



COOPERATIVE EDUCATION REPORT

**PRACTICAL INSIGHTS FROM COMPANY FUNDAMENTALS TO PROMOTION
AS COMPANY FORMATION AND MARKETING INTERN AT ORIGIN
MANAGEMENT CONSULTANCY**

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Siam University

Project Title: Practical Insights from Company Formation and Marketing Intern at Origin
Management Consultancy

Credit: 5

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 3/2024.

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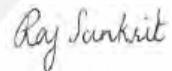
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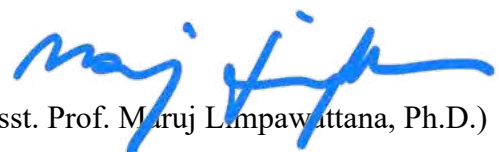
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ABSTRACT

This cooperative education titled “Practical insights from company fundamentals to promotion as a Company formation and marketing” in Origin Management Consultancy, provides a comprehensive summary of the internship experience and has been created to meet the requirements of the BBA program, 8th semester course at Kathmandu College of Management, affiliated with Siam University. This experience afforded me numerous opportunities to gain practical working experience in a real-world company and apply theoretical knowledge to a specific domain of management. The report emphasized my experience as a Company Formation and Marketing intern under the direct administrative unit, offering administrative support and assistance with proposals and current projects.

In this report, I’ve aimed to understand how the company registration processes work, and how to coordinate with legal and administrative bodies, onboarding clients, and the creation of marketing content. While working as a Company formation and marketing intern, I have gained experience in conducting thorough background research for projects and collaborating with other team members to develop effective solutions. This program provides students with practical experience and allows them to experience what it is truly like to operate in a business environment.

Keywords: *Consultancy, Internship, Marketing, Research*

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The cooperative education opportunity has provided me with a great chance to pursue this internship at Origin Management Consultancy and acquire valuable experience in company formation and marketing.

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I would like to extend my heartfelt thanks to Origin Management Consultancy and, in particular, to my supervisor, Ms. Marian Buenconsejo, for her ongoing support, guidance, and encouragement throughout the internship. Her guidance was essential in aiding my comprehension of the complexities of client coordination and legal paperwork. I would like to express my gratitude to Mr. Junaid Ali, the company's Manager, for his guidance and for fostering a cooperative work atmosphere.

Finally, I extend my sincere gratitude to Siam University and Kathmandu College of Management for designing this course, in which the students could evolve in various work settings and be ready for upcoming career prospects. I would like to thank everyone who has participated, including colleagues, for their invaluable time and countless efforts throughout my internship period.

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TABLE OF CONTENTS

	Page
ABSTRACT.....	3
ACKNOWLEDGMENT	4
TABLE OF CONTENTS	5
LIST OF TABLES	7
LIST OF FIGURES	8
LIST OF ABBREVIATIONS	9
CHAPTER 1: INTRODUCTION	10
1.1 Company Profile	10
1.1.1 Vision	11
1.1.2 Mission.....	11
1.1.3 Services Offered.....	11
1.1.4 Strategies	11
1.2 Organizational Structure.....	11
1.2.1 Organizational Overview	11
1.2.2 Functional Divisions and Key Roles	12
1.2.3 My Positions in the Organization	12
1.2.4 My Job Positions in the Company's Organizational Structure.....	12
1.3 My Intentions and Motivation to Join the Company.....	13
1.4 Strategic Analysis of the Company	13
1.5 Statement of the Report.....	14
1.6 Objectives of the Co-operative Studies	14
CHAPTER 2: CO-OP STUDY ACTIVITIES.....	16
2.1 Job Description.....	16
2.2 My Job Responsibilities.....	16
2.3 Activities in Coordination with Co-Workers.....	17
2.4 My Job Processes	19
2.5 Contribution as a Co-op Student in the Company.....	19
CHAPTER 3: LEARNING PROCESS.....	21
3.1 Problem and Issues Encountered in the Company	21
3.2 Solution to the Issues	22

TABLE OF CONTENTS (Cont.)

	Page
3.3 Literature Review	22
3.4 Recommendation to the Company	23
3.5 Knowledge and Skills Learned from Co-op Studies	23
3.6 Applying Knowledge from Coursework	24
3.7 Special Skills and New Knowledge Gained from the Co-op Studies	25
CHAPTER 4: CONCLUSION.....	26
4.1 Summary of Highlights from My Co-op Experience.....	26
4.2 Self-Assessment of Professional Development.....	26
4.3 Limitations of the Co-op Studies	27
4.4 Recommendation for the Co-op Studies	27
REFERENCES.....	28
APPENDICES.....	29

