywords: Digital Nepal, Marketing, Customer Relationship

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Sincerely,
Achint Dahal
6208040016

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List of Abbreviations

DN- Digital Nepal

CEO- Chief Executive Officer

ICT- Information Communication and Technology

SMS- School Management System

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CHAPTER 1

INTRODUCTION

1.1. Company Profile



Fig 1: E-Digital Nepal Logo

Digital Nepal was started from scratch in 2014, as a campaign, and have now become a movement to transform the education sector with information and communication technology (ICT). Here is the trigger that led E-Digital Nepal to start this campaign:

- Tardy management process consuming a lot of time and human resources
- Huge gap between the traditional school management system and digitally managed information system,
- Need of integrating technology for assuring quality education.

Within a short span of time, Digital Nepal has successfully digitized more than 800+ schools/colleges across the country. It has not only made swift progress, but has also gained credibility among the schools and colleges.

The presence of Digital Nepal is virtually everywhere across the country. It manages the system and services from Kathmandu, where our head office is located. In addition, the company has established branches at Itahari for effective service and proper implementation of our system also to support school physically.

1.1.1. Vision of the company

Digitalizing the educational ecosystem system of Nepal.

1.1.2. Mission of the company

Digital Nepal envisions the digitization of the education ecosystem of Nepal

Our mission is to bring transformation, innovation and revolution to the education sector of Nepal with the use of top-notch technology-based information management system to ensure quality education.

1.1.3. Strategies of the Company

As a sales and marketing intern at E-Digital Nepal, I have had the opportunity to observe and contribute to the company's strategies for digitizing the education ecosystem in Nepal.

- **Customized Solutions:**

E-Digital Nepal offers customized solutions to schools, colleges, and universities based on their unique needs and requirements. This allows the company to provide tailor-made solutions that meet the specific needs of each educational institution.

- **User-Friendly Interface:**

The software developed by E-Digital Nepal is designed with a user-friendly interface to ensure ease of use for all users. This strategy ensures that educational institutions can adopt the software with minimal resistance and training requirements.

- **Continuous Improvement:**

E-Digital Nepal continuously works to improve its software solutions to stay up-to-date with the latest technology trends and to meet the evolving needs of educational institutions. This strategy ensures that the company remains relevant and continues to offer value to its customers.

- **Strong Customer Support:**

E-Digital Nepal offers strong customer support services to ensure that its clients receive timely and effective support whenever needed. This strategy ensures that customers are satisfied with the software and services provided by the company.

- **Marketing and Promotion:**

E-Digital Nepal uses various marketing and promotion strategies to create awareness about its software solutions. This includes social media marketing, email marketing, and participation

in educational exhibitions and conferences. This strategy helps the company to reach out to potential customers and create a strong brand image.

Products Offered

1. School / College Management System
2. Finance Management System
3. HR & Payroll Management System
4. Internal Communication System
5. Online Admission & E-Portal
6. Online Class & Exam Management System
7. Mobile Application (IOS & Android)
8. Multi School / College Central Monitoring System
9. Website Management System
10. Digital Marketing

