



COOPERATIVE EDUCATION REPORT

Creating Online Presence through Digital Marketing at Che&Co

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Abstract

This report documents the co-op internship completed by me, Rashil Maharjan at Che&Co Co. Ltd. This process involved the transition of my theoretical teachings from BBA Marketing to real life solutions as a marketing intern. My key focuses were on social media management and content development, which included planning campaigns, analyzing engagement metrics and increasing brand visibility. This report uses the Porter's Five Forces method to strategically evaluate my organization's competitive reach, integrated services, and individualized personal service. I have recognized a few issues, including communication barriers, scarcity of resources, etc. I have also proposed a few solutions to efficiently and effectively mitigate the noticed concerns. This internship has served as a brilliant opportunity to enhance existing and discover numerous marketing skills. It has perfectly demonstrated the process of fulfilling audience demands and the necessity of experiential learning in professional learning. This experience has shaped my technical and interpersonal skills as a marketing professional by smoothly illustrating how academic frameworks transform into effective commercial operations.

Keywords: Content Creation, Social Media Strategy, Graphics Designing, Education

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I would like to express my sincere gratitude to Kathmandu College of Management and Siam University for providing me with the invaluable opportunity to complete my cooperative education. This internship has been a transformative experience, allowing me to bridge the gap between classroom theory and real-world application, while contributing significantly to my personal and professional development.

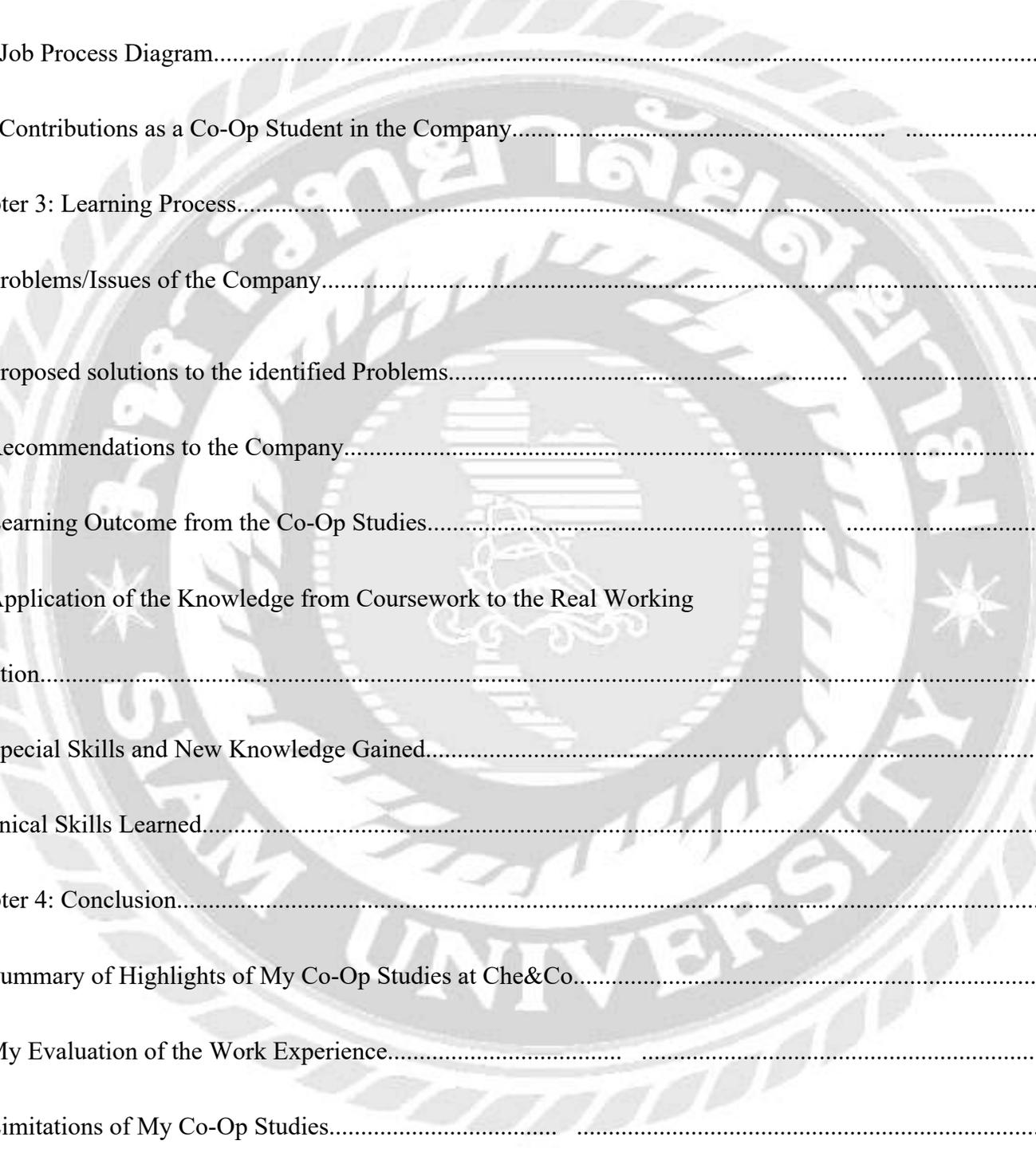
I am especially thankful to my work supervisor, Ms. Deepika Lamichhane, for her continuous guidance and mentorship throughout my tenure at Che&Co Co. Ltd. Beyond just overseeing my tasks, her unwavering support and willingness to share her expertise provided me with a deeper understanding of the industry. Her insightful feedback was instrumental in helping me refine my professional skills and navigate the complexities of the workplace with confidence.

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Finally, I would like to acknowledge the entire team at Che&Co. From my very first day, I was met with a warm welcome and integrated into a fostering, supportive work environment. Being part of such a collaborative team allowed me to observe high standards of professional ethics and teamwork firsthand. The hands-on experiences and the professional relationships I built during this period have been truly invaluable and will undoubtedly serve as a strong foundation for my future career.

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List of Abbreviations

SEO – Search Engine Optimization

SMM – Social Media Marketing

IG – Instagram

KPI – Key Performance Indicator

FB – Facebook

DM – Direct Message

PDF – Portable Document Format SME

CV – Curriculum Vitae

HR – HumanResources

CRM – Customer Relationship Management

Chapter 1: Introduction

Che&Co is a dynamic investment and startup consulting firm based in Lalitpur, Nepal, dedicated to providing comprehensive support and guidance to startups in their early stages. With a team of seasoned entrepreneurs, experienced lawyers specializing in startups and corporate law, experienced chartered accountants, and skilled business managers, we are well-equipped to assist startups in realizing their full potential.



Fig 1: Che&Co Logo

1.1 Company Profile

Che&Co is a specialized consultancy firm dedicated to empowering the startup ecosystem. Recognizing that startups often operate in high-pressure environments with limited resources, our firm serves as a strategic architect, helping young enterprises transform chaotic growth into structured success.

Our primary focus lies in the design and implementation of bespoke operating systems. Rather than offering one-size-fits-all solutions, we analyze the specific lifecycle stage, industry niche, and internal culture of each client. This tailored approach enables startups to optimize their human and financial capital, ensuring that every operational move is aligned with their long-term business objectives.

Che&Co operates on the philosophy that a startup's potential is only as strong as its foundation. Our service model is built upon three key pillars:

- **Operational Efficiency:** We identify bottlenecks in existing workflows and introduce streamlined processes. By automating repetitive tasks and clarifying reporting lines, we enable founders to focus on innovation rather than administration.
- **Resource Optimization:** Startups often struggle with "burn rates" and resource allocation. We equip them with the tools and strategies necessary to achieve maximum output within strictly defined timeframes.
- **Sustainable Scalability:** Beyond immediate fixes, we provide the structural support required for a company to thrive in a competitive landscape. This includes implementing robust management frameworks that can grow as the company expands.

At Che&Co, we do not just act as external consultants; we work as collaborative partners. By immersing ourselves in our clients' challenges, we provide the guidance and technical support necessary to turn ambitious visions into sustainable, market-leading realities.

1.1.1 Company Vision

Our vision at Che&Co is to be the leading startup consulting firm in Nepal, recognized for our unwavering commitment to empowering startups and fostering innovation. We strive to be the go-to partner for startups, providing comprehensive and customized services that enable them to establish a strong foundation, optimize their operations, and achieve sustainable growth. We envision a future where startups in Nepal thrive, creating new opportunities, generating employment, and driving economic growth.

1.1.2 Company Mission

At Che&Co, our mission is to provide startups with the support, guidance, and expertise they need to succeed in today's competitive business landscape. We are dedicated to helping startups in their early stages by creating and implementing efficient operating systems, offering strategic guidance, and providing mentorship and coaching. We aim to optimize startups' operations, maximize their resources, and help them achieve their business goals within a set timeframe. We are committed to building long-term partnerships with startups.