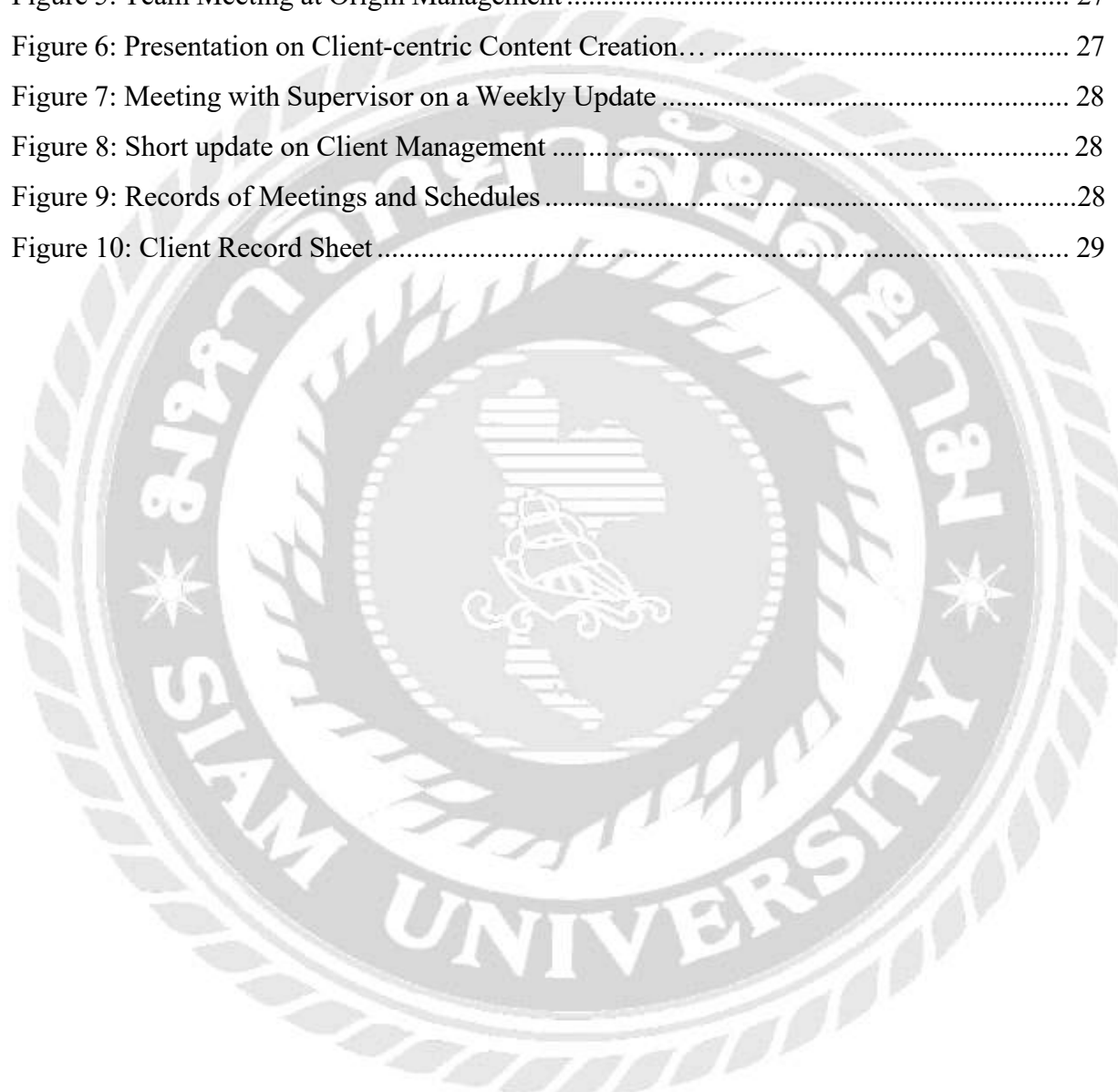
LIST OF TABLES

	Page
Table 1: SWOT Analysis	12



LIST OF FIGURES

	Page
Figure 1: Origin Management Logo.....	8
Figure 2: Origin Management Core Team Organizational Structure	10
Figure 3: Job Assigned	17
Figure 4: Head Office Visit with HR and Admin Team	27
Figure 5: Team Meeting at Origin Management	27
Figure 6: Presentation on Client-centric Content Creation... ..	27
Figure 7: Meeting with Supervisor on a Weekly Update	28
Figure 8: Short update on Client Management	28
Figure 9: Records of Meetings and Schedules	28
Figure 10: Client Record Sheet	29



LISTS OF ABBREVIATIONS

MOA: Memorandum of Association

Admin: Administrative

BBA: Bachelor of Business Administration

AOA: Article of Association

DED: Department of Economic Development

CRM: Customer Relationship Management

UAE: United Arab Emirates



CHAPTER 1

INTRODUCTION

This section of the report provides a detailed overview of Origin Management Consultancy, based in the UAE, established in 2022. In 2025, the company initiated its research and development, as well as its services, in Kathmandu, following its parent company. The company aims to expand its services in Kathmandu to reach entrepreneur to guide them to expand their company in the UAE from the initial stage to the support stage while handling marketing and promotion of their company. The following sections offer a comprehensive overview of the company's introductions, identity, mission, and vision.

1.1 COMPANY PROFILE

Origin Management Consultancy was founded in 2017 by Junaid Ali, based in the UAE. Origin Management is a business formation as well business consulting firm that specializes in delivering comprehensive, efficient, and the easiest form of company setup and support services. Origin offers fast and simple online incorporation with a turnaround time of just two days for most applications, helping new businesses establish their presence in key locations such as Dubai Mainland, Ajman Free Zone, and many others.

The company aims to simplify the business setup process for new companies across the industries, including finance, business services, and consumer products. Built as a trusted partner, Origin provides personalized assistance and expert guidance to clients throughout the business formation process, both before and after. (Origin Management Consultancy 2017, n.d.)



Figure 1: Company Logo

1.1.1 Vision

The company's vision is "To be a leading and trusted partner, simplifying business formation in the UAE, delivering unparalleled speed, expertise, and ongoing support that allows entrepreneurs to launch and grow with confidence."

1.1.2 Mission

The company's mission is to simplify the business setup process in the United Arab Emirates (UAE) by ensuring fast, online incorporation and delivering a committed, personalized service that supports the customers before, during, and after their company formation, enabling clients to focus on their core operations.

1.1.3 Services Offered

- Consultancy Services – Business advisory, financial planning, compliance consulting
- Company Formation
- Accounting Service – Preparation of financial statements, tax filing, and auditing support
- Bookkeeping services – Daily transactions recording, account reconciliation, payroll management
- Other Services - VAT Consultancy, financial risk assessment, budgeting, and forecasting

1.1.4 Strategies

- Leverage technology and accounting software to enhance efficiency
- Focus on SMEs to provide cost-effective solutions
- Build long-term relationships through trust and reliability
- Continuous training and professional development for staff (Origin Management Consultancy, n.d.)

1.2 ORGANIZATIONAL STRUCTURE

The following section provides a detailed explanation of the organizational structure at Origin, including an overview of the overall organizational structure, functional divisions/departments, key roles, and the strategic partnerships and external resources that play a key role in the company's organizational structure.

1.2.1 Organizational Overview

The company operates with a professional structure designed to ensure the smooth delivery of the services that deliver its mission in a competitive service market. The company

maintains a flat hierarchy, as founded and led by Director Junaid Ali, to foster open communication, rapid decision-making, and strong cross-functional collaboration. Such a streamlined structure enables the company to remain adaptable, promoting innovation while efficiently managing its resources. Origin already employs over 20 professionals across its corporate headquarters and branches, despite being in a growth stage.

1.2.2 Functional Divisions and Key Roles



Figure 1.2: Organization Structure of Origin Management Consultancy

- Consultancy Division
- Accounting Division
- Bookkeeping Division
- Support Division

1.2.3 My Position in the Organization

My position at Origin is that I served as a Company formation support and marketing representative under the consultancy division in Kathmandu, Nepal. In 2025, the company began its operations in Kathmandu, and my primary role is to assist new entrepreneurs and businesses, from registration to marketing. My day-to-day tasks include preparing the documents for company registration, reaching out to the client for updates via email and call, as well as figuring out the new marketing strategy.

1.2.4 My Job Position in the Company's Organizational Structure

As a company formation and marketing intern, I am part of the HR and Admin department, which is the root of the company, where most of the work is performed. This department is fully responsible for the comprehensive HR support as well as administrative work. Aside from it, the department also ensures that the company documents are recorded and updated, coordinating with legal and governmental bodies.

Within the department, I am also responsible for assisting clients, ensuring clear communication and follow-ups while updating the weekly progress. I am responsible for the marketing content, reviewing the feedback, and consulting with the supervisor.

I really appreciate being part of the company's core operations. It gives me an important position in the organizational structure, allowing me to directly impact our growth while continually developing my own skills.

1.3 MY INTENTION AND MOTIVATION

My motivation for joining this company goes beyond just organizational management. I am deeply interested in the full scope of business consultancy, and this opportunity perfectly aligns with my desire to understand how a business is formed and brought to market. The chance to be involved from the ground up, helping clients not only with their finances, but also with establishing their business and promoting them to the public.

My role provides me with a unique opportunity to see the entire lifecycle of a business, from initial concept to market presence. It will not only enhance my professional skills but will also provide a holistic and in-depth case study that will be crucial for further study.

The goal of establishing the business presence and promoting it to the public is invaluable experience. On the edge of the competitive content creation through different platforms, it is essential to create tailored content. This opportunity has helped me to build confidence and allowed me to contribute meaningfully to the company's mission while gaining the kinds of hands-on experience.