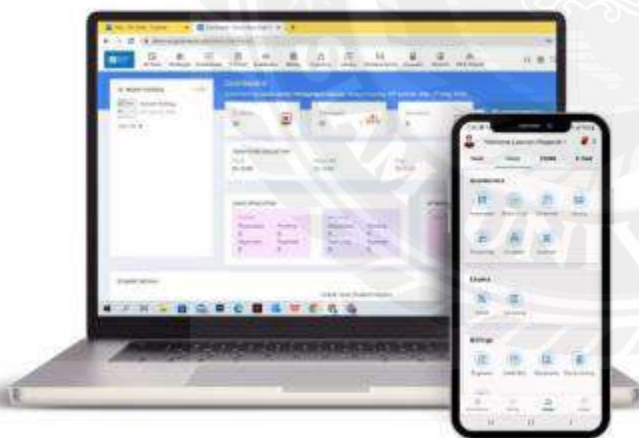


Fig 2: DN SMS Platform



Fig 3: DN Mobile app format

1.2. Organizational Structure:

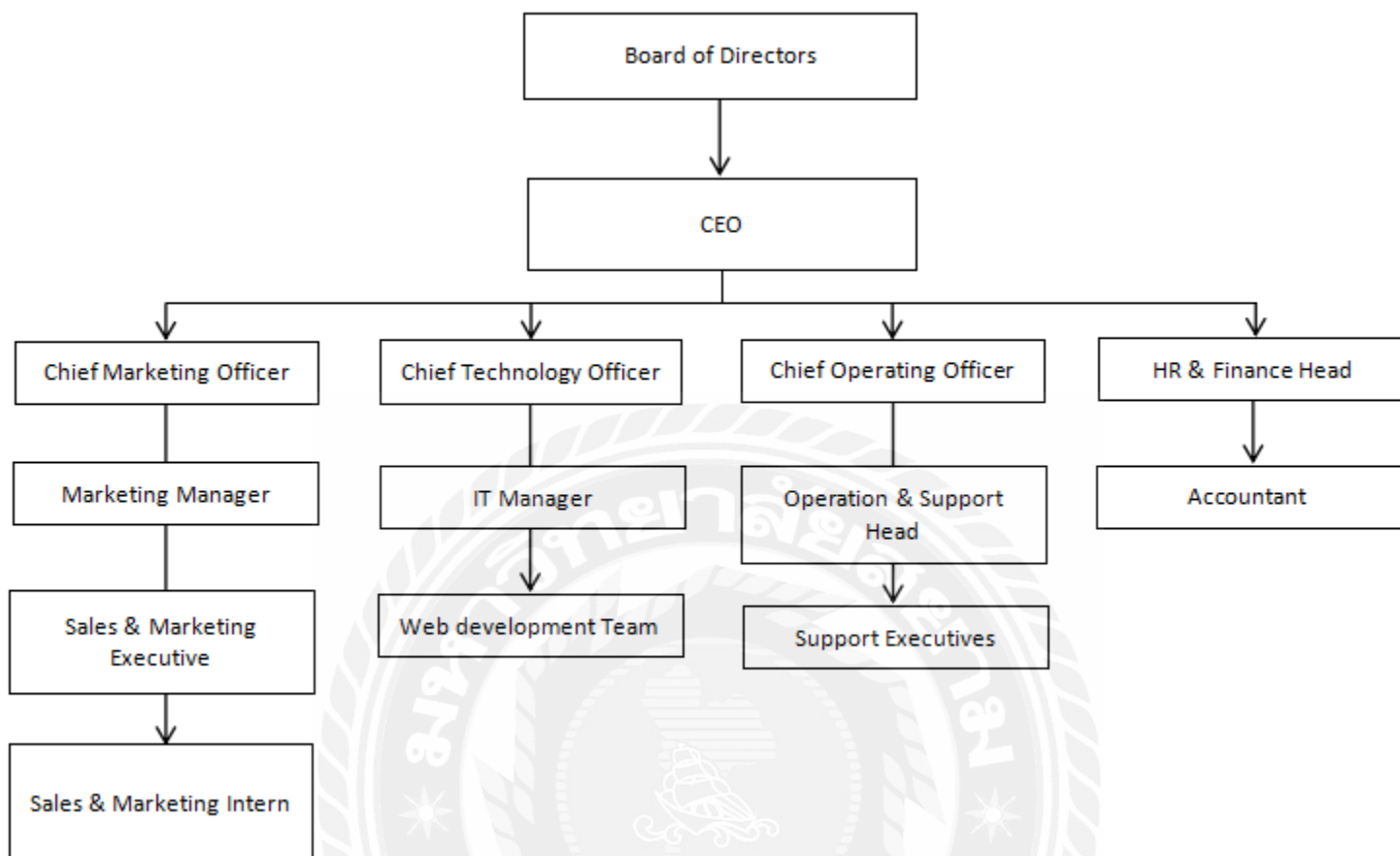


Fig 4: Organizational Structure

1.2.1. Job Position

During my Co-op Studies, I worked as an intern in the ‘Sales & Marketing’ department from February 1st, 2023 to May 19th, 2023. For my internship I had the opportunity to work in E-Digital Nepal at Tinkune-32, Kathmandu. I applied for this position because I felt this is the department in which I could bring the most value. Also, the job responsibilities seemed diverse with more exposure and broader experience, so I opted for this department.