1.1.3 History of the Company

Established in 2018, Che&Co was born out of a strategic necessity to address the systemic hurdles within Nepal's

burgeoning entrepreneurial ecosystem. The founder, Mr. Chewan Rai, recognized a significant disconnect between the nation's abundant talent and the actual success rate of its startups. While innovation was high, businesses frequently struggled with a lack of structured guidance, professional expertise, and the financial literacy required to navigate a competitive market. This observation served as the catalyst for creating a firm that could transform raw ambition into sustainable enterprise.

The foundation of Che&Co is deeply rooted in Mr. Rai's extensive background, drawing from over a decade of firsthand experience in navigating the complexities of the business world. Having encountered the same gaps in resources and mentorship that many modern founders face, he envisioned a comprehensive support system designed to act as a bridge for others. This personal "practitioner's perspective" allowed the company to offer solutions that were not only theoretically sound but also culturally and economically relevant to the specific challenges of the Nepalese landscape.

Since its inception, the firm has evolved into a vital pillar for startups, focusing on the implementation of the essential operational frameworks that were previously missing. By providing a blend of strategic planning, financial access, and expert mentorship, Che&Co has moved beyond traditional consulting to become a partner in growth. Today, the company stands as a testament to the belief that with the right structural support and professional foundation, local entrepreneurs can overcome resource scarcity and thrive in the modern business environment.

1.1.4 Company's Core Objectives

The core objectives of Che&Co are designed to create a holistic support system that addresses the unique lifecycle of a startup. By functioning as both a strategic consultancy and an active investor, the firm moves beyond traditional advisory roles to become a long-term partner in a company's success. Its primary objectives are structured as follows:

- **Empowering Startups through Operational Excellence:** Che&Co aims to transform high-potential ideas into scalable businesses by equipping them with robust operating systems. The objective is to provide startups with the specific strategies and technical tools required to manage resources efficiently, thereby reducing the "burn rate" and increasing the probability of long-term survival in a competitive market.
- **Fostering Local Innovation and Investment Readiness:** A central goal is to nurture Nepal's entrepreneurial talent by preparing companies for high-level growth. This includes "investment readiness"

assistance ensuring that a startup's financial records, business models, and governance structures meet the rigorous standards required by modern investors.

- **Strategic Capital and Mentorship Integration:** Unlike traditional funding, Che&Co's objective in strategic investment is to provide "smart capital." This involves merging financial injections with hands-on mentorship and industry insights, ensuring that funded companies have the leadership guidance necessary to navigate complex market shifts.
- **Ecosystem Connectivity and Resource Networking:** Che&Co focuses on bridging the gap between talent and capital by leveraging an extensive network of angel investors, venture capitalists, and corporate partners. By facilitating these connections, the firm ensures that startups have a direct pipeline to the external resources and secondary funding rounds essential for rapid expansion.

1.1.5 Strategies of the Company

To achieve its core objectives, Che&Co employs a multi-dimensional consulting framework designed to professionalize startups. These strategies focus on moving businesses away from informal management toward a structured, data-driven approach.

- **Bespoke Business Strategy & Planning:** The company moves beyond generic advice by developing customized roadmaps for each client. This strategy involves conducting deep-dive market research and competitive benchmarking to identify a startup's unique value proposition. By integrating rigorous financial modeling into the planning phase, Che&Co ensures that business goals are not only ambitious but also fiscally sustainable.
- **Operational Systems & Efficiency:** A central strategy is the "institutionalization" of startup operations. Che&Co designs and embeds tailored operating systems that automate repetitive tasks and clarify internal workflows. This optimization ensures that limited human and financial resources are directed toward high-impact activities, allowing the company to maintain consistent performance as it scales.
- **Professional Financial Management:** Recognizing that poor cash flow management is a leading cause of startup failure, Che&Co utilizes a team of skilled Chartered Accountants to implement high-level financial discipline. This strategy includes setting up robust budgeting frameworks, accurate financial forecasting, and proactive tax planning, which together build the transparency and credibility required to attract future

investors.

- **Risk Mitigation through Legal & Compliance:** To protect the long-term interests of the founders, the firm provides expert legal guidance. This involves a proactive approach to entity formation, intellectual property (IP) protection, and regulatory compliance. By ensuring all contracts and structures are legally sound from the outset, Che&Co mitigates potential litigation and compliance risks that could hinder growth.
- **Expert Mentorship & Leadership Coaching:** The strategy extends into the human element of business through direct coaching from seasoned entrepreneurs. By leveraging real-world industry experience, Che&Co provides mentorship in leadership, team dynamics, and high-conversion sales strategies. This knowledge transfer ensures that the founders grow in parallel with their businesses, evolving from technical experts into effective organizational leaders.

1.2 Organizational Structure

The organizational structure of Che&Co follows a hierarchical structure with a collaborative workflow, ensuring efficient communication and coordination among team members.

1.2.1 Diagram of the Organizational Structure

The below given diagram is a simplified Che&Co organizational structure:

- Chewan Rai à - Managing Director
- Milan Rai à Lead - Finance and Investment
- Gobind Pajiyar à Consultant - IT and Digital Marketing
- Kapil Bhattarai à Manager - Agro Department
- Sushan Kazi Shrestha à Senior Legal Consultant
- Deependra Neupane à Legal Consultant
- Deepika Lamichhane à Legal Researcher
- Khiyama Rai à Human Resource and Admin
- JessicaShakyaàFinanceAssociate

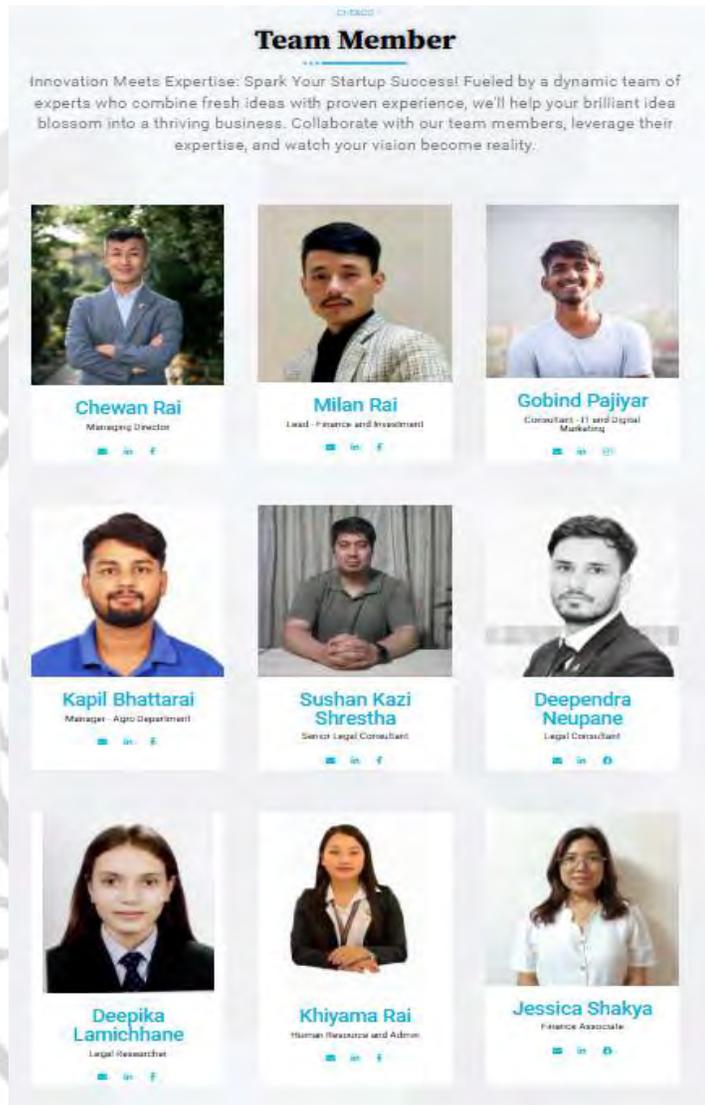


Fig 2: Organizational Structure of Che&Co

1.2.2. My Job Position

As a Content Creator and Social Media Manager, I was responsible for the end-to-end digital communication strategy across the company's primary social channels, including Instagram, TikTok and Facebook. Utilizing

Canva as my primary design tool, I transformed complex educational information into visually compelling and digestible content, such as high energy reels, informative carousels, and engaging graphics.