1.4 STRATEGIC ANALYSIS OF THE COMPANY (SWOT)

As a strategic analysis, I have analyzed the SWOT analysis:

Table 1: SWOT Analysis of Origin Management

STRENGTH	WEAKNESS
<ul style="list-style-type: none">- Skilled Teams- Client Centric Approach- Provision of diverse financial and consultancy services- Innovative, and ground-breaking solutions- Strong customer base and client retention rate	<ul style="list-style-type: none">- Highly dependency on technology- Limited global presence and client base- Limited marketing effort and recognition outside of UAE
OPPORTUNITY	THREATS
<ul style="list-style-type: none">- Growing demand for outsourcing accounting and consultancy services- Expansion into emerging South Asian markets- Localized content creation and digital transformation- Strategic partnerships with legal firms, business consultants	<ul style="list-style-type: none">- Potential regulatory challenges from both UAE And Nepal- Highly competitive market environment in both UAE and Nepal- Client skepticism toward remote services

1.5 STATEMENT OF THE REPORT

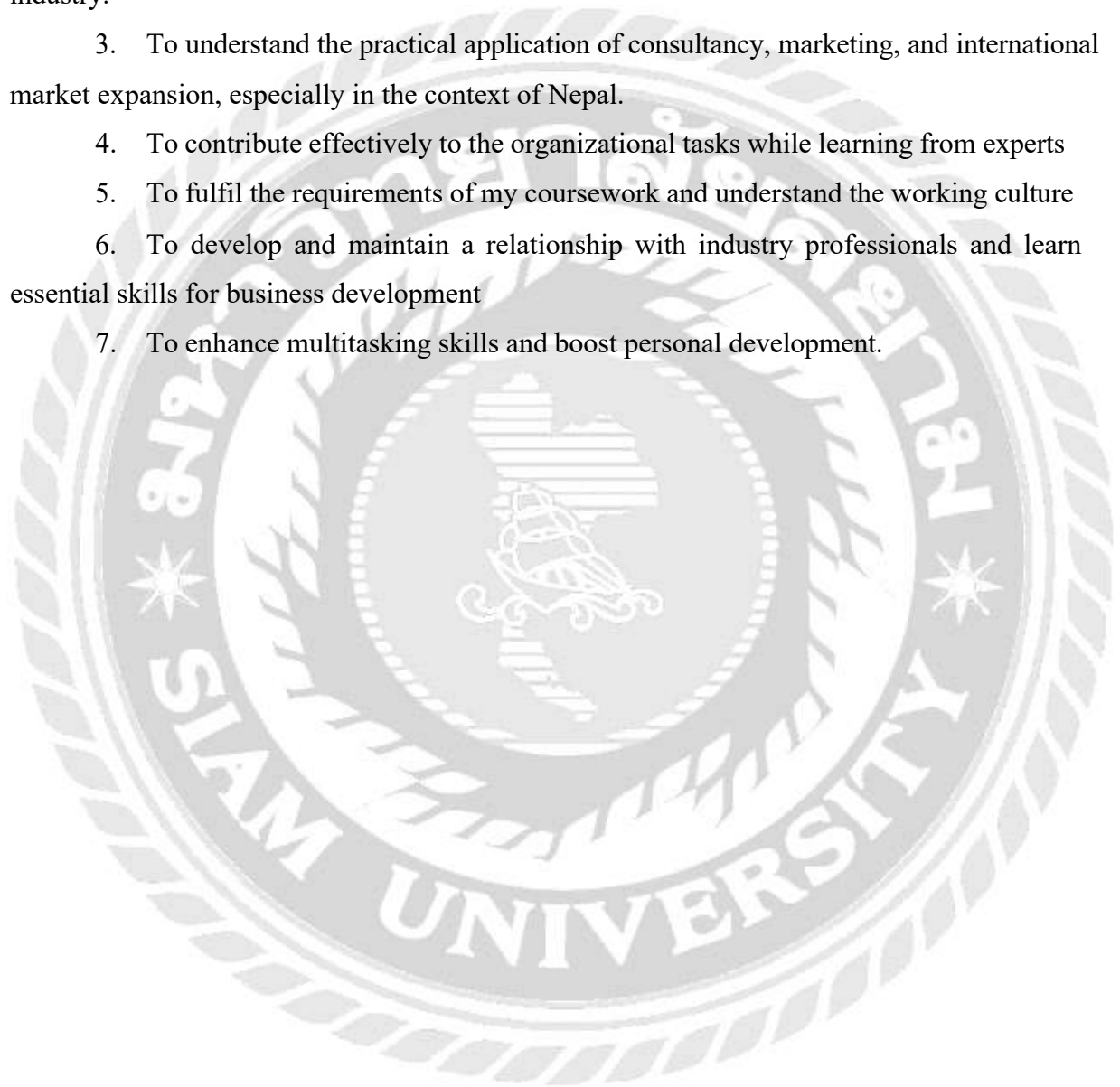
This report presents an overview of the company, its structure, services, and the role I undertook during my training, along with my learning outcomes and strategic analysis.

1.6 OBJECTIVES OF THE COOP STUDIES

My first aim in joining this internship program is not only to fulfill my credit hours for the semester, but to gain theoretical knowledge by practicing in professional settings. The business world is a moving train, where they need various support and guidance, without wasting their time and money. In addition, many businesses and entrepreneurs run in a very small form, where they rarely hire a full-time employee, and it is very hard for them to cover

all round in a simple way. The following are the main goals why I chose this position and studied for my cooperative education:

1. To earn and practice professional workplace skills in a real company. Instead of classroom exercises, this job will help me develop abilities like communication, teamwork, and problem-solving in a true business environment.
2. To bridge the gap between academic knowledge and the practical needs of the industry.
3. To understand the practical application of consultancy, marketing, and international market expansion, especially in the context of Nepal.
4. To contribute effectively to the organizational tasks while learning from experts
5. To fulfil the requirements of my coursework and understand the working culture
6. To develop and maintain a relationship with industry professionals and learn essential skills for business development
7. To enhance multitasking skills and boost personal development.



CHAPTER 2

CO-OP STUDY ACTIVITIES

2.1 MY JOB DESCRIPTION

My job position at Origin Management Consultancy is Company formation and Marketing, where my role includes preparing the documents for company registration, reaching out to the client for updates via email and call, as well as researching the new marketing strategy and coordinating with legal and governmental bodies. My job responsibility also includes maintaining the accuracy of the data of company.

2.2 MY JOB RESPONSIBILITIES

During my internship periods, I had the opportunity to perform research on different company requirements and formalities, which are important from the registration stage. Moreover, Origin Management, being a small company, gave me the opportunity to work with experienced individuals from various backgrounds. My day-to-day responsibilities as a company formation and marketing professional are described below:

1. Assisting in document preparation for company registration

Initially, my primary responsibilities involved collecting, compiling, and organizing all necessary paperwork for registration of a company, which includes:

- Passport copies of the shareholders and managers
- Passport-sized photographs
- No objection certificate (NOC) from the sponsor
- Trade name reservation certificate
- Initial approval certificate
- Memorandum of Association (MOA) or Articles of Association (AOA)
- Tenancy contract (For mainland setups)

2. Coordinating with Legal and Administrative Bodies

After the completion of document collection, liaising with government entities like the Department of Economic Development (DED), free zone authorities, and legal consultants for application submission, resolving queries, and ensuring compliance with UAE laws and regulations.