1.2.2. Intention and Motivation

My motivation for joining E-Digital Nepal was twofold. Firstly, I was attracted to the company's mission of digitizing the education ecosystem in Nepal. As a student myself, I

understand the importance of efficient and effective systems in educational institutions, and I wanted to be a part of a company that is working towards this goal.

Secondly, I was interested in gaining practical experience in the field of sales and marketing. I wanted to learn how to apply the theoretical knowledge that I had gained in my academic studies to real-world situations. E-Digital Nepal provided me with an excellent opportunity to gain hands-on experience in sales and marketing and to develop my skills in this area.

1.3. Strategic Analysis of the Company (SWOT Analysis)

Strength	Weakness
<ul style="list-style-type: none"> ● Nepal's leading School / Colleges management system provider. ● Family like professional work culture ● Has reached over 50+ districts in Nepal. ● E-digital Nepal is completely designed in Java platform ● Has 800+ active clients over Nepal including Schools, Colleges & Universities. 	<ul style="list-style-type: none"> ● A proper workflow is still lacking due to communication gap ● Challenges in attracting and retaining top talent in a competitive industry. ● Potential language and cultural barriers when implementing the system in remote areas.
Opportunity	Threat
<ul style="list-style-type: none"> ● Improve workflows and workload distributions ● High potential to grab international clients in South Asia region ● Potential for expansion beyond the education sector to other industries. 	<ul style="list-style-type: none"> ● E-Digital Nepal is premium service providers which many institution can't afford ● Huge competition in the Ed-tech industry ● Cyber security risks and data breaches. ● Economic instability

Fig 5: SWOT Analysis

1.4. Objectives of the Co-operative Study

To enhance my career prospects, develop personal relations and become more professional, I joined my internship to gain experience and diversify my knowledge, help me inculcate professional etiquette and develop a broader personal relation network, which is very important to succeed in today's world.

Some of the objectives of my Co-Operative education program are as follows:

1. To provide an exposure into the practical working environment, thereby gaining ideas about the disparity between the textbook knowledge and real life practices and also the reconciliation point of them both.
2. To understand how an educational software development company functions and operates.
3. To understand about digital metrics, techniques and tools used in sales & marketing.
4. To formulate strategies to increase the digital presence of brands and its products.
5. To expand personal networks with experienced professionals and potential mentors who can provide support, guidance and feedback.
6. To experience the professional working culture of Nepal.

CHAPTER 2

CO-OP STUDY ACTIVITIES

2.1. Job Description

- Job position: Sales and Marketing Intern
- Worksite: Kathmandu Valley
- Internship duration: 16 weeks
- Internship dates: 1st February-19th May 2023

2.2. My Job Responsibility

As a Marketing and Sales Intern at E-Digital Nepal, the key responsibilities would include:

- **Make attractive presentations to present to clients:** Presentations play a vital role to help clients / prospects understand about our product (School Management Software) and vision for the company. I was given the responsibility to make a presentation about our products and make it creative and engaging.
- **Assisting in creating and implementing marketing campaigns:** I was responsible for assisting the marketing team in developing and executing marketing campaigns for the company's school management software. This would involve conducting market research, analyzing customer needs, and identifying key trends and opportunities.
- **Lead Generation and Customer Outreach:** I was responsible for generating leads and reaching out to potential customers through various communication channels. This would include identifying potential customers, creating sales pitches, and following up on sales leads.

- **Content Creation:** I was assigned to create content for various digital marketing channels such as social media platforms, blogs, and email marketing campaigns. The content should be informative, engaging, and relevant to the target audience.



Fig 6: Social Media Post



Fig 7: Digital Brochure

- **Customer Relationship Management:** I was responsible for managing customer relationships through various communication channels like phone call, online meeting, email etc. This would involve addressing customer inquiries, complaints, and feedback, and ensuring customer satisfaction.
- **Collaborating with other departments:** I worked closely with other departments to ensure brand consistency across all marketing channels. This involves collaborating with the product development team, web development team and support team to ensure that marketing messages are consistent with the product features and benefits.
- **Organizing and coordinating marketing events:** I assisted in organizing and coordinating marketing events such as product launches, webinars, and seminars. This involves

coordinating with event vendors, creating promotional materials, and ensuring that the event runs smoothly.