Beyond creative production, my role was deeply analytical. I performed weekly audits of key performance indicators (KPIs) such as organic reach, engagement rates, and shareability. By interpreting these metrics, I was able to pivot the content strategy in real time, ensuring that the messaging resonated with our target demographic. These efforts were central to our brand-building campaigns, directly facilitating the student recruitment process by highlighting educational benefits and fostering a community centric online presence.

1.2.3. My Job Position in the Company's Organizational Structure

Within the organizational hierarchy, my role as a Content Creator and Social Media Manager functioned as a strategic bridge between the Marketing department and the Admissions and Recruitment teams. Reporting directly to the CEO, I acted as a primary voice for the brand's digital identity, ensuring that our online presence was consistently aligned with the company's broader business objectives. This direct line of communication enabled me to translate high level corporate goals into creative, actionable social media campaigns that resonated with our target audience.

My position required a high degree of cross functional collaboration, particularly with the recruitment team. By maintaining a constant feedback loop with those on the front lines of student outreach, I was able to identify the specific interests and pain points of prospective students. This insight allowed me to develop targeted content that addressed their needs, effectively moving them through the recruitment funnel from initial awareness to active inquiry. My role was essential in ensuring that the recruitment staff had a professional and engaging digital platform to support their sales and outreach efforts.

Ultimately, I operated as a brand custodian, responsible for building and maintaining the company's digital credibility. In a competitive market, my work in creating compelling visual narratives and managing daily engagement was pivotal in establishing Che&Co as a leader in the educational and startup consultancy space. By expanding the company's digital footprint and fostering an interactive online community, I helped create a sustainable pipeline of interest that significantly enhanced the company's market visibility and student outreach capabilities.

1.3. My Intention and Motivation for Selecting the Workplace

My decision to pursue a cooperative education placement at Che&Co Co. Ltd. was driven by a strategic desire to align my academic foundation in marketing with a high-growth, multi-sector business environment. I was specifically drawn to the company's reputation for fostering innovation and its unique position in the Nepalese market as both a consultancy and a service provider. This internship represented a vital opportunity to transition from theoretical marketing concepts to the practical execution of digital strategies within a professional corporate setting.

A primary motivator was the opportunity to gain specialized experience in the education and recruitment sector. I recognized that Che&Co's focus on student recruitment and institutional branding would require a sophisticated approach to digital storytelling and audience psychology. Given my interest in content creation, I sought to understand how targeted digital campaigns could influence decision-making processes and drive enrollment. The firm's expansion into diverse sectors including real estate and tutoring services further appealed to me, as it promised a dynamic work environment where I could adapt my creative skills to suit different market niches and consumer behaviors.

Ultimately, my intention was to immerse myself in a role that offered a high degree of creative and analytical autonomy. I aimed to master the nuances of social media management, from initial content design to the technical analysis of engagement metrics. By choosing Che&Co, I intended to build a robust portfolio of work that demonstrated my ability to enhance brand visibility and contribute to a company's tangible growth. I believed that the firm's supportive mentorship culture and its diverse service portfolio would provide the ideal ecosystem for me to develop into a versatile and data-driven marketing professional.

1.4. Strategic Analysis of the Company

During my tenure at Che&Co, I had the opportunity to observe the firm's internal dynamics and its position within the broader market. The following strategic analysis utilizes the SWOT framework to evaluate the company's internal strengths and weaknesses, alongside the external opportunities and threats present in the Nepalese business landscape.

Strengths

- **Integrated "One-Stop Shop" Service Model:** Che&Co provides a holistic suite of services

encompassing business strategy, legal compliance, financial management, and mentorship. This integrated approach offers a significant competitive advantage, as early-stage startups prefer a single point of contact for all operational needs.

- **Multi-Disciplinary Expertise:** The core team consists of seasoned entrepreneurs, legal specialists, and Chartered Accountants. This diverse expertise allows the firm to handle complex, high-stakes problem-solving that smaller, niche firms might struggle to address.
- **Proven Track Record and Investor Network:** With a portfolio of over 15 trusted companies and a robust network of Angel Investors and Venture Capitalists, the firm possesses a high level of credibility. This network provides clients with unparalleled access to the capital necessary for scaling.
- **Niche Market Specialization:** By focusing specifically on the unique challenges of the Nepalese startup ecosystem, Che&Co can provide highly localized and relevant advice that global firms may lack.

Weaknesses

- **Geographical Concentration:** With operations primarily centered in Lalitpur, the firm's physical presence is concentrated within the Kathmandu Valley. This may limit market penetration in other emerging business hubs across Nepal.
- **Brand Recognition vs. Global Entities:** While highly reputable locally, the brand faces a challenge in visibility when compared to large-scale regional or global consulting firms, which may influence the acquisition of high-profile international projects.
- **Dependence on Key Personnel:** The high quality of service is closely tied to the specialized expertise of senior staff. A heavy reliance on a few key individuals poses a risk to service continuity should there be significant staff turnover.
- **Price Sensitivity of Target Market:** Because the firm provides premium, comprehensive services, the cost may be a barrier for "bootstrapped" or very early-stage startups that operate with extremely limited initial capital.

Opportunities

- **Expansion of the Nepalese Startup Ecosystem:** As the tech and entrepreneurship sectors in Nepal continue to mature, the demand for formal legal, financial, and strategic guidance is expected to grow exponentially.

- **Digital Transformation and Outsourcing:** There is an increasing trend toward digital integration and global outsourcing among local businesses. Che&Co is well-positioned to lead these companies through the complexities of digital strategy and international regulatory compliance.
- **Supportive Regulatory Environment:** Government initiatives aimed at promoting Foreign Direct Investment (FDI) and Small and Medium Enterprises (SMEs) create a fertile ground for Che&Co to act as a vital intermediary between businesses and state regulations.
- **Diversification of Service Lines:** The firm has the potential to spin off specialized arms, such as dedicated digital marketing agencies or international expansion consultancies, to cater to the evolving needs of the market.

Threats

- **Intense Market Rivalry:** The consulting industry in Nepal is highly competitive. The firm faces threats from both low-cost individual freelancers and large, established national firms that may have deeper financial reserves.
- **Economic Volatility:** Shifts in the national economy or changes in FDI regulations can directly impact the investment capacity of the startups that Che&Co serves.
- **Rapid Technological Shifts:** The fast pace of technological change requires constant upskilling. Failure to stay ahead of digital trends could allow more tech-agile competitors to gain market share.

1.5. Objectives of this Co-Operative Studies

The overarching objective of my internship at Che&Co was to facilitate the transition from academic theory to professional application. Having built a strong foundation in marketing principles during my studies, my primary goal was to implement strategies related to audience segmentation, brand positioning, and multimedia content creation within a high-stakes corporate environment. By engaging with real-world projects, I aimed to validate my academic learning and understand the nuances of the modern business landscape.

Beyond technical application, this internship was designed to achieve several specific developmental milestones:

- **Skill Mastery and Creative Refinement:** I sought to elevate my proficiency in digital design and copywriting. By utilizing industry-standard tools like: Canva and various social media management platforms, I aimed to produce content that was not only aesthetically pleasing but also strategically aligned with the company's brand voice.
- **Professionalism in a Global Context:** A key objective was to develop the "soft skills" required to thrive in a modern workplace. This included learning to collaborate effectively with a diverse, international team and adapting to a remote work structure. I aimed to master independent time management, professional communication, and the accountability required to meet strict project deadlines.
- **Data-Driven Strategic Thinking:** I intended to gain a deep understanding of the "feedback loop" in digital marketing. My goal was to learn how to monitor performance metrics and, more importantly, how to interpret that data to pivot marketing plans. Understanding the relationship between content output and audience engagement was crucial for my development as a result-oriented professional.

Ultimately, this cooperative study served as a period of significant personal and professional evolution. By taking on real responsibilities, I aimed to build the confidence and resilience necessary for a successful career in marketing. The experience was intended to transform me from a student of marketing into a versatile practitioner capable of handling the complexities of independent work and strategic brand management.

Chapter 2: Co-Op Study Activities

2.1 My Job Description

During my cooperative education tenure at Che&Co, I served as a Content Creator and Social Media Manager within the Marketing Department. This role was conducted in a remote capacity, requiring a high degree of self-discipline and digital fluency. My primary mandate was to spearhead the digital outreach strategy for the company's educational consultancy wing, specifically focusing on promoting Thai higher education and scholarship opportunities to a global student demographic, with a particular emphasis on the Nepalese market.