3. Researching entity setup, licensing, and Taxes

Along with coordinating with the legal entity, I likewise undertook an investigation into the processes and prerequisites concerning entity formation, licensing, and taxation. I examined the categories of business for services, industrial for commercial for retail, professional for services.

4. Market Research for clients, partners, and Channel

Another contribution from my side is to analyse the market trends through different platforms, identify potential clients, and explore effective marketing channels. This involves studying competitors, evaluating digital platforms like LinkedIn, Instagram, etc.

5. Assisting in Client Onboarding and Record maintenance

Once a client is onboarded, I assist in tracking their journey. My role is to collect documents, schedule meetings, and maintain a record of their requests and progress on an Excel sheet, and ensure every interaction is logged and followed up on.

6. Supporting content creation for the Nepalese Market

As a marketing intern, I also supported content creation tailored to the Nepalese market through drafting promotional posts in Nepali or English, helping with email campaigns.

7. Preparing Reports, Presentations, and Meeting Schedules

My organizational skills come into play through preparing reports and presentations. My role is to summarize weekly progress, create pitch decks for potential clients, and set up meeting schedules that help the internal team stay aligned and clients feel informed.

8. Participating in Weekly Meetings and Check-ins

Additionally, as a part of the admin team, I actively participate in weekly meetings and check-ins. These sessions are an opportunity to share updates, raise concerns, and learn from the team, whether it's a quick huddle or a formal review.

2.3 ACTIVITIES IN COORDINATION WITH CO-WORKERS

With the internship at Origin Management, I got the opportunity to work with various individuals from different academic backgrounds and work experience in a dynamic and integrated work environment. During the whole tenure of working at Origin Management, I worked under the supervision of Mrs. Marian, the HR and Admin manager at Origin Management, who supported me through all my responsibilities. Working at Origin Management with a senior employee included various activities, which are explained below:

– Communication

Collaborating with my colleagues showed me how to communicate efficiently in a professional environment. I consistently shared updates via emails, team discussion, and meetings. Regardless of whether I was elucidating with client needs, reviewing document progress, or collaborating with legal advisors, I developed the skills to communicate effectively and engage in active listening. This fostered trust and guaranteed seamless processes among departments.

– Collaborative Organizational Strategy

I collaborated with my team to oversee client onboarding schedules, monitor development, and keep documentation organized. We allocated responsibilities like gathering documents, arranging meetings, and refreshing CRM sheets. Through calendar synchronization and priority alignment, we guaranteed that every detail was accounted for. This emphasized the significance of collaboration and managing time effectively in a group environment.

– Joint research and investigation

Research assignments were frequently distributed among interns and team members. We investigated licensing processes, tax regulations, and legal frameworks collaboratively, then assembled our insights to aid client discussions. For market analysis, we shared information about competitors, trends, and advertising platforms. This team-based method enabled us to gain insights from one another and provide comprehensive suggestions.

– Team Collaborations and Planning Sessions

Weekly meetings provided an important opportunity for team collaboration. We exchanged updates, talked about obstacle, and established goals collaboratively. I discovered how to showcase my work, react to feedback, and offer suggestions during strategic meetings. These experiences boosted my self-assurance and contributed to my development as a collaborative member.

– Managed Client Coordination

Client onboarding required collaboration from the team. I helped with initial consultations, while other managed legal filings or financial assessments. We upheld joint records, informed one another about client progress, and guaranteed prompt follow-ups. This experience demonstrated how various roles aid in creating a smooth client journey and how collaboration improves service quality.

2.4 MY JOB PROCESS

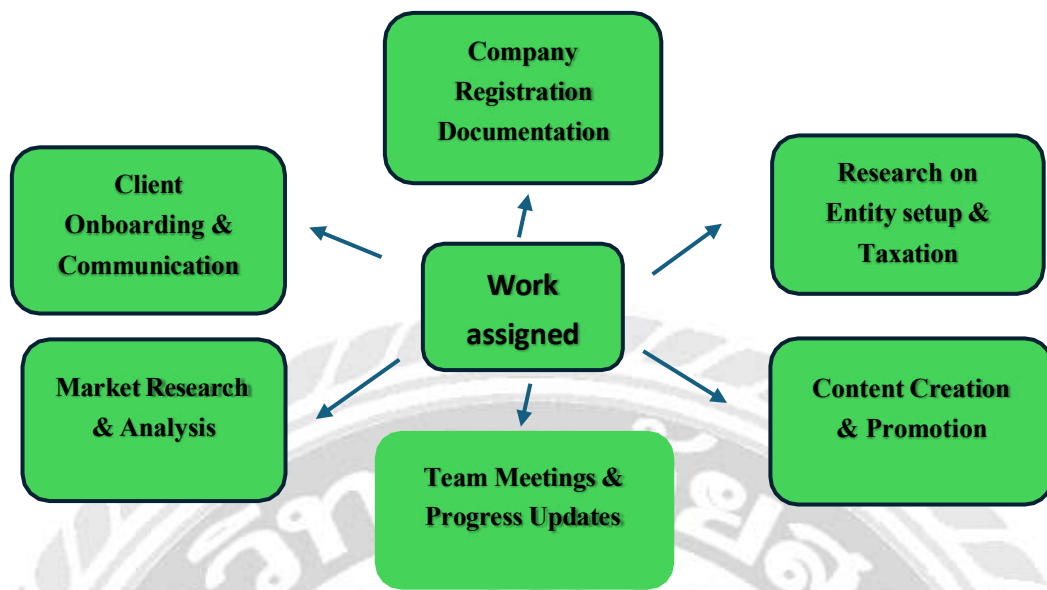


Figure 3: Job Assigned Figure

2.5 CONTRIBUTIONS AS A CO-OP STUDENT IN THE COMPANY

Over my four-month internship at Origin Management Consultancy as a company formation and marketing intern, I was able to utilize my skills in a multifaceted role that integrated legal coordination, client management, and strategic marketing. This opportunity enabled me to significantly impact the company's operations while deepening my knowledge of international business establishment and marketing techniques.

During the initial stage, I participated in creating documentation for company registration, which involved arranging essential legal documents like passport copies, visa pages, trade name reservations, and drafting the Memorandum of Association (MOA). This process made me acquainted with UAE regulatory language and enhanced my focus on detail. I collaborated with legal, governmental, and administrative entities to guarantee that all submissions adhered to local regulations, enhancing my capacity to handle communication among multiple stakeholders.

My responsibilities included researching procedures for entity setup, licensing types, and tax structure in Nepal and the UAE. I examined different business formations-sole proprietorship, and offshore companies and assessed the effects of VAT and corporate tax registration. This study played a crucial role in directing clients to the best configuration for their business objectives.

Client onboarding was an essential aspect of my duties. I acted as a liaison for Nepalese business owner looking for company formation assistance, helping them with paperwork, monitoring their requests, and keeping records updated using CRM systems and spreadsheets. I guaranteed prompt follow-ups and upheld a strong degree of professionalism in every interaction, which facilitated trust and improved the onboarding process.