- **Monitoring and reporting on the effectiveness of marketing and sales campaigns:** I was responsible for monitoring and reporting on the effectiveness of marketing and sales campaigns. This involves tracking key performance indicators such as website traffic, lead generation, and customer conversion rates, and providing regular reports to the marketing and sales teams.

2.3. Activities in Coordination with Co-worker

Bringing up Clients: In E-digital Nepal, one of the critical responsibilities of marketing and sales team members is to bring in new clients. To achieve this, teamwork is essential. Co-workers collaborated in various ways, such as:

- **Sharing contacts:** Marketing and sales team members shared their professional network to identify potential clients. They also leverage their contacts to generate referrals.
- **Coordinating outreach efforts:** The team members coordinated their outreach efforts to ensure that they are not reaching out to the same client multiple times. They also share feedback and insights on the clients they have interacted with to help others in the team.
- **Providing support:** When a team member is in conversation with a potential client, other team members provide support by sharing relevant materials or answering questions that the client may have regarding the software.

Events Management: E-digital Nepal organizes various events, such as webinars, seminars, or product launches, to engage with potential clients and promote the product. Co-workers work together to ensure that the event is well-organized and executed. Some ways in which I collaborated with co-worker are:

- **Assigning roles and responsibilities:** Each team member was assigned specific tasks based on their skills and expertise. For instance, one member can be responsible for creating promotional materials, while another can handle logistics.
- **Coordinating with external partners:** If the event involves external partners, such as guest speakers or sponsors, team members collaborate to ensure that they are aligned on the event's objectives and requirements.
- **Post-event follow-up:** After the event, me and my team members work together to follow up with attendees and potential clients to ensure that their inquiries are addressed and that they remain engaged with the software.

Proposal: In E-digital Nepal, team members may need to prepare proposals to respond to client requests or requests for proposals (RFPs). Co-workers collaborated to ensure that the proposal is comprehensive and meets the client's requirements. Some ways in which they can work together are:

- **Dividing the work:** Each team member are assigned specific sections of the proposal based on their skills and expertise. For instance, one member can focus on the technical aspects, while another can work on the pricing.
- **Review and feedback:** Team members reviewed each other's work and provided feedback to ensure that the proposal is coherent and cohesive.
- **Coordination with other teams:** If the proposal involves other teams, such as the technical team or the legal team, marketing and sales team members collaborate with them to ensure that their inputs are included in the proposals.