To ensure a structured and professional output, my responsibilities were categorized into the following core areas:

- **Strategic Content Planning and Scheduling:** I was responsible for developing and maintaining a comprehensive content calendar. This involved researching key academic dates, scholarship deadlines, and trending topics to ensure our posts were both timely and relevant. By planning content weeks in advance, I ensured a consistent brand presence across Instagram, TikTok and Facebook.
- **Multimedia Design and Visual Storytelling:** Utilizing **Canva** and various mobile video editing suites, I designed high-quality visual assets. This included informative multi-slide carousels that broke down complex scholarship requirements and high-energy **short-form videos (Reels/TikToks)** designed to capture the attention of a younger, "digital-native" audience. Each design was crafted to align with the company's professional yet accessible brand aesthetic.
- **Audience Engagement and Community Management:** Beyond static posting, I focused on fostering a two-way dialogue with our followers. I utilized interactive features such as **Instagram Stories, Polls, and Q&A sessions** to address prospective students' concerns in real-time. This strategy not only boosted the algorithm's favorability but also built trust and credibility with our audience.
- **Performance Analytics and Strategy Optimization:** I regularly monitored key performance indicators (KPIs), including **reach, save rates, and engagement levels**. By analyzing these metrics, I provided the marketing team with insights into which content types resonated most with students. This data-driven approach allowed us to refine our messaging and optimize our digital marketing spend.

This multifaceted role provided me with profound hands-on experience in **educational marketing and international branding**. Through the daily management of these tasks, I significantly enhanced my technical proficiency in graphic design, my ability to communicate complex information clearly, and my capacity for independent time management in a professional, remote work environment.

2.2 My Job Responsibilities

In my role as a Content Creator Intern, I was tasked with the comprehensive management of the company's digital footprint across Instagram, TikTok, Facebook, and LinkedIn. My objective was to ensure that every piece of content served a strategic purpose whether that was educating prospective students, building brand authority, or driving lead generation.

To maintain a high standard of professional output, my daily and weekly responsibilities were structured as follows:

- **Creative Concept Development and Graphic Design:** I spearheaded the brainstorming and execution of visually compelling assets, including high-impact single posts, educational carousels, and short-form videos (Reels). Using Canva, I ensured that all designs adhered strictly to the company's brand guidelines, maintaining a consistent color palette, typography, and professional tone across all platforms.
- **Copywriting and Narrative Crafting:** Beyond visuals, I was responsible for drafting clear, persuasive, and engaging captions. This involved translating technical educational information—such as visa requirements or scholarship criteria—into accessible language that resonated with our target demographic while maintaining a call-to-action (CTA) to drive inquiries.
- **Strategic Audience Engagement:** I designed and implemented interactive elements, such as polls, quizzes, and Q&A sessions within social media stories. These initiatives were specifically aimed at boosting organic participation and humanizing the brand, allowing us to gather direct feedback from our community.
- **Cross-Functional Coordination:** I worked in close alignment with the CEO and the marketing team, participating in review cycles to ensure all content was accurate and strategically sound. This collaborative process taught me how to incorporate professional feedback and align my creative vision with the company's broader institutional goals.
- **Performance Analytics and Strategy Refinement:** A key responsibility involved the ongoing analysis of engagement metrics, including reach, saves, and shareability. By evaluating what content performed best, I was able to suggest data-backed improvements to our future content strategy, ensuring we remained relevant

to our audience's evolving interests.

- **Operational Scheduling and Consistency:** I managed the daily scheduling of all posts to ensure a reliable and consistent online presence. This required meticulous organization to ensure that content was published during peak engagement hours, maximizing our digital visibility.

This structured set of responsibilities allowed me to establish a disciplined professional routine and a refined creative workflow. By managing these diverse tasks, I gained a profound understanding of how consistent, high-quality marketing initiatives directly correlate with audience growth and the strengthening of brand awareness.

2.3. Activities in Coordinating with Co-Workers

Effective communication and seamless collaboration were the cornerstones of my remote internship at Che&Co. Despite the geographical distance, I maintained a high level of integration with the team through structured digital workflows and a collaborative company culture. My coordination activities were centered around the following areas:

- **Utilization of Digital Collaboration Tools:** To maintain operational efficiency, we utilized a suite of digital tools for real-time communication and resource management. WhatsApp served as our primary channel for daily updates, quick problem-solving, and urgent coordination. For document management and asset sharing, we relied on OneDrive and Google Drive, which allowed for a centralized and organized repository of design files, content calendars, and recruitment data.
- **Structured Feedback and Review Cycles:** My creative workflow was closely integrated with senior leadership. I regularly coordinated with Mr. Gobind for technical content reviews and final scheduling logistics. Furthermore, I received direct strategic guidance from the CEO, Mr. Chewan Rai, regarding the creative direction and brand alignment of high-stakes campaigns. These review sessions were vital for ensuring that every piece of content met the firm's professional standards.
- **Daily Strategic Briefings:** We conducted daily virtual meetings to evaluate the performance of recently published content and discuss upcoming projects. These briefings allowed us to analyze engagement data collectively and pivot our strategies based on real-time results. This practice ensured that the marketing team remained agile and that our digital efforts were always aligned with the company's enrollment targets.
- **Supportive Team Culture and Ideation:** The work environment at Che&Co was characterized by

openness and mutual support. I was consistently encouraged to contribute original creative ideas and participate in brainstorming sessions. This inclusive atmosphere empowered me to ask questions and seek clarification whenever necessary, which was instrumental in my professional growth. The encouragement I received from my colleagues kept me motivated and deeply connected to the team's mission, despite the remote nature of the role.

2.4. Job Process Diagram

Below is a step-by-step breakdown of my job responsibilities and the associated workflows:

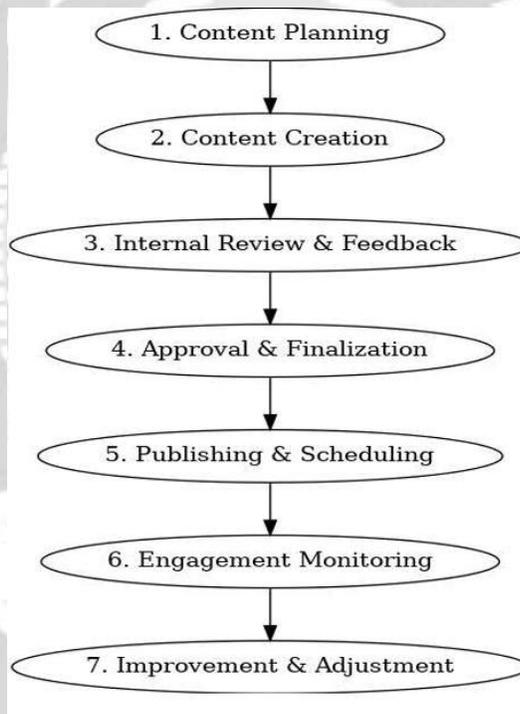


Fig 3: Job Process Diagram

2.5. Contributions as a Co-Op Student in the Company

While my primary designation was that of a Content Creator, my contributions as a cooperative education student at Che&Co extended into broader operational and strategic marketing support. I aimed to act as a versatile asset to the

department, ensuring that my creative output was backed by organized administrative processes.

My key contributions to the firm included:

- **Strategic Coordination and Alignment:** I played an active role in daily and weekly departmental briefings, where I contributed to the refinement of our marketing direction. By staying attuned to organizational updates and recruitment priorities, I ensured that the digital content I produced was not just creative, but also strategically aligned with the company's immediate business goals.
- **Operational Systems Management:** To improve the team's efficiency, I took the lead in organizing our digital workspace. I developed and managed a centralized Content Repository on Google Drive, where I tracked and categorized content ideas, historical performance data, and creative assets. This systematic approach provided the team with a clear "single source of truth," reducing administrative friction and ensuring a seamless, uninterrupted posting schedule.
- **Internal Documentation and Team Support:** I contributed to the upkeep of internal marketing logs and documentation, ensuring that all campaign progress was accurately recorded. By assisting in the synchronization of tasks between the creative and recruitment teams, I helped foster a more cohesive workflow. This support was particularly vital in a remote setting, where clear documentation is essential for maintaining team momentum.
- **Knowledge Contribution and Creative Innovation:** Beyond executing assigned tasks, I actively participated in brainstorming sessions, offering fresh perspectives on "digital-first" trends such as short-form video algorithms and audience engagement tactics. My ability to research and present new content formats allowed the company to stay competitive and relevant on platforms like TikTok and Instagram.

Overall, these contributions allowed me to evolve from a specialized designer into a comprehensive marketing professional. By taking ownership of both creative and administrative tasks, I demonstrated my ability to add value to the company's bottom line while fostering a highly organized and collaborative work environment.

Chapter 3: Learning Process

3.1 Problems/Issues of the Company

As a boutique consulting and investment firm operating within the developing economy of Nepal, Che&Co navigates a multifaceted and high-pressure business environment. During my internship, I observed that the firm's primary challenges are a combination of systemic external market conditions and internal operational pressures inherent to its high-touch, integrated service model.