In terms of marketing, I performed market analysis to find possible clients, collaborators, and advertising avenues. I assisted in the development and dissemination of content customized for the Nepalese audience, such as social media updates, brochures, and email campaigns in both Nepali and English.

I also assisted with administrative duties including preparing weekly progress reports, creating presentations for internal reviews, and scheduling meetings with tools like google calendar. I took part in weekly team meetings, where I provided updates, addressed challenges, and worked on strategic planning. These sessions boosted my confidence in showcasing my work and participating in collaborative problem-solving.

During the internship, I continually looked for chances to push my limits and help the team's achievements. Collaborating in a dynamic and swift setting enhanced my communication, organizational, and decision-making abilities. This opportunity not only helped the company but also was crucial for my personal and professional growth.

CHAPTER 3

LEARNING PROCESS

3.1 PROBLEMS AND ISSUES ENCOUNTERED DURING THE INTERNSHIP

During my internship, I encountered several types of problems and issues, which have helped me grow in different ways. Some of the issues are discussed below:

1. Limited Market Visibility

Working remotely can hinder the establishment of brand recognition within the local market. In the absence of a physical presence or local events, potential customers might not acknowledge or have confidence in the company's services. These impacts hinder lead generation and hamper outreach initiatives.

2. Client Acquisition Challenges

Acquiring new clients from a distance typically depends significantly on online marketing and recommendations. If the business does not have a solid online presence or targeted local campaigns, it becomes more challenging to engage with Nepalese entrepreneurs who prefer in-person meetings or local representatives.

3. Document Collection and Verification Delays

Clients might encounter difficulties in submitting necessary documents punctually because of unclear instructions, technical problems, or a lack of experience with digital tools. Remotely verifying scanned documents can be difficult, particularly with official files such as NOCs or rental agreements.

4. Limited Access to Government and Legal Authorities

As an intern, I did not have direct access to government portals or legal advisors in the UAE. This had postponed replies to client inquiries or hindered the registration process, particularly when urgent approvals or clarifications are necessary.

5. Time Zone and Scheduling Conflicts

Organizing meetings between clients from Nepal and teams in the UAE frequently requires managing time zone discrepancies. This had postponed replies, complicated planning, and diminished immediate cooperation many times.

3.2 SOLUTION TO THE PROBLEM

1. Build a Local Digital Identity

Developing a localized landing page, blog entries, and client testimonials in Nepali to foster trust and connection with the Nepalese audience. This aids in closing the void created by the absence of physical presence.

2. Introduce a Document Submission Portal

Rather than depending on email attachments or disorganized folders, establish a secure portal for clients to upload documents, monitor submission progress, and get automated notifications.

3. Use Time Zone-Friendly Scheduling Tools

Utilizing tools such as Calendly or World Time Buddy to streamline scheduling meetings. Providing clients with adjustable time slots and sending reminders that automatically align with their local time. (Phelps, 2024)

4. Assign Regional Client Coordinators

Assigning team members or interns to concentrate on particular areas to guarantee cultural fit, language proficiency, and improved client relationships. (Armstrong, 2016)

3.3 LITERATURE REVIEWS

(Weaver, 1949) Weaver created the Communication Process Model, highlighting the significance of feedback, clarity, and active listening in organizational communication. This model is especially significant in remote environments where misunderstandings can postpone document validation, client interaction, or legal collaboration.

(Fard, 2013) Fard emphasizes the importance of employee training and development in boosting productivity. While working in a remote area, training in CRM tools, legal document standards, and digital communication tools can greatly enhance operational effectiveness. Additionally, training helps interns grasp and align with the organization's objectives, enabling them to better assist clients.

Time zone disparities make remote operations even more challenging. (Gazor, 2012) Gazor points out that scheduling issues and disjointed workflows are major obstacles to real-time collaboration among international teams.

Recent research also emphasizes the drawbacks of remote access to government portals and legal institutions in the UAE. (Capital, 2025) Faster Capital states that remote workers frequently encounter delays in receiving approvals or clarification due to limited access to legal advisors and official systems.

To summarize, effective and structured communication, targeted training programs, and robust digital protocols are essential for remote work challenges in international business formation. Addressing limitations in legal access, document verification, and time zone coordination can further enhance client satisfaction and operational success.

3.4 RECOMMENDATION TO THE COMPANY

While interning remotely as a Company Formation and Marketing intern, I noticed various operational issues that could be improved to boost efficiency and client satisfaction. To enhance market presence in Nepal, I'd like to provide a few recommendations to the company.

The company should focus on localized digital branding, which should encompass Nepali-language materials, customer success narratives, and partnerships with local influencers or business networks. To simplify onboarding, create a remote onboarding toolkit – featuring bilingual guides, document checklists, and video tutorials- that would assist clients in understanding the registration process.

There should be the creation of a secure portal for document submission that would lessen delays and enhance the accuracy of verification. Interns and entry-level employees could gain from a streamlined legal communication process, enabling them to raise questions effectively and remain updated via frequent briefings.

Finally, providing workshops or certifications focused on UAE company law, digital marketing, or CRM skills would enable interns to engage more confidently and develop career-ready abilities. These suggestions seek to establish a more robust, inclusive, and scalable remote operation that advantages both clients and team members.

3.5 LEARNING DURING THE CO-OP STUDIES

My aim for the co-op course was to push my limits in the consulting sector, leveraging my understanding from various contexts and gaining professional insights and experience that would assist me in my future aspiration of becoming a business counsellor. It was a significant period of professional development that transcended mere task completion. Engaging in an international business setting, I gained a greater insight into how legal systems, client demands, and market forces interrelate in practical applications. I believe that those skills and abilities will be helpful and useful in all upcoming career paths and positions.

1. Understanding Legal and Regulatory Frameworks

I got an opportunity to grasp the legal processes related to the company establishment in both Nepal and the UAE. I discovered how various business structure's function, the significance of adhering to licensing and tax regulations, and how to create documents and a Memorandum of Association (MOA).

2. Enhancing Communication and Client Handling Skills

A key benefit of my internship was discovering how to communicate effectively and professionally with clients and colleagues. While working remotely, I developed skills to manage tone and empathy in written communication, which were crucial for establishing trust and ensuring seamless onboarding for Nepalese entrepreneurs.

3. Learning Team Collaboration and Remote Coordination

I discovered how to engage in virtual meetings, communicate updates efficiently, and synchronize my tasks with team objectives. This experience enhanced my capability to function independently while staying linked to the larger team, and deepened my comprehension of the significance of coordination, accountability, and collective ownership in professional settings.

4. Building Professional Confidence and Adaptability

During the internship, I was motivated to take initiative, pose questions, and share ideas. This boosted my confidence in my skills and enables to face new challenges. I discovered how to tackle responsibilities with a forward-thinking attitude and a desire for ongoing learning.

5. Developing Organizational and Technical Skills

Managing the client's records, monitoring progress, and generating reports helped me to learn to remain organized and focused on details. I gained expertise in utilizing tools such as Google Workspace, CRM systems, and scheduling applications, which are crucial in maintaining workflow efficiency.