2.4. Job Process Diagram

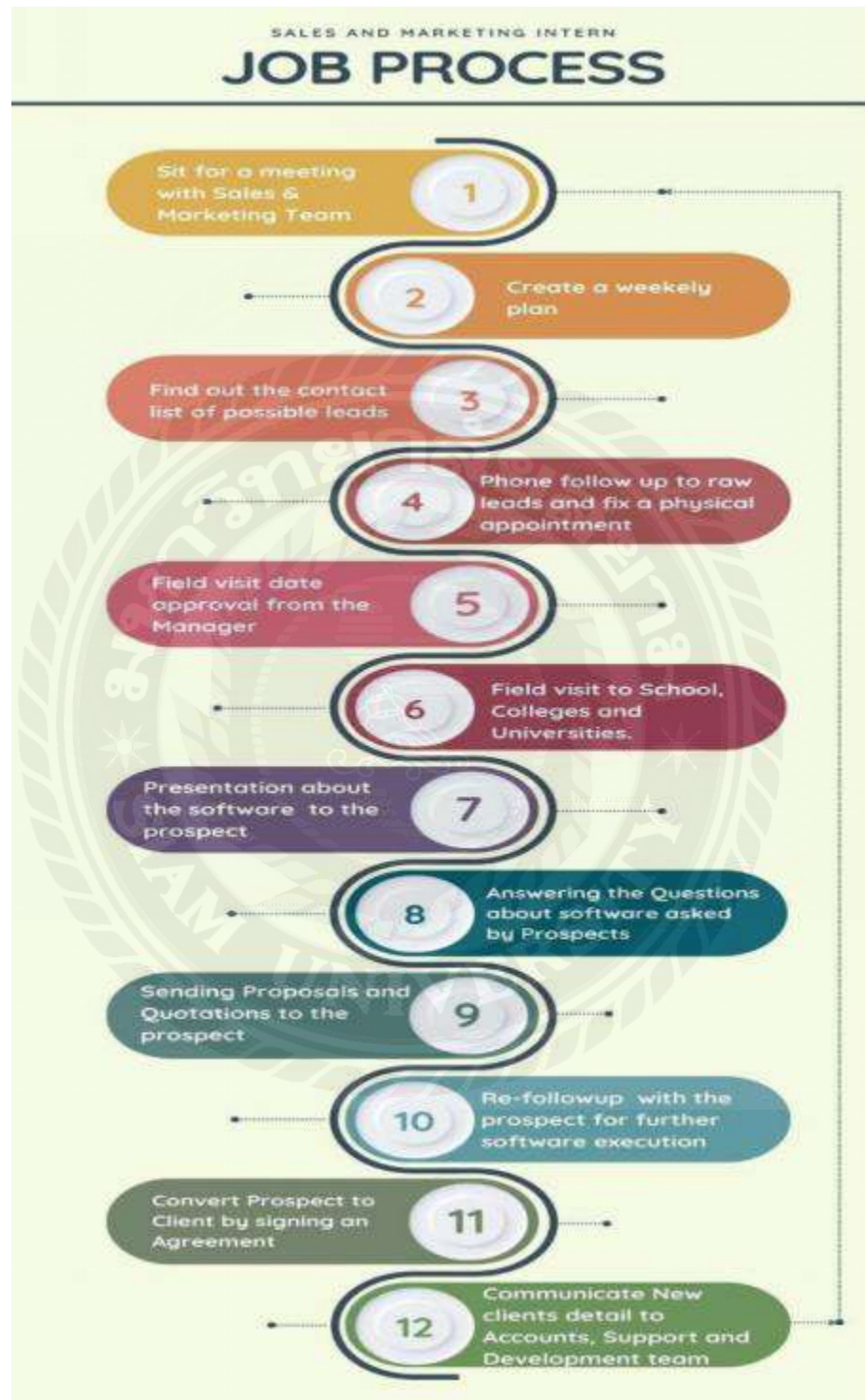


Fig 8: Job Process Diagram

2.5. Contribution as a Co-op Student in the Company

- **Handling Clients**

It's the most vital part of the business cycle. It includes understanding customer needs, fulfilling their requirements by regular interaction with clients and executing best service. Handling clients as easy as it sounds is one of the toughest jobs to perform in any kind of service organization as clients are regarded as the dominant aspect in the market economy. I also participated in this part of handling clients during the internship period.

- **Assisted with Sales Activities:**

I worked with the sales & marketing team to support various sales activities, including lead generation, prospecting, and follow-up. I also helped to prepare proposals and presentations for potential clients and attended meetings and presentations with clients.



Fig 9: PABSON Central Committee Meeting



Fig 10: Mobile App Training

- **Signing New Clients:**

As an intern at E-Digital Nepal, signing new clients can be a great opportunity to contribute to the growth of the company. Converting leads into clients was the most satisfying part of the job although there were many challenges throughout the process.



Fig 11: Agreement with Matribhumi School



Fig 12: Agreement with API School



Fig 13: Agreement with Babylon National School

CHAPTER 3

LEARNING PROCESS

3.1. Problem of the Company

During my 16 weeks internship at E-Digital Nepal, I got an opportunity to explore different horizons and experience various roles & responsibilities within the Software Company. The professional environment of the company was also a new experience for me. However, despite all these, I saw few challenges. Those are as follows:

- **Competition:** The education technology industry in Nepal is relatively new, and E-Digital Nepal may face competition from established players as well as emerging startups. E-Digital Nepal needs to stay innovative and competitive in order to retain its market position.
- **Infrastructure challenges:** Nepal has a limited internet infrastructure, with slow internet speeds and unreliable connectivity in some areas. This can hinder the adoption of E-Digital Nepal's products and services, particularly in rural or remote areas as the software completely operates in cloud based system.
- **Customer support:** E-Digital Nepal needs to provide excellent customer support to ensure customer satisfaction and retention. This can be challenging due to language barriers, limited resources, and technical challenges.
- **Pressure to Meet Targets:** Interns are usually expected to meet certain targets and deadlines, just like full-time employees. However, interns may not have the experience or knowledge to meet these targets, which can be stressful and demotivating.
- **Follow-up:** I had been working under the direct supervision of my supervisor. I had to collect a large number of databases of different colleges in order to know our competitors more closely. For us to get more schools and colleges in the time of admission we had to promote ourselves digitally differently. As the number of schools & colleges are

increasing in high numbers inside Kathmandu areas, it was quite a challenge to create engaging and meaningful content and to convenience them for an appointment for software presentation.

- **Demo ID Sharing:** E-Digital Nepal lacks when providing a Demo ID beforehand to potential clients. This can result in delays and difficulties in showcasing the capabilities of the system to interested parties.

3.2. Problem Solving

- **Increase staff efficiency**

In order to meet tight deadlines from clients, the company should increase both the number of staff and staff efficiency. This can be done by planning work properly and also having an equal division of workload.

- **Motivation in the Organization**

(Sageer,A.,Rafet, S. & Agrawal, P., 2012) Stated employees are more loyal and productive when they are satisfied, and these satisfied employees affect the customer satisfaction and organizational productivity. By creating a positive and supportive work environment, employees are more likely to be engaged and productive, which can help address and overcome various challenges. Motivation can come in many forms, such as recognizing and rewarding achievements, providing opportunities for personal and professional growth, and creating a sense of purpose and belonging. When employees feel valued and supported, they are more likely to feel invested in the success of the organization and work towards solving problems as a team. Motivating employees can also lead to increased innovation, as employees are more likely to share ideas and collaborate when they feel empowered and encouraged. In short, motivation can be a powerful tool in solving problems and achieving organizational success.

- **Provide Demo ID's:**

Digital Nepal can develop a process for providing Demo IDs to potential clients in a timely and efficient manner. This may involve assigning a dedicated team member to manage Demo ID requests and ensuring that the process is streamlined and easy to follow.

Providing Demo IDs beforehand can be an effective way to showcase the capabilities of the system to potential clients. By developing a process for providing Demo IDs, automating the request process, and providing detailed information about the system, Digital Nepal can address this problem and improve its sales and marketing efforts.

- **Recruitment and training:**

Digital Nepal can address any skill gaps or training needs within their team by investing in recruitment and training programs. This will help to ensure that their team is equipped with the necessary skills and knowledge to provide high-quality services to clients. They can also consider offering incentives and career growth opportunities to retain talented employees.

3.3. Special Skill and New Knowledge Learn

3.3.1. Negotiation:

During my internship, I had the opportunity to work with the sales team and participate in various sales activities. Through these experiences, I learned how to negotiate effectively with clients and customers. I learned how to listen actively to their needs and concerns, communicate effectively, and identify mutually beneficial solutions. I also learned how to handle difficult conversations and negotiate with confidence and professionalism.

Some specific skills that I developed related to negotiation include:

- **Active Listening:** I learned how to listen to clients and customers actively to understand their needs and concerns fully. This helped me identify opportunities for negotiation and develop solutions that met their needs.

- **Communication:** Effective communication is critical to successful negotiation. I learned how to communicate clearly, concisely, and persuasively, using appropriate language and tone.
- **Creative Problem Solving:** Negotiation often requires creative problem-solving skills. I learned how to identify unique solutions to problems and develop win-win scenarios that satisfied both parties.

3.3.2. Customer Relationship Management: As an intern in E-digital Nepal, I also had the opportunity to work closely with the customer relationship management team. Through this experience, I learned how to manage customer relationships effectively, which is critical to the success of any business. Some specific skills that I developed related to customer relationship management include:

- **Empathy:** I learned the importance of putting myself in the shoes of the customer and understanding their needs and concerns. This helped me develop better relationships with customers and provide better service.
- **Communication:** Effective communication is also critical to customer relationship management. I learned how to communicate clearly and professionally, using appropriate language and tone, to build trust and understanding with customers.
- **Problem Solving:** Customers often have problems or concerns that need to be addressed. I learned how to identify problems, develop solutions, and provide timely and effective resolutions to customers.
- **Organizational Skills:** Customer relationship management requires strong organizational skills. I learned how to manage customer information, track customer interactions, and follow up on customer inquiries and concerns.