The specific problems and strategic issues facing the company include:

- **Macroeconomic Instability and Regulatory Volatility:** Both Che&Co and its client portfolio are subject to the unpredictable economic landscape of Nepal. Frequent shifts in government regulations and financial policies complicate long-term strategic planning. For early-stage ventures, these hurdles often lead to operational instability, making it difficult for Che&Co to implement sustained, multi-year growth strategies for their clients.
- **Market Competition and High Price Sensitivity:** The consulting sector in Nepal is increasingly saturated with specialized boutique firms and independent freelancers who often compete on price. Because Che&Co offers a premium, integrated service, they face the constant challenge of justifying their cost structure to startups that are inherently "bootstrapped" and highly price-sensitive.
- **Human Capital Flight and Talent Retention:** A significant issue within the local market is the "brain drain" of highly qualified professionals, such as Chartered Accountants and legal specialists, seeking opportunities abroad. For a firm whose value proposition is built on specialized expertise, the constant struggle to acquire and retain top-tier local talent remains a critical risk to service continuity.
- **Scalability Constraints of the Integrated Model:** Managing diverse service lines ranging from legal compliance to financial strategy requires significant resource optimization. There is an inherent risk of "service dilution," where the firm may struggle to be perceived as the definitive market leader in a specific niche because its focus is spread across multiple disciplines. This complexity can make rapid scaling difficult without a massive influx of specialized management.
- **A Risk-Averse Investment Ecosystem:** Although Che&Co facilitates connections between startups and

investors, the broader investment landscape in Nepal remains relatively small and conservative. This limited capital ecosystem often restricts the fundraising potential of the firm's clients, thereby slowing the growth of the very companies Che&Co is tasked with scaling.

- **Educational Gap in Client Value Recognition:** A recurring challenge is the tendency of local entrepreneurs to undervalue the importance of professional legal and strategic foundations in the early stages of business. Che&Co must often invest significant time in educating clients on the necessity of high-level advisory services, which can lead to friction when negotiating long-term, high-value retainers.

3.2 Proposed Solutions to the Identified Problems

To address the challenges identified in the previous section, Che&Co should implement a strategic pivot focused on institutionalizing expertise and deepening its value proposition. By leveraging its integrated model, the firm can transform market instability into a competitive advantage. The proposed solutions are as follows:

- **Value-Based Service Packaging:** To mitigate price sensitivity, the firm should shift from "service-based" selling to "outcome-based" bundling. By offering "Startup Success Packages" fixed-fee bundles of legal, financial, and strategic support Che&Co can market itself as a risk-reduction partner. This justifies premium pricing by highlighting the long-term cost savings of avoiding regulatory or financial errors.
- **Sector-Specific Niche Leadership:** Rather than acting as a generalist, Che&Co can reduce rivalry by becoming the undisputed authority in high-growth sectors such as Fintech or EdTech. Specializing in these niches allows the firm to develop proprietary insights that general consultants cannot match, attracting higher-quality, better-funded clients.
- **Institutionalization of Internal Knowledge:** To reduce reliance on individual senior experts, the firm must develop a robust Knowledge Management System (KMS). Standardizing internal processes ensures that the "Che&Co methodology" remains consistent even during staff turnover. Furthermore, a hybrid talent strategy leveraging the expertise of the Nepali Diaspora for specialized remote consulting can bridge the local talent gap.
- **Proactive Regulatory Navigation:** The firm should lean into its legal expertise to offer a dedicated "Regulatory Intelligence" service. In a volatile market like Nepal, positioning the firm as the primary navigator of complex government shifts turns external instability into a recurring revenue opportunity.

3.3 Recommendations to the Company

Based on the observations made during my cooperative education, I recommend the following actionable steps to enhance the firm's operational resilience and market position:

- **Differentiate with Bundled Packages:** Replace hourly billing with tiered, fixed-fee "Startup Success Packages" that integrate legal, finance, and strategy. Market the risk reduction and time savings as the core value, not the individual services.
- **Focus on Niche Dominance:** Select 2-3 high-growth market niches (e.g., Fintech, EdTech) and focus resources there to become the market's unquestioned expert, justifying premium fees and attracting high-quality clients.
- **Institutionalize Knowledge:** Implement a robust internal knowledge management system to document unique regulatory and process knowledge. This makes the firm resilient to turnover and scalable.
- **Hybrid Talent Strategy:** Actively recruit and engage the Nepali Diaspora for remote or project-based consulting to access specialized global expertise and mitigate local talent shortages.
- **Become the Regulatory Hub:** Leverage legal expertise to offer a dedicated regulatory monitoring and guidance service to clients, turning Nepal's unstable regulatory environment into a core value proposition.
- **Diversify Revenue for Stability:** Secure stable, recurring revenue from non-startup clients (e.g., ongoing compliance and accounting for established SMEs) to smooth out income volatility inherent in relying only on startup funding cycles.
- **Invest in Thought Leadership:** Consistently publish high-value, practical content (workshops, regulatory guides) to build brand credibility and establish Che&Co as the leading strategic authority in the market.

3.4 Learning Outcome from the Co-Op Studies

My time at Che&Co was a real turning point for me, acting as the bridge I needed to move from university theory into the actual marketing world. It's one thing to study how branding works, but it's another thing entirely to be responsible for a company's digital voice. I spent a lot of my time mastering tools like Canva, not just to make things look good, but to figure out how to tell a story that actually connects with people. I learned how to take complicated info like scholarship details and visa rules and turn it into social media content that was easy to understand and engaging for students.

One of the biggest lessons I'm taking away is that good marketing isn't just about being creative; it's about being observant. I moved away from just "guessing" what would work and started looking closely at the data. By tracking likes, shares, and how people interacted with our posts, I learned how to pivot my strategy based on what the audience actually wanted to see. This "feedback loop" was a huge eye-opener for me, as it showed me exactly how a well-planned digital strategy can build trust and directly help with student recruitment.

Finally, working remotely with a team taught me a lot about self-discipline and communication. Since we weren't in the same office, I had to be very organized with my own time and make sure I was always in sync with my managers using WhatsApp and Google Drive. I learned how to take feedback, handle professional pressure, and stay motivated on my own. This experience really boosted my confidence. I feel like I'm no longer just a student of marketing, but someone who has actually "done the work" and is ready to step into a full-time professional role.

3.5 Application of the Knowledge from Coursework to the Real Working Situation

My cooperative education experience allowed me to test and validate the theories I studied in the classroom within a high-pressure, real-world environment. The most direct application of my studies was in Audience Targeting and Segmentation. In my marketing courses, I learned that a "one-size-fits-all" message rarely works. At Che&Co, I put this into practice by tailoring our Instagram and TikTok content specifically for prospective students in Nepal. I had to think about their unique motivations such as seeking better career prospects or affordable tuition and design reels and stories that spoke directly to those needs. Seeing a student actually inquire after viewing a targeted post was a powerful confirmation that the targeting principles I learned in class have tangible results.

I also applied what I learned about Brand Identity and Integrated Marketing Communications. My coursework taught me that a brand is only as strong as its consistency. Using Canva, I translated the theory of "visual identity"

into practice by ensuring every graphic used the same color palettes, fonts, and professional tone of voice. This wasn't just about making things look professional; it was about building a recognizable and trustworthy image for the company. I realized that when messaging is consistent across all platforms, it builds the credibility essential for a business dealing with something as important as a student's future.

Lastly, my understanding of Marketing Analytics became the backbone of my daily routine. In school, we discussed how data guides strategy, but at work, I saw this happen in real-time. By regularly tracking metrics like reach, engagement and shares, I was able to make data-driven decisions. If a certain type of video got more "saves" than others, I knew that was the format our audience found most valuable. This practical application taught me that marketing is a continuous cycle of planning, executing, and analyzing a lesson that has made me much more confident in my ability to handle professional responsibilities in any marketing role.

3.6 Special Skills and New Knowledge Gained

My time at Che&Co was an intensive period of growth that allowed me to develop a unique blend of creative and analytical skills. One of the most significant technical skills I mastered was advanced proficiency in Canva for high-speed, professional production. Rather than just making simple graphics, I learned how to create complex, multi-layered digital assets like high-energy reels and interactive stories that maintained a high production value under tight deadlines. This was paired with a new ability to perform data-driven content adaptation, where I learned how to "read" social media analytics to adjust my design style and tone of voice based on what was actually performing well.

Strategically, I developed deep, niche-specific knowledge in educational consultancy marketing and remote workflow management. I learned the subtle art of positioning international scholarship opportunities by understanding the psychological triggers that motivate students—such as the balance between prestige and career outcomes. This was all managed through a highly organized remote system, where I mastered the use of digital tools for project tracking and version control. Learning how to build brand credibility in such a competitive sector while working independently taught me that effective marketing is about providing the right information at the right time to help someone make a life-changing decision.