3.6 APPLYING KNOWLEDGE FROM COURSEWORK

During the recent internship, I had the opportunity to apply the concepts and theories that I learned during my Bachelor of Business (BBA) studies. The concepts from Marketing, Principles of Management, and Business Intelligence, particularly from my 1st year and 3rd year courses, proved highly relevant.

I was able to successfully apply my understanding of customer behaviour and market trends to conduct research, identify potential clients, and propose marketing tactics suited for the Nepalese and UAE markets. My knowledge of management principles guided my teamwork and interaction with legal and administrative bodies. This integration of academic

learning into practical activities enhanced my appreciation for strategic planning and operational efficiency with effectiveness.

3.7 SPECIAL SKILLS AND NEW KNOWLEDGE GAINED FROM THE CO-OP STUDIES

This 4-month internship has played an incredible role in structuring my skills and experience, providing me with different valuable opportunities and space to learn. Some of the skills I learned are:

- **Problem-Solving Skill**

Throughout my internship, I frequently faced unforeseen obstacles like delays in gathering documents or communication issues caused by time zone differences. These experiences showed me how to think critically, evaluate the underlying causes of problems, and suggest effective solutions.

- **Time Management and Prioritization**

Balancing various responsibilities like client follow-ups, paperwork, and developing marketing content necessitated effective time management on my part. Those tasks help me to develop the skill to prioritize urgent tasks, adhere to deadlines, and manage time for both personal and team responsibilities.

- **Digital Literacy and Tech Proficiency**

I have improved my skills in using digital tools like the Microsoft Office Suite, Google Workspace, and CRM systems. These instruments assisted me in optimizing my workflow, keeping precise documentation, and interacting efficiently with clients and colleagues.

- **Confidence and self-initiative**

Taking the initiative and suggesting different marketing concepts or offering to take on new duties contributed to my confidence growth. I discovered that venturing beyond my comfort zone and actively engaging in projects enhances the team's value while also speeding my personal development.

CHAPTER 4

CONCLUSION

4.1 SUMMARY OF HIGHLIGHTS FROM MY CO-OP EXPERIENCE

I joined the Origin Management of Consultancy because business consultancy is an area of my interest. Origin Management had not only offered me an internship opportunity but also provided me with a room to learn and grow. While applying for the positions, I was confused whether I would be just looking after the admin or more. However, after joining the company, I was offered multiple tasks to contribute to the company's mission.

I had practical experience in a business establishment, client onboarding, and market research in the Nepalese and the UAE markets while working as a Company formation and marketing intern. I helped with promotional planning, liaised with legal and administrative authorities, and assisted with documentation procedures.

I gained excellent sales and interpersonal skills from these assignments, including how to confidently pitch services on cold calls, establish rapport with clients, and communicate clearly. Together with my developing organizational and strategic capabilities, these qualities have prepared me for any corporate setting and will play a key role in establishing a prosperous career in marketing and business development.

4.2 SELF-ASSESSMENT OF PROFESSIONAL DEVELOPMENT

This internship has contributed significantly to my career development. I got the opportunity to learn directly from the seniors and experts, which has helped me improve professionally and sharpened my skills and abilities.

I got the chance to enhance my capacity to assess market trends, deepened my comprehension of operational procedures, and fortified my interpersonal and organizational abilities. I gained confidence in my abilities to prepare reports, handle client communications, and recommend process enhancements.

I was always interested in an international work setting, and this internship has provided me with an opportunity to grow. With my long-term objective of succeeding in company development and strategic roles, this experience provided a strong base for my career. Throughout the internship, it was sometimes super hectic, which made me more proactive and adaptive. I am glad that I have always shown my interest and initiatives, which have contributed to my learning process. I always looked for ways to grow the business and timely completed my tasks, which has helped me to grow my confidence in professional settings.

Overall, this internship experience was a whole package experience and a fruitful journey. Despite challenges, the learning and opportunities were exciting and evolving.

4.3 LIMITATIONS OF THE CO-OP STUDIES

The co-op studies or Cooperative Education Programs is an enriching and nurturing program for students. However, certain limitations were observed during the period.

Due to legal and confidentiality constraints, the scope of work was occasionally limited, restricting exposure to the decision-making process. Additionally, communication and prompt feedback were periodically hampered by remote coordination, which had delayed multiple tasks and was overloaded at the same time. A short period of time as an intern limits the learning and experience, as well difficult to find a placement easily in the industry.

4.4 RECOMMENDATION FOR THE COMPANY

Here are some of the recommendations I would like to mention to the company for further improvements:

- I suggest adding regular feedback mechanisms and organized orientation meetings to future co-op programs to make them better.
- Interns' exposure and overall growth can be increased by encouraging them to take part in cross-departmental projects and client interactions.
- The company should encourage its brand presence regularly, which would help to acquire new markets and clients.

Apart from the recommendation, I feel the program is a great opportunity, allowing students to gain real-world working experience, offering training, and encouraging personal growth through discovering new challenges that will be beneficial for future aspects.

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APPENDICES:



Fig 4: Head office visit with HR & Admin Team



Fig 5: Team Meeting at Origin Management



Fig 6: Presentation on client-centric content creation

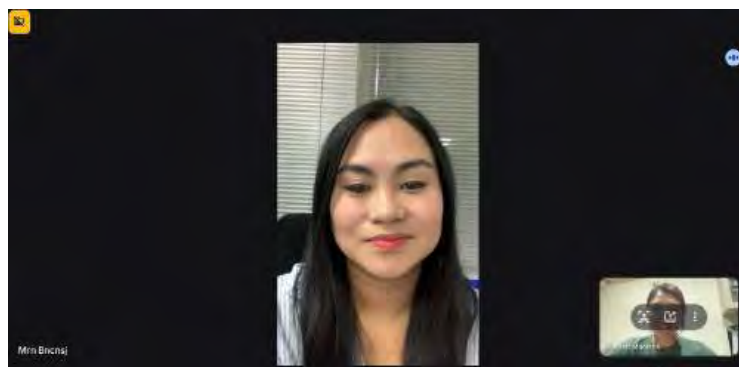


Fig 7: Meeting with supervisor on a weekly update

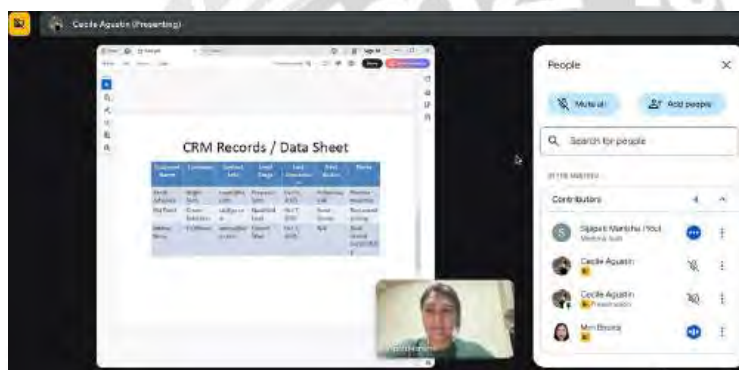


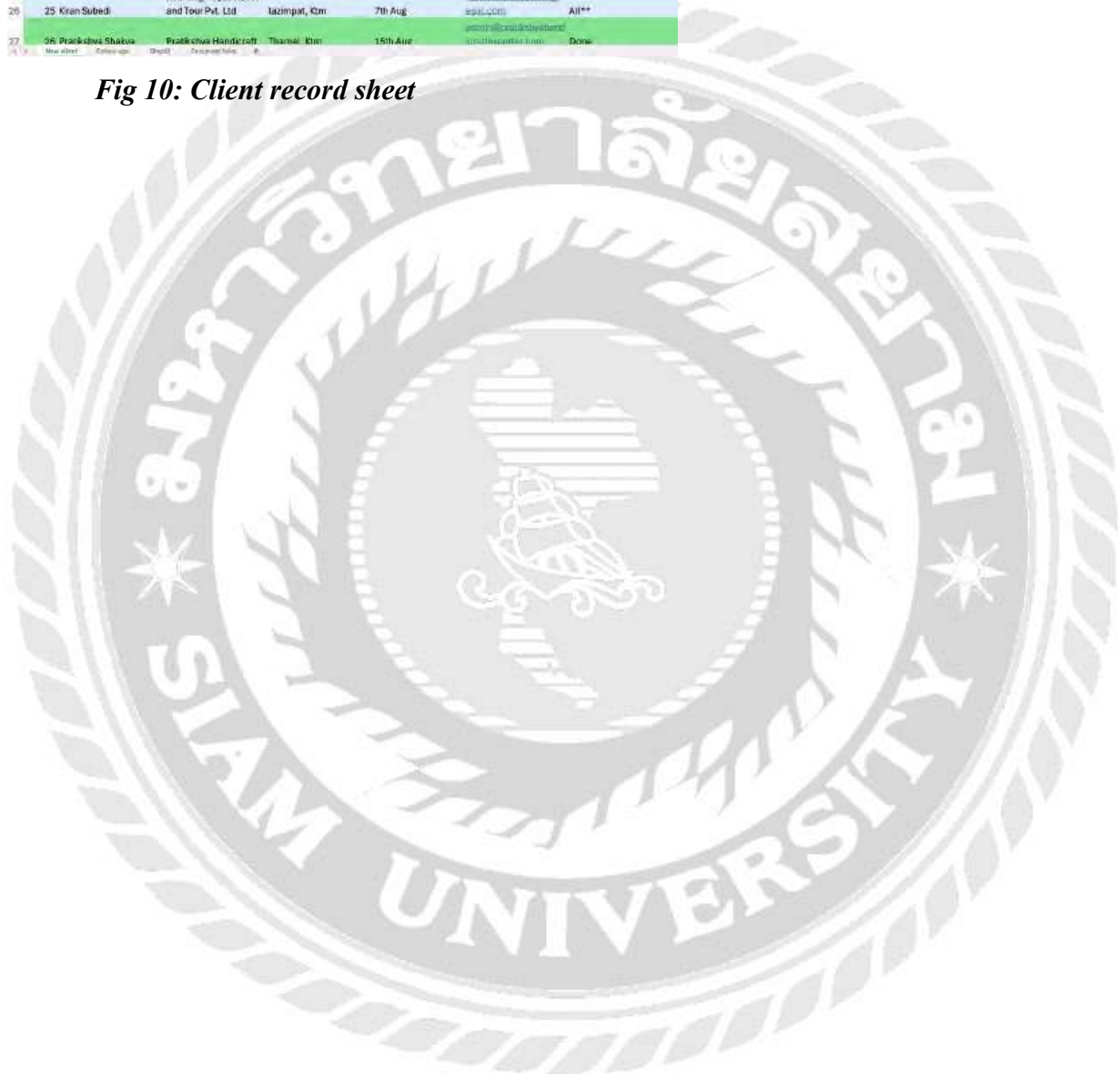
Fig. 8: Short updates on Client management



Fig 9: Records of meetings and Schedules

S.N	Name	Company Name	Address	Meeting Date	Email	Document Checklist
18	Sabin Sival	Easy Packers and Movers Nepal	Pepscola, Ktm	18th July, 2025	easy.packers@nccomcast.com	Done
19	Aashik Bohara	Alma Artes Pvt. Ltd.	Dhobighat, Lalitpur	21st July	ashikboharas@gmail.com	PP, NOK
20	Bishal Subedi	Virt Technologies Pvt. Lt	Sankhamul, Ktm	21st July	virttechnologies@gmail.com	Done
21	Ramesh Shrestha	R-cube Soft International Pvt. Ltd.	New Baneshwor, Ktm	25th July	info@r-cube.com.np	Done
22	Shreya Pokhrel	Kumari Tour & Travel	Kingsway, Ktm	28th July	info@kumari.com.np	Done
23	Purna Shrestha	Crayons Corp Pvt. Ltd	Jwagal, Lalitpur	28th July	info@crayonscorp.com.np	ADA, Passport copy, Licenses
24	Sagar Khettri	Top up Deals Pvt. Ltd.	Sundhara, Ktm	7th Aug	topupdeals@gmail.com	Done
25	Kiran Subedi	Roaming Nepal Travel and Tour Pvt. Ltd.	Lazimpat, Ktm	7th Aug	roamingnepal@gmail.com	AJ**
26	Pratiksha Shukla	Pratiksha Handicraft	Thamel, Ktm	15th Aug	pratiksha.handicraft@gmail.com	Done

Fig 10: Client record sheet



Daily Worksheet

7th July	8th July	9th July
<ul style="list-style-type: none"> • Introduction to supervisor and teams • Get access to CRM and internal tools, setup email and WhatsApp • Begin daily worksheet entries 	<ul style="list-style-type: none"> • Study organizational chart and reporting lines • Shadow a senior team member for client onboarding • Review company services and client segments • Understand UAE business formation procedures 	<ul style="list-style-type: none"> • Research on Nepalese Market • Identify common business type registered in UAE • Analyze competitors in UAE consultancy space
8th July	9th July	10th July
<ul style="list-style-type: none"> • Study cultural preferences in business communication • Draft Outreach templates for clients • Assist in updating client database • Attend client inquiry calls and take notes 	<ul style="list-style-type: none"> • Assist in updating client database • Learn basics of lead generation funnels • Attend client inquiry calls and take notes 	<ul style="list-style-type: none"> • Review past client stories • Attend client inquiry calls and take notes
14th July	15th July	16th July
<ul style="list-style-type: none"> • Assist in updating client database • Attend client inquiry calls and take notes • Reflect on how research informs strategy 	<ul style="list-style-type: none"> • Attend clients calls and review emails • Create document space and verify accordingly • Update the client database • Set up meetings with client 	<ul style="list-style-type: none"> • Review mails and documents • Coordinate client calls • Verify scanned documents for completeness • Draft sample of contracts with supervisor guidance

