



## **COOPERATIVE EDUCATION REPORT**

Digital Marketing and Brand Expansion Experience at Poshilo Foods

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**Title:** Brand Development and Marketing at Poshilo Foods Products Pvt. Ltd.

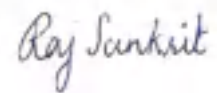
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### **Abstract**

This report titled “Brand Development and Marketing at Poshilo Foods Products Pvt. Ltd.” explains my four months experience at Poshilo Foods Products. I worked as a Junior Marketing Associate and was involved in a variety of responsibilities related to digital marketing, traditional marketing, brand development, 14 e-commerce operations, and business expansion activities.

The objective of the study was to incorporate my theoretical knowledge learned in my class in real corporate world, to better understand the functions of corporate FMCG startup company, to gain a hands-on experience of decision-making process in organizations. The internship provided an excellent opportunity to apply the theoretical concepts learned during my academic studies, particularly in areas such as international business, consumer behavior, Project management, and strategic management. Through practical exposure, I gained valuable insights into the health food industry of Nepal, international market expansion, and real-world business operations.

Overall, the internship experience enhanced my professional skills, improved my understanding of business management practices, and prepared me for future career opportunities

**Keywords:** *brand development, digital marketing, e-commerce operations, market expansion, decision making, international business*

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Sincerely,

Suyog Munikar

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## Chapter 1: Introduction

Poshilo Foods Products Pvt. Ltd. is a Nepal-based nutrition and wellness company established with the aim of modernizing traditional Nepali superfoods. Poshilo was founded in 2019, during covid-19 by the alumni of Siam University, Mr. Prithiwi Kallyan Parajuli. The company specializes in producing nutritious Satu products made from roasted grains, pulses, and natural ingredients that promote healthy living. By combining traditional food knowledge with modern branding and convenience, Poshilo Foods focuses on providing healthy, affordable, and accessible nutrition solutions for consumers in Nepal and international markets.



*Figure 1: Poshilo Foods Logo*

### 1.1 Company Profile

Poshilo Foods Products Pvt. Ltd. is a Nepal-based nutrition and wellness company focused on modernizing traditional Nepali superfoods through innovative and convenient food products. The company primarily specializes in Satu, a traditional roasted grain-based nutritional food that has been consumed in Nepal and South Asia for generations due to its high nutritional value, long shelf life, and ease of preparation.

Poshilo Foods aims to bridge the gap between traditional nutrition and modern consumer lifestyles by developing healthy, ready-to-consume products suitable for people of all age groups. The company combines traditional ingredients with modern branding, packaging, and distribution strategies to make nutritious food more accessible and appealing to all consumers.

The organization emphasizes health, sustainability, and innovation while promoting Nepalese agricultural products and supporting local farmers through ethical sourcing practices(GAP). In addition to serving the Nepalese market, Poshilo Foods is actively working toward international expansion, particularly in India, USA and other global markets with growing demand for healthy and natural food products.

#### 1.1.1 Company Vision

The vision of Poshilo Foods is to become a globally recognized Nepali nutrition brand that promotes healthy lifestyles through traditional superfoods while supporting sustainable agriculture, community development, and innovation.

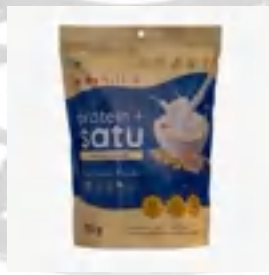
### **1.1.2 Company Mission**

The mission of Poshilo Foods is to transform traditional Nepali nutritional foods like sattu into convenient, modern, and high-quality products that encourage healthier eating habits while preserving Nepali cultural food heritage.

### **1.1.3 Product Portfolio**

Poshilo Foods offers 8 range of nutrition-focused Sattu designed for different customer segments and lifestyles. The unique selling point of Poshilo satu is that its 5 products are completely plant-based; this makes it highly favorable to Vegan consumers. Alos Poshilo uses 100% natural ingredients in its products. Poshilo has curated traditional Nepali foods based on different lifestyles of the consumers. Recently poshilo has changed all the packaging of its products from cardboard and jar packaging to more convenient Ziplock packaging. They are shown below:

#### **1. Protein+ Satu**



*Figure 1: Protein+*

- A high-protein nutritional drink designed for fitness enthusiasts and active individuals. It acts as a protein supplement in consumers' diet and helps support muscle recovery, energy, and overall health. It contains 28% protein.

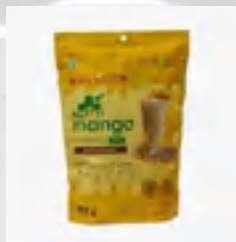
#### **2. Nutri+ Satu**



*Figure 2: Nutri+*

- Nutri+ is a balanced nutrition blend made with grains, nuts, and superfoods to support daily health, immunity, and endurance. It is Poshilo product with highest amount of protein (30%).

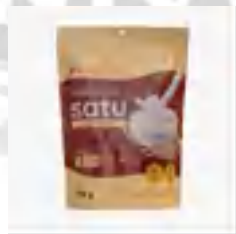
### **3. Nutri+ Mango Madness**



*Figure 3: Nutri+ Mango*

- Mango Madness is a flavored version of Nutri+ Satu combined with natural mango flavor, offering both nutrition and refreshing taste. It also contains 30% protein.