Chapter 4: Conclusion

4.1 Summary of Highlights of My Co-Op Studies at Che&Co

My tenure at Che&Co was a highly successful internship that allowed me to transition from a student of marketing to a capable content professional. By serving as a Content Creator, I was able to manage the entire lifecycle of digital production from initial brainstorming and design to final performance analysis. My primary highlight was the successful promotion of international study opportunities to a global student audience, particularly through high-engagement platforms like Instagram and TikTok. By producing brand-aligned visuals and targeted messaging, I saw firsthand how creative storytelling can be used to simplify complex academic information and drive meaningful interest in university programs.

A key achievement of this experience was the shift toward a data-driven creative process. Rather than relying solely on intuition, I learned to use performance metrics such as reach and engagement rates to objectively measure success. This allowed me to refine our digital outreach strategy in real-time, ensuring that our content was always evolving to meet the needs of prospective students. This analytical approach, combined with the technical mastery of tools like Canva, enabled me to contribute tangible results toward the company's recruitment goals and brand credibility.

Furthermore, the experience of operating within a structured, remote, and multicultural team provided invaluable professional growth. I successfully navigated the challenges of remote coordination by utilizing digital tools for communication and project management, which greatly enhanced my time management and professional accountability. This internship didn't just teach me how to create content; it taught me how to work effectively within a modern business ecosystem. I leave this position with a strong portfolio and the confidence that I am fully prepared for a career in the fast-paced world of data-driven marketing.

4.2 My Evaluation of the Work Experience

My cooperative education experience at Che&Co was a resounding success, serving as a definitive validation of my professional capabilities and my readiness for a career in marketing. I not only met but surpassed my initial learning

objectives, moving beyond simple task execution to take an active role in the company's digital strategy. I demonstrated a core strength in creative execution and brand alignment, consistently producing high-quality, visually cohesive content that adhered to the firm's professional standards. By leveraging performance analytics, I shifted from subjective design to an analytical strategy, interpreting metrics like reach and engagement to refine our content calendar. This data-driven approach directly supported the company's goal of building trust with prospective students and managing a consistent, professional online presence.

Furthermore, I excelled in the discipline required for remote professional work and proactive contribution. I maintained a rigorous production schedule and took initiative within a multicultural team, often suggesting new content formats and interactive ideas to keep our platforms fresh. This level of self-management and professional accountability proved that I could work effectively without the need for constant supervision. However, this evaluation also highlighted specific areas for future growth. To become a more well-rounded marketer, I have identified the need to move toward advanced video production and gain practical exposure to paid social media campaigns. Mastering full-funnel digital marketing and paid ad spend will be my next professional focus to complement the organic growth skills I mastered during this internship.

4.3 Limitations of My Co-Op Studies

- **Remote Work Constraints:** Although effective, the fully remote nature of the internship limited opportunities for spontaneous, in-person learning, immediate observation of high-level meetings, and direct interaction with clients. This reduced exposure to the on-site office culture and the rapid, informal decision-making that often characterizes startup environments.
- **Focus on Organic Content:** My primary role was heavily concentrated on organic content creation and management (unpaid posts, stories, reels). This meant I had limited exposure to and hands-on experience with the strategic planning, budget management, execution, and analysis of paid social media advertising (e.g., Facebook Ads, boosting posts, detailed campaign targeting), which is a critical component of professional digital marketing.
- **Limited Exposure to Full Marketing Funnel:** The responsibilities focused mainly on the top and middle of the marketing funnel (awareness and engagement). I had less direct involvement in the final conversion

stages (e.g., CRM integration, sales funnel optimization, post-lead nurturing strategies), which would have provided a more complete view of the end-to-end customer journey.

- **Reliance on Basic Design Tools:** While I achieved proficiency in Canva, the reliance on this single platform limited the chance to develop advanced technical skills in industry-standard software like Adobe Photoshop, Illustrator, or dedicated video editing suites, which are often required for highly complex, high-fidelity marketing assets.
- **Geographical Niche:** The marketing focus was specifically on promoting study opportunities in Thailand for Nepali students. While this provided specialized insight, it limited exposure to broader, multi-region marketing strategies and diverse global audiences.

4.4 Recommendations for the Company

Based on my experience, I would recommend the following:

- **Implement Value-Based Success Packages:** The firm should consider moving away from hourly billing and instead offer "Success Packages" that bundle legal, financial, and strategic support into one fixed fee. This makes it much easier for startups to understand the total value they are getting a complete safety net for their business rather than feeling like they are being charged for every separate conversation.
- **Focus on Niche Mastery:** Instead of being a generalist firm, Che&Co could focus its energy on becoming the undisputed leader in one or two high-growth areas, like FinTech or EdTech. By owning a specific niche, the company stops competing with every small local consultant and starts attracting premium clients who are looking for deep, specialized expertise.
- **Institutionalize Internal Knowledge:** To help the company scale, it's important to build a "knowledge hub" where all regulatory data and internal processes are stored. This ensures that the firm's expertise stays within the company even when staff moves on, and it makes it much faster to get new team members or interns up to speed.
- **Leverage Diaspora Talent:** There is a huge amount of Nepali professional talent living abroad. By bringing them in for remote, project-based consulting, Che&Co can offer its clients global-standard expertise that might be hard to find locally, giving the firm a major edge over its competitors.

- **Establish a Regulatory Hub:** Since the business environment in Nepal is always changing, the firm can turn this into a core service. By marketing Che&Co as the primary source for navigating these shifts, you turn an external problem into a "must-have" service that clients will pay for to minimize their own risks.
- **Diversify the Revenue Base:** To balance out the "hit-or-miss" nature of startup consulting, the firm should target more established SMEs for long-term retainers in compliance and accounting. This creates a stable, recurring income stream that keeps the business steady even when the startup market is quiet.
- **Invest in Thought Leadership:** The company should keep putting out high-value content like reports, guides, and webinars. When you consistently share your expertise for free, you build massive brand credibility. This positions Che&Co as the leading authority in the market, so clients come to you because they trust your knowledge, not just because of your network.