17th July	18th July	19th July
<ul style="list-style-type: none"> • Assist in collecting client documents • Verify scanned documents for completeness • Create document checklists for onboarding 	<ul style="list-style-type: none"> • Learn file naming and storage protocols • Identify errors in client submissions • Propose improvements to document flow 	<ul style="list-style-type: none"> • Coordinate clients call • Assist in collecting client documents • Verify scanned documents • Set up meetings
21st July	22nd July	23rd July
<ul style="list-style-type: none"> • Understanding UAE compliance requirements • Attend legal coordination meetings • Reflect on legal accuracy and attention to detail 	<ul style="list-style-type: none"> • Coordinate client inquiry • Verify Scanned documents • Coordinate with supervisor for client documents 	<ul style="list-style-type: none"> • Attend Fint internal meeting • Reflect on initial impressions and learning goals • Verify scanned document • Coordinate with supervisor for client document
24th July	25th July	26th July
<ul style="list-style-type: none"> • Market research on Nepalese market • Learn basics of social media marketing • Support marketing team in creating posts • Draft captions and hashtags for engagement • Coordinate with client inquiry 	<ul style="list-style-type: none"> • National Holiday 	<ul style="list-style-type: none"> • Create marketing calendar for August • Research content trends • Review brand guideline and tone • Prepare summary of markets insights

28th July	29th July	30th July
<ul style="list-style-type: none"> • Assist in email marketing campaigns • Propose ideas for content • Coordinate with supervisor for client documents 	<ul style="list-style-type: none"> • Preparation of MOA with supervisor guidance • Assist in client inquiry • Schedule posts using publishing tools 	<ul style="list-style-type: none"> • Map out step-by-step registration process • Assist in email marketing campaigns • Verify scanned document
31st July	1st August	2nd August
<ul style="list-style-type: none"> • Joint client calls and observe tone and structure • Prepare call summaries and actions items • Draft follow-up messages for pending documents 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Assist in email marketing campaigns • Attend client inquiry 	<ul style="list-style-type: none"> • Updating CRM with communication logs • Support marketing team in creating posts • Draft captions and hashtags for engagement
4th August	5th August	6th August
<ul style="list-style-type: none"> • Verify Scanned document • Coordinate with supervisor for client document • Draft MOA for company • Research on licensing 	<ul style="list-style-type: none"> • Assist in client inquiry • Assist in email marketing campaigns • Verify scanned document 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Verify scanned document • Draft follow-up messages for pending documents

7th August	8th August	9th August
<ul style="list-style-type: none"> • Assist in preparing clients files for submission • Coordinate with client inquiry • Draft MOA for company 	<ul style="list-style-type: none"> • Assist in email marketing campaigns • Verify scanned document • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Set up meetings • Assist in preparing clients files for submission • Verify scanned document • Draft follow-up messages for pending documents
11th August	12th August	13th august
<ul style="list-style-type: none"> • Support marketing team in creating posts • Propose ideas for content • Coordinate with client inquiry • Draft MOA for company 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Verify scanned document 	<ul style="list-style-type: none"> • Track progress of active registrations • Review timelines and approval stages • Attend client briefing sessions
14th August	15th August	16th August
<ul style="list-style-type: none"> • Collect feedback on client document registration • Coordinate with supervisor for client documents • Coordinate with client inquiry 	<ul style="list-style-type: none"> • Setup meetings • Preparation of MOA • Verify scanned document • Learn about UAE government portals 	<ul style="list-style-type: none"> • Assist in preparing clients files for submission • Verify scanned document • Draft follow-up messages for pending documents

18th August	19th August	20th August
<ul style="list-style-type: none"> • Update internship log and daily worksheets • Revisit onboarding checklist for completeness • Organize files and documentation • Track progress of active registrations 	<ul style="list-style-type: none"> • Update CRM with completed tasks • Create marketing calendar for August • Research content trends • Setup meeting 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Assist in preparing clients files for submission
21st August	22nd August	23rd August
<ul style="list-style-type: none"> • Assist in email marketing campaigns • Propose ideas for content • Coordinate with supervisor for client documents 	<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness • Organize files and documentation 	<ul style="list-style-type: none"> • Verify Scanned document • Coordinate with supervisor for client document • Draft MOA for company
25th August	26th August	27th August
<ul style="list-style-type: none"> • Updating CRM with communication logs • Support marketing team in creating posts • Draft captions and hashtags for engagement 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Verify scanned document

28th August	29th August	29th August
<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Setup meetings • Preparation of MOA • Verify scanned document • Set up meeting 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Assist in preparing clients files for submission
30th August	1st Sept	2nd sept
<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness 	<ul style="list-style-type: none"> • Research competitors marketing strategies • Propose new content ideas for outreach • Create client testimonial posts 	<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness • Assist in preparing clients files for submission
3rd Sept	4th Sept	5th Sept
<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Update CRM with completed tasks • Revisit onboarding checklist for completeness • Organize files and documentation 	<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness • Assist in email marketing campaigns

6th Sept	8th Sept	9th Sept
<ul style="list-style-type: none"> • Updating CRM with communication logs • Support marketing team in creating posts • Draft captions and hashtags for engagement 	<ul style="list-style-type: none"> • Track progress of active registrations • Coordinate with client inquiry • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Assist in preparing clients files for submission • Coordinate with client inquiry
10th Sept	11th Sept	12th Sept
<ul style="list-style-type: none"> • Public Holiday 	<ul style="list-style-type: none"> • Track progress of active registrations • Organize files and documentation 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Assist in preparing clients files for submission
13th Sept	15th Sept	16th Sept
<ul style="list-style-type: none"> • Track progress of active registrations • Coordinate with client inquiry • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Coordinate with legal advisors • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness • Assist in email marketing campaigns
17th Sept	18th Sept	19th Sept
<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Updating CRM with communication logs • Coordinate with client inquiry • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Assist in preparing clients files for submission • Coordinate with client inquiry • Coordinate with legal advisors

20th Sept	22nd Sept	23rd Sept
<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness • Assist in email marketing campaigns 	<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness 	<ul style="list-style-type: none"> • Updating CRM with communication logs • Support marketing team in creating posts • Draft captions and hashtags for engagement
24th Sept	25th Sept	26th Sept
<ul style="list-style-type: none"> • Assist in preparing clients files for submission • Coordinate with client inquiry 	<ul style="list-style-type: none"> • Coordinate with client inquiry • Coordinate with supervisor for client documents • Coordinate with legal advisors 	<ul style="list-style-type: none"> • Coordinate with client inquiry • Assist in preparing clients files for submission
27th Sept	29th Sept	30th Sept
<ul style="list-style-type: none"> • Updating CRM with communication logs • Coordinate with client inquiry • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Revisit onboarding checklist for completeness 	<ul style="list-style-type: none"> • Support marketing team in creating posts • Draft captions and hashtags for engagement • Schedule marketing dates for October

4th Oct	6th Oct	7th Oct
<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Assist in preparing clients files for submission • Organize files and documentation 	<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness • Coordinate with client inquiry 	<ul style="list-style-type: none"> • Updating CRM with communication logs • Track progress of active registrations • Coordinate with client inquiry
8th Oct	9th Oct	10th Oct
<ul style="list-style-type: none"> • Assist in preparing clients files for submission • Coordinate with client inquiry • 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Assist in preparing clients files for submission • Coordinate with client inquiry • Coordinate with legal advisors
11th Oct	13th Oct	14th Oct
<ul style="list-style-type: none"> • Track progress of active registrations • Revisit onboarding checklist for completeness • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Coordinate with supervisor for client documents • Coordinate with client inquiry • Assist in preparing clients files for submission 	<ul style="list-style-type: none"> • Assist in preparing clients files for submission • Coordinate with client inquiry