3.3.3. Service Marketing

Products are tangible goods and are more convenient to market. But in case of service, they are intangible and difficult to market. During my coursework, I learned on how I can market intangible services and make people trust the service brand. At E-digital Nepal, I was able to apply such basic theories with our clients as most of our major clients were Educational Institutions.

3.4. Recommendation to the company

My recommendation to E-Digital Nepal as an intern are:

- I would suggest to build a strong research team for the company to look after the outcomes and the feedback from consumers about the product (Software).
- The company should focus on employee motivation through various measures (e.g.: financial, emotional, motivation, etc.) and understand their grievances.
- The company often needs to conduct marketing campaigns as market awareness and reach is not enough.
- The company needs to focus on appraisals considering the timing and hard work of the employees.
- Develop Customer Referral Programs: E-digital Nepal can develop customer referral programs to encourage existing clients to refer new clients. Referral programs can incentive clients to spread the word about the company's product, resulting in a lower customer acquisition cost and higher customer lifetime value.

CHAPTER 4

CONCLUSION

4.1. Things learned during the internship

- **Multitasking:** Working in E-digital Nepal has taught me the importance of multitasking. As a Sales & Marketing intern, I had to juggle multiple tasks and responsibilities simultaneously, such as managing social media accounts, conducting market research, and responding to customer inquiries. By learning to manage my time effectively and prioritize tasks, I was able to meet deadlines and achieve my goals.
- **Cooperative Communication:** Effective communication is critical to the success of any sales, marketing and customer relationship team. In E-digital Nepal, I learned how to communicate effectively with my colleagues, clients, and customers. I learned to listen actively, ask questions, and provide feedback in a constructive and respectful manner. By building strong relationships based on trust and transparency, I was able to collaborate effectively with my team members and provide exceptional customer service.
- **Understanding Organizational Structure & Culture:** In E-digital Nepal, I gained a deep understanding of the company's organizational structure and culture. I learned how to navigate different departments, roles, and responsibilities, and how to adapt to the company's culture and values. By understanding the company's mission and vision, I was able to align my work with its objectives and contribute to its success.
- **Create Interpersonal Relationship:** In E-digital Nepal, I learned the importance of building interpersonal relationships with my colleagues, clients, and customers. By establishing strong relationships based on trust and respect, I also learned how to handle difficult conversations and situations with empathy and professionalism.

Overall, my experience as a marketing and customer relationship intern in E-digital Nepal has taught me valuable skills and lessons that will be useful throughout my career. By improving my

multitasking abilities, communication skills, understanding organizational structure and culture, and creating interpersonal relationships, I am confident that I can succeed in any marketing or customer relationship role.

4.2. Knowledge gained from the coursework applied in the real world situation

Looking back on my time at E-Digital Nepal, I am struck by the immense personal and professional growth I experienced during my internship. From the beginning, I was welcomed into the sales and marketing team with open arms, and I quickly became fully immersed in the department's day-to-day operations.

Working closely with the sales and marketing team during my internship allowed me to utilize my knowledge in brand management, sales & marketing and customer relationship to execute marketing activation and events more effectively. I learned a lot about how a service is marketed since it is an intangible good and is more complicated to be marketed than a tangible good. More than this, I learned how an organization functions. It enabled me to experience a corporate working culture in Nepal where there are departments, hierarchy, centralized structure, proper job process and many more which enabled an organization to be effective and efficient.

In conclusion, my co-op study project at E-Digital Nepal was indeed a life-changing experience. The company provided me with a unique opportunity to immerse myself in the corporate working culture in Nepal and prepared me for future opportunities in the various skill oriented field. I cannot thank the sales and marketing department enough for their support and guidance throughout my internship, and I am honored to have been a part of such an inspiring and motivating team.

4.3. Self-Assessment as a Professional

During my internship at E-Digital Nepal, I had the opportunity to work in a dynamic and fast-paced environment, gaining valuable experience and skills in different areas. As an intern, I

was exposed to various fields, including sales & marketing, customer relationship management, and event management.