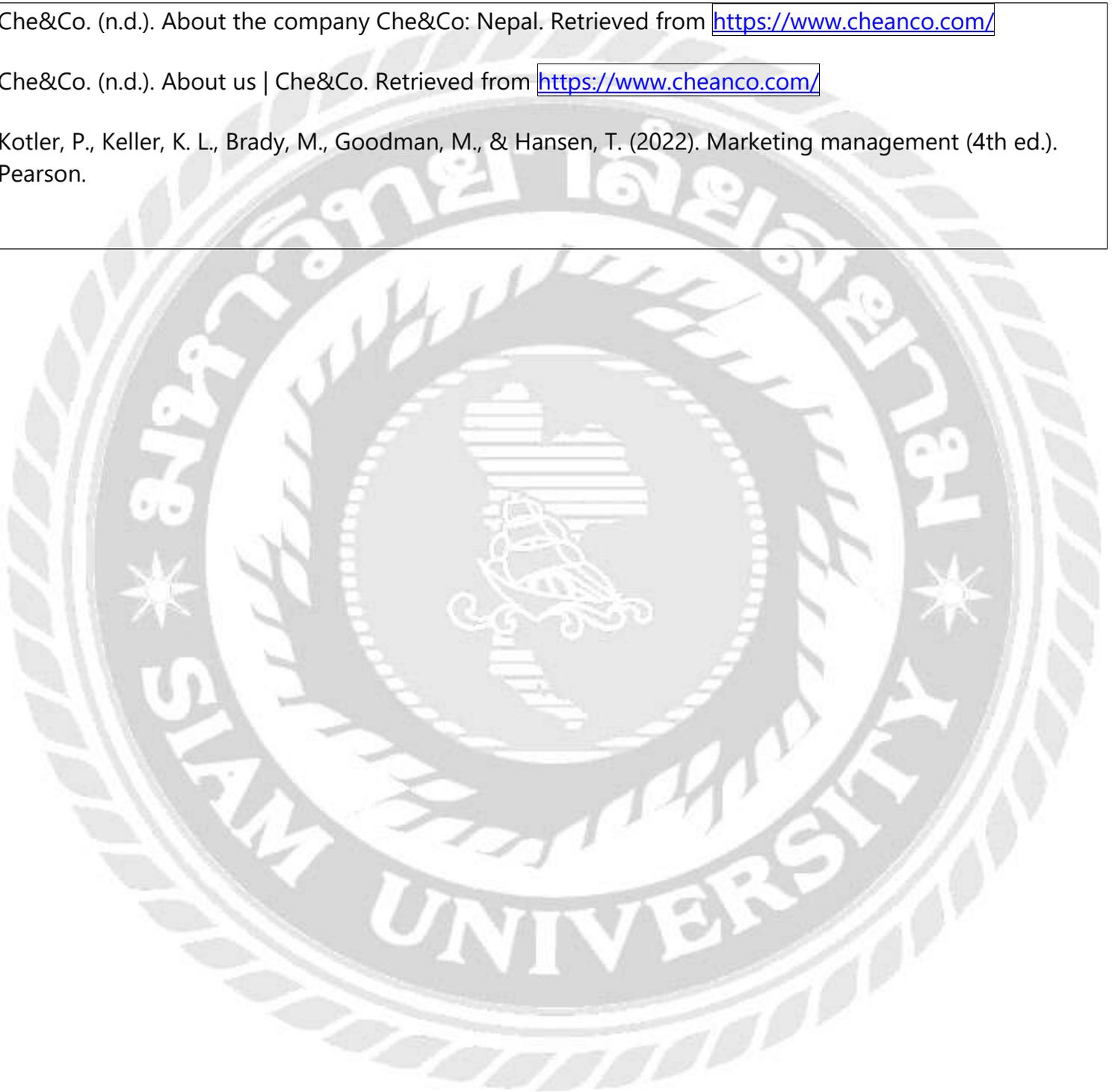


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Appendices : A Weekly Internship Activity Log

(1 August 2025 - 21 November 2025)

Week 1 : (1 Aug - 8 Aug)

Studied brand guidelines, typography, and color palettes. Set up design workflows and shadowed the marketing team.

Week 2 : (10 Aug - 15 Aug)

Designed initial social media templates (static posts) for Instagram and Facebook using Canva

Week 3 : (17 Aug - 22 Aug)

Filmed and edited short form video content (Reels/TikToks) focusing on product showcases or behind the scenes.

Week 4 : (24 Aug - 29 Aug)

I learned to use scheduling tools (like Meta Business Suite). Drafted captions and researched trending hashtags.

Week 5 : (31 Aug - 5 Sept)

Participated in creative meetings for upcoming seasonal promotions. Developed "Mood Boards" for September content.

Week 6 : (7 Sept - 12 Sept)

Created a series of infographic carousels to educate the audience on Che & Co's core services/products.

Week 7 : (14 Sept - 19 Sept)

Monitored social media comments and DMs. Drafted "Frequently Asked Questions" responses to improve brand voice.

Week 8 : (21 Sept - 26 Sept)

Compiled a mini-report on reach and impressions for the first 8 weeks. Adjusted design styles based on what performed best.

Week 9 : (28 Sept - 3 Oct)

Designed "Polls," "Quizzes," and "This or That" stories to increase audience participation and engagement rates.

Week 10 : (5 Oct - 10 Oct)

Focused on creating high conversion visuals for paid social media advertisements (Facebook/Instagram).

Week 11 : (12 Oct - 17 Oct)

Worked on refining the "Hook" and "Call to Action" (CTA) for all social media captions to drive website traffic.

Week 12 : (19 Oct -24 Oct)

Finalized graphics and video assets for early November promotions and holiday-themed branding.

Week 13 : (26 Oct - 31 Oct)

Dashain Holiday, went through all social medias and looked for areas for improvement/changes.

Week 14 : (2 Nov - 7 Nov)

Organized all design source files (PSDs/AIs) and templates into a shared drive for the permanent team.

Week 15 : (9 Nov - 14 Nov)

Teaching an intern about graphics designing and practically guiding her through the process of it.

Week 16 : (16 Nov - 21 Nov)

Tihar holiday,

Annex 1 : Works





Foundation for the Future

8 followers • 0 following

Book Now

Following

Message

Posts About Mentions Reviews Reels Photos More

Intro

Nepal's leading organisation in providing essential skill development trainings for youth, students and professionals.

Page · Educational Research Center

Purnachandi Road, Kurnepati, Lalitpur, Lalitpur, Nepal

984-1324371

Info@fftnepal.org

fftnepal.org

Not yet rated (0 Reviews)

Posts

Filters



Foundation for the Future

November 14 at 6:00 PM

Every school has a story and every partnership a purpose. FFTF's School Partnership Roadmap is our way of walking that journey with you: understanding your vision, co-c...



foundationfor_thefuture

Foundation for The Future

14 posts • 80 followers • 0 following

Nepal's leading organisation

in providing essential skill development trainings for youth, students and professionals.

Purnachandi Road, Nepal

Foundation for The Future and 1 more

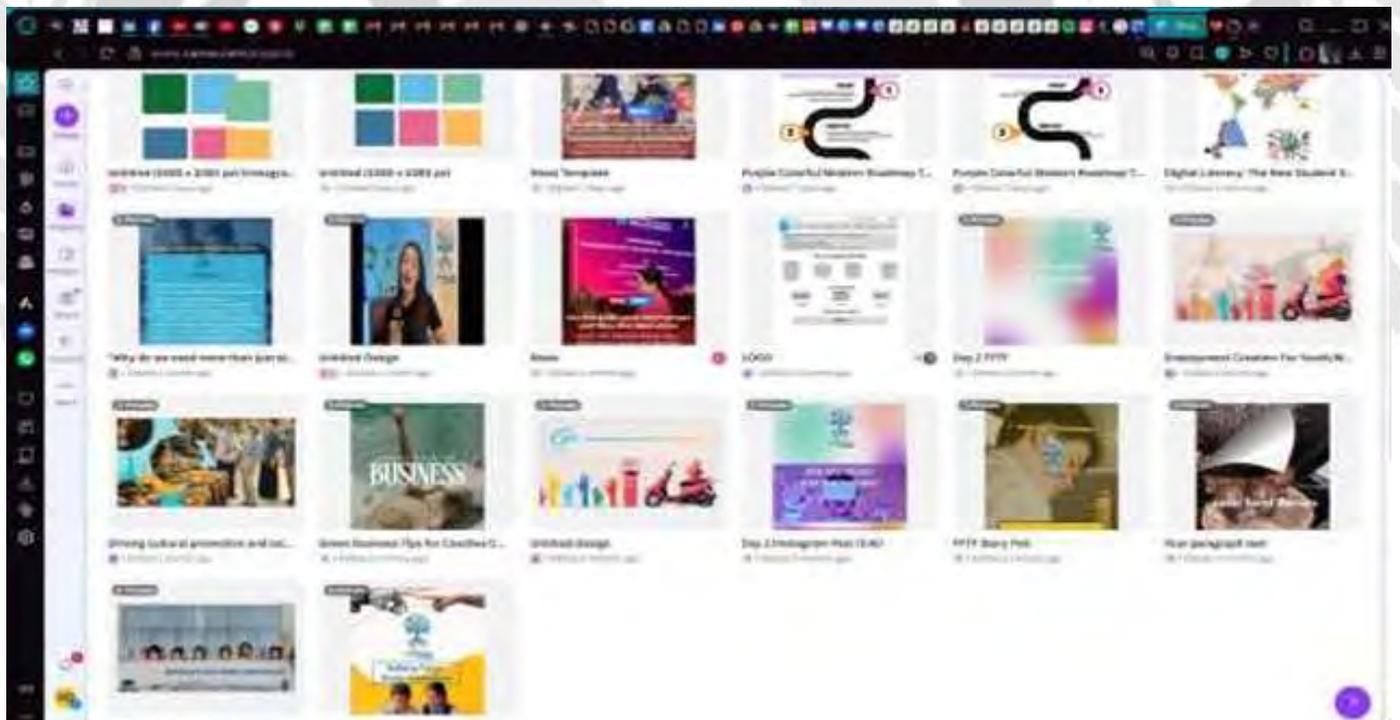
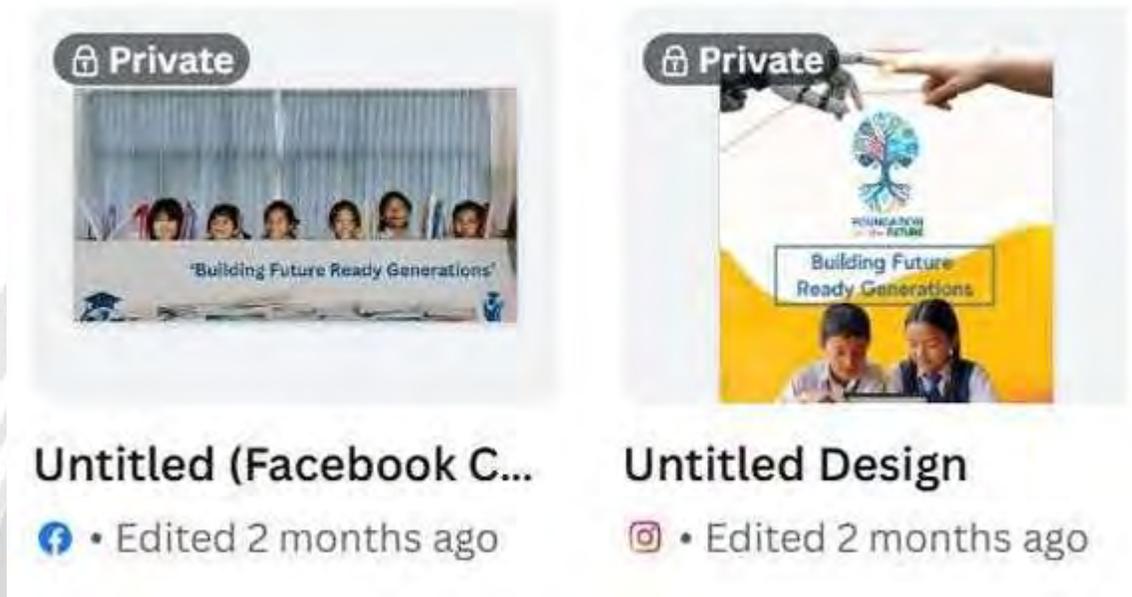
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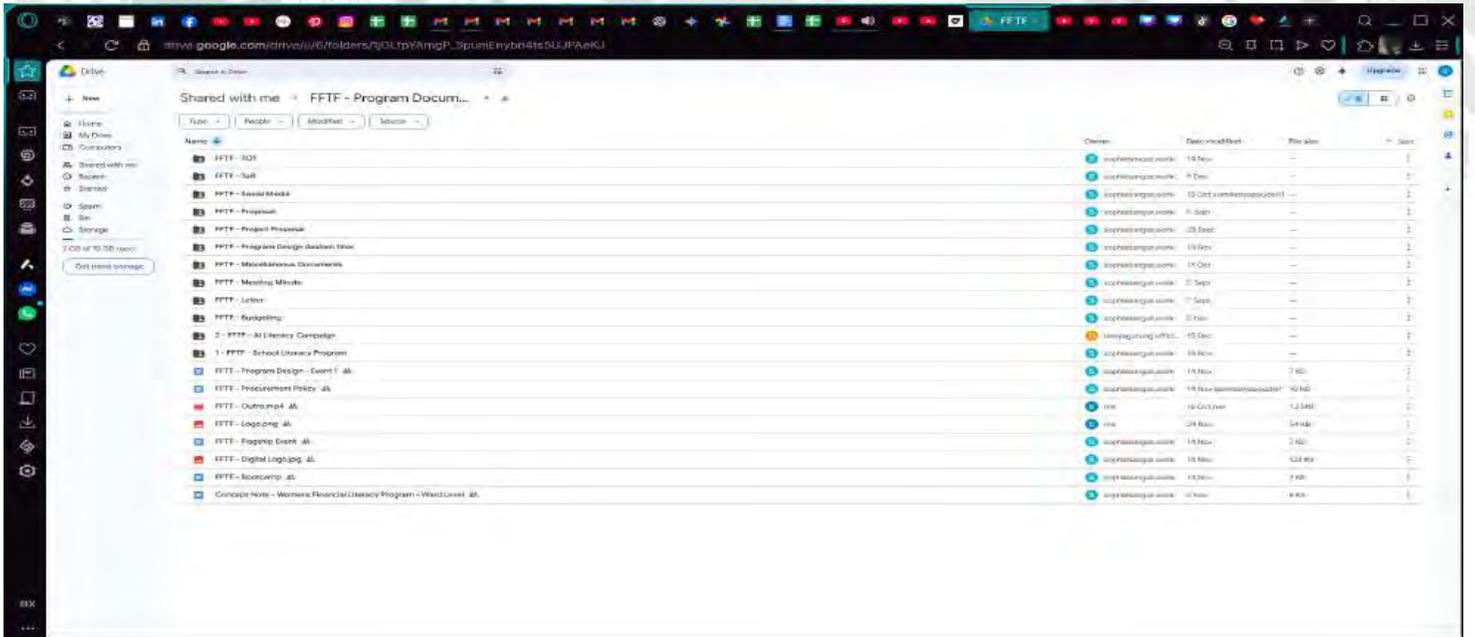
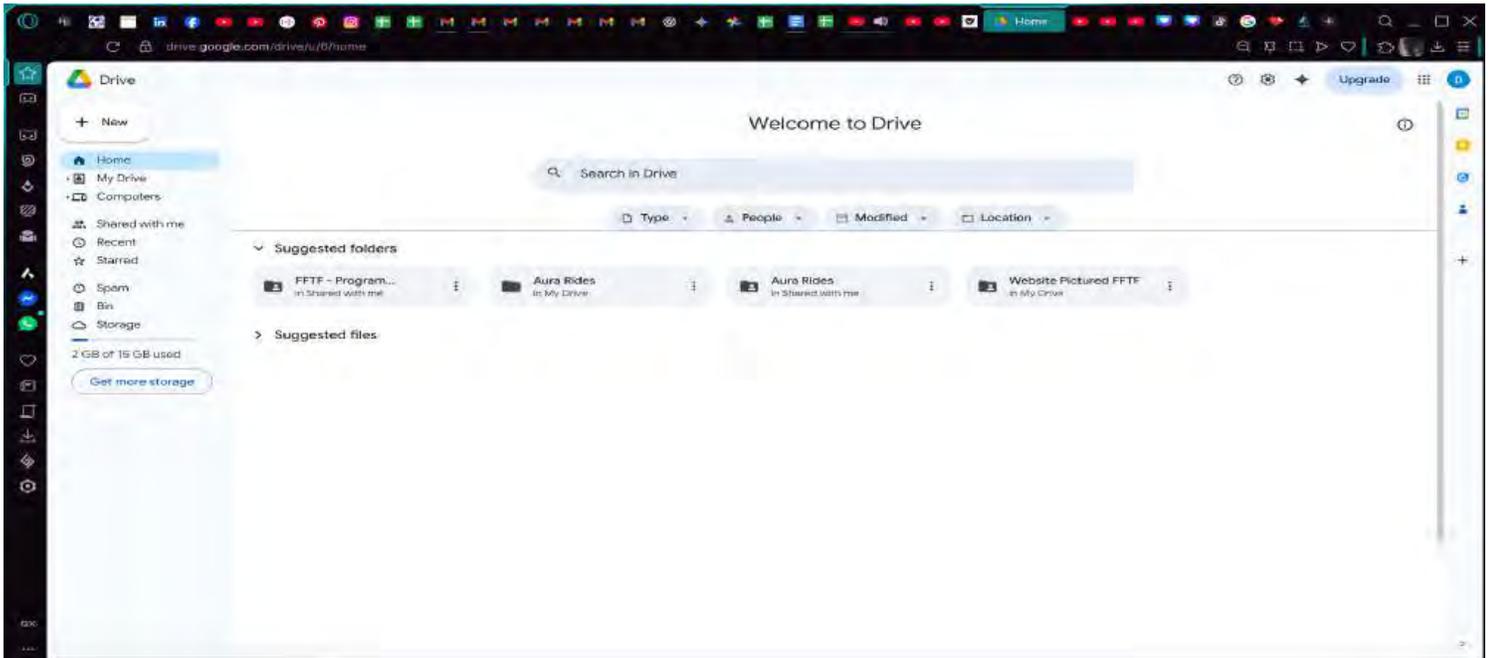
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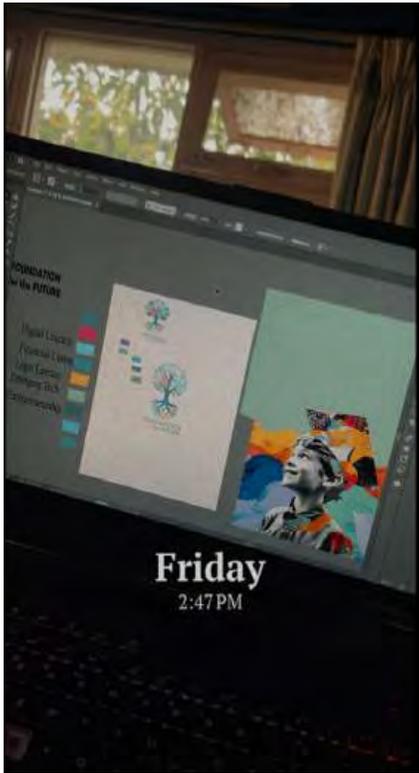
Annex 2 : Working on Canva



Annex 3 : Document keeping



Annex 4 : Working At office



- End Of Report -