One area where I believe I excelled was in building relationships with employees and clients. I was able to communicate effectively with colleagues, and I made an effort to collaborate with them on various projects. I also worked hard to develop strong relationships with clients by actively listening to their needs, providing them with prompt and effective solutions, and communicating with them in a clear and professional manner.

While my time at E-Digital Nepal was rewarding, I also faced some challenges as an intern. One of the difficulty I encountered at the beginning of my internship was adjusting to the new work environment and learning the company's processes and culture. However, with the help of my colleagues, I was able to overcome this challenge and quickly adapt to my new role. I was assigned various tasks and projects simultaneously, which at times proved challenging. However, with the support of my colleagues and mentors, I was able to develop effective time-management skills and prioritize my workload.

In a nutshell, my experience of co-op study at E-Digital Nepal has been knowledgeable, memorable and enriching. I had the opportunity to work with a team of professionals and build strong relationships with employees and clients. I am grateful for the experience and look forward to applying the lessons I learned at E-Digital Nepal to future opportunities. I will surely be cherishing these wonderful memories in my personal and professional life.

4.4. Benefits from the internship for future career

- **Practical Experience:** Interns get practical experience in their chosen field, which is valuable for future career development. I learned about the day-to-day activities, challenges, and rewards of working in the industry. This practical experience can be an excellent way to gain real-world knowledge and develop professional skills.
- **Professional Networking:** During the internship, I had the opportunity to work with professionals in the industry and build connections with them. These professional

relationships can be valuable for future career opportunities, job recommendations, and references.

- **Exposure to New Technologies and Trends:** The corporate industry is continually evolving with new technologies and trends. During an internship, I gained exposure to these new technologies and trends, which can be helpful in staying up-to-date in the industry.
- **Personal Development:** The internship experience provides opportunities for personal development, such as learning new skills, working in a team, and developing problem-solving and critical thinking skills. These skills are essential for success in the corporate industry.
- **Career Opportunities:** Some interns may be offered full-time positions in the company upon completing their internship. Even if not offered a job, the experience gained during the internship can help open doors to other career opportunities in the corporate industry.
- **Improved Resume:** Completing an internship at a reputable company like E-Digital Nepal can enhance a resume. Employers look for candidates who have practical experience in their chosen field, and an internship can demonstrate that an individual has acquired that experience.

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ANNEX



Fig 14: Support & Operation Department



Fig 15: Celebrating DN 8th Anniversary



Fig 16: Marketing Intern in the office



Fig 17: Sales & Marketing Manager in office



Fig 18: Web Development Team

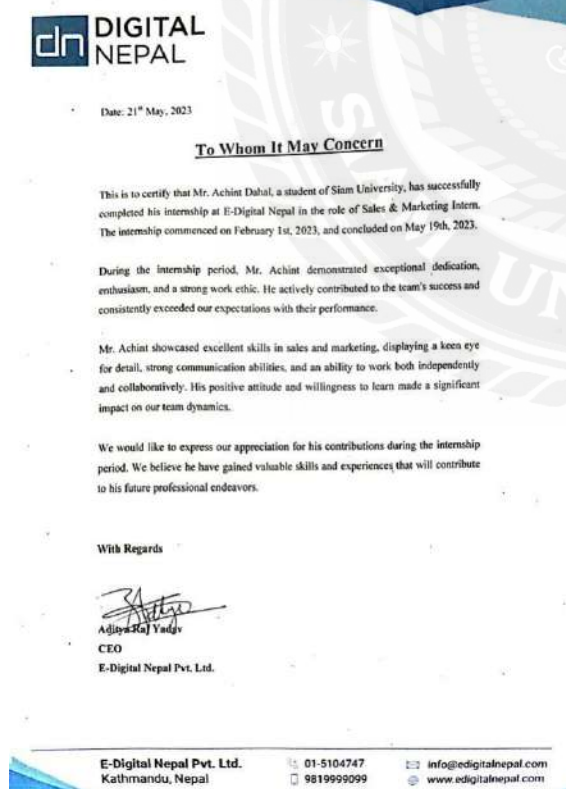
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