### **4. Multigrain Satu**



*Figure 4: Multigrain*

- Multigrain satu is a blend of multiple grains that provides balanced nutrition, easy digestion, and sustained energy for everyday consumption. Its a satu with lowest calorie, best for weight loss.

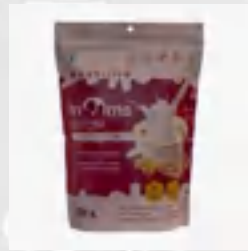
## 5. Nutty Delight Satu



*Figure 5: Nutty Delight*

- Nutty delight is a nutrient-rich Satu mix containing various nuts for enhanced energy, healthy fats, and improved taste. It contains 25% extra nuts, giving it a nutty flavor.

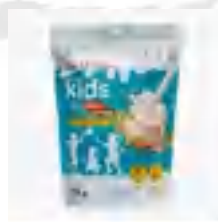
## 6. Mom's Delight Satu



*Figure 6: Mom's Delight*

- This product is specially formulated for mothers, providing essential nutrients that support postpartum recovery and overall wellness. It contains 32 sutkeri herbs. Which are ayurvedic herbs used traditionally for post-partum recovery.

## 7. Kid's Lito Satu



*Figure 7: Kid's Lito*

- It is a nutritious product designed for children to support healthy growth, immunity, and daily nutritional needs.

## 8. Chana Masala Satu



*Figure 8: Chana Masala*

- This is a savory Satu product blended with traditional spices, offering a healthy and flavorful meal alternative. This is a classic satu found all over terai region of Kathmandu.

### 1.1.4 Company's Core Objectives

The core Objective of Poshilo Foods are as follows:

- Promote healthy and nutritious eating habits through traditional Nepali superfoods.
- Modernize and commercialize Satu products for local and international markets.
- Support sustainable agriculture and ethical sourcing practices in Nepal.
- Expand market presence through digital platforms and international distribution.
- Build strong brand awareness through innovative marketing and customer engagement.
- Encourage product innovation while maintaining quality and authenticity.

### 1.1.5 Strategies of the Company

A. Product Innovation and Vertical integration: PFS is developing new nutritious and convenient products that combine traditional ingredients with modern consumer preferences. Eg. Bread mix, cookies

B. Digital Marketing Strategy: PFS uses social media (Meta, TikTok, LinkedIn), influencer marketing, and digital campaigns to strengthen customer engagement and brand visibility.

C. Market Expansion Strategy: PFS is expanding into international markets through expos (11<sup>th</sup> GAI, AHAR), distribution partnerships, and e-commerce platforms.

D. Joining Forces with Manaram Group: In 2024, Poshilo joined Manaram Group, Nepal’s one of the top exporters. Poshilo became a sister company of Manaram group. This new partnership produced synergy for both parties. This strategic alliance helped Poshilo to expand itself in American market.



Figure 9: Manaram Group Logo

E. Sustainability Strategy: Poshilo is working with local farmers and promoting sustainable sourcing and agricultural practices. Poshilo also provided training to more than 200 farmers.

## 1.2 Organizational Satructure of Poshilo

The diagram below is the organizational Struture of Poshilo:

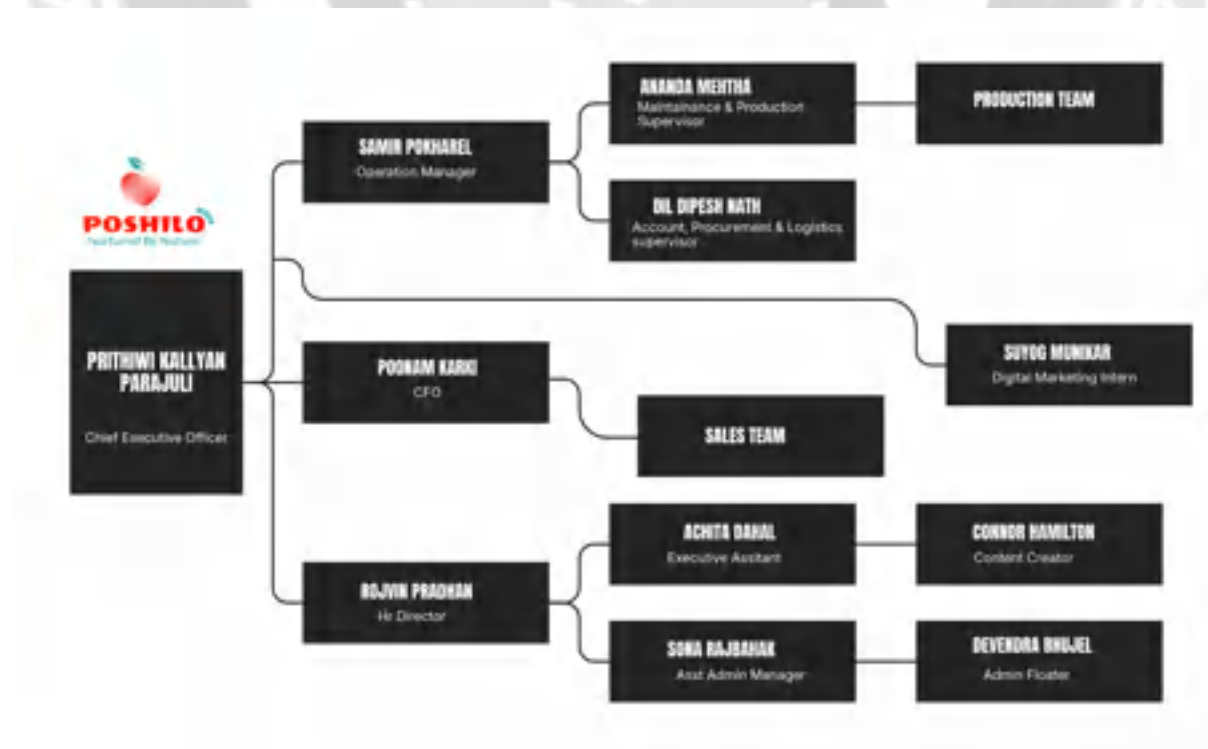


Figure 10: Organizational Structure of Poshilo Foods

Poshilo Foods follows a functional organizational structure where responsibilities are divided among different departments such as management, marketing, operations, finance, administration, procurement, and production. The company is led by the Board of Directors (BOD) of Manaram Group and the Chief Executive Officer (CEO), who oversee the overall strategic direction and business operations of the organization. Different department heads and managers are responsible for supervising their respective functional areas to ensure smooth coordination and efficient workflow within the company.

This organizational structure demonstrates clear reporting relationships and division of responsibilities across departments. The operations and production departments in Factory (Jhapa) manage activities such as sorting, washing, drying, roasting, grinding, mixing, and packaging, while the marketing department focuses on branding, digital marketing, and promotional activities. Similarly, the finance and HR departments handle financial management, employee administration, recruitment, and organizational support functions. This structure allows the company to maintain operational efficiency, effective communication, and better coordination between departments while supporting the company's growth and expansion objectives.

### **1.2.1 My Job Position**

During my internship at Poshilo Foods Products Pvt. Ltd., I worked as a Digital Marketing Associate in the marketing department. My role primarily involved supporting the company's digital marketing activities, social media management, Report preparation and promotional campaigns. I worked closely with the Senior Marketing Officer and coordinated with different departments, including design, operations, and sales, to support various marketing and business development activities.

My responsibilities included content planning, report preparation, social media coordination, documentation, expo management, influencer communication, e-commerce support, and assisting with product launching related tasks. In addition, I contributed to promotional activities during events and expos, helped manage online engagement, and supported branding initiatives across different digital platforms like amazon, flipkart, daraz etc. This position provided me with practical exposure to professional Business

operations and helped me develop communication, teamwork, and problem-solving skills in a real business environment.

### **1.2.2 My Job Position in organizational structure**

During my co-op placement at Poshilo Foods, I worked as a Digital Marketing Associate. I am reporting directly to the Founder and CEO, Mr. Parajuli, I had the unique opportunity to sit in on high level executive discussions and see exactly how major business decisions are made. This position allowed me to gain practical exposure to real business operations and understand how digital marketing strategies are implemented within a growing company.

### **1.3 My intention to choose Poshilo as my Co-Op Studies Workplace**

One of the main reasons I chose Poshilo Foods Products Pvt. Ltd. for my co-op studies was because it is a growing startup company with strong future potential. Unlike larger organizations where interns are often limited to routine tasks, Poshilo provided an opportunity to work closely with the higher-level management team and gain practical exposure to real business operations. I believed that working in a startup environment would allow me to take on more responsibilities, participate in different business activities, and learn beyond traditional classroom knowledge.

Another important reason for selecting Poshilo Foods was the opportunity to observe how an early-stage company operates and grows in a competitive market. During my internship, I was able to understand how decisions are made within the organization, how different departments coordinate with each other, and how business strategies are developed and implemented. Being involved in discussions related to marketing, operations, branding, and expansion activities helped me gain valuable insights into the practical challenges and opportunities faced by a rapidly growing company. This experience greatly contributed to my professional learning and overall understanding of business operations.

### **1.4 SWOT Analysis of the company**

Strength	Weakness
<ul style="list-style-type: none"><li>Heritage Brand Identity</li></ul>	<ul style="list-style-type: none"><li>Reduced Product Longevity due to lack of artificial preservatives</li></ul>

<ul style="list-style-type: none"> <li>• Versatile Options for different lifestyles</li> <li>• All Natural ingredients and Vegan Friendly</li> <li>• Strong corporate Backing (Manaram Group)</li> </ul>	<ul style="list-style-type: none"> <li>• High pricing due to high quality ingredients</li> <li>• Limited Flavors</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Growing Veganism worldwide (People preferring plant-based protein)</li> <li>• Vertical integration of product</li> <li>• Growth in health conscious population</li> </ul>	<ul style="list-style-type: none"> <li>• Export Barries</li> <li>• Rise in Compititors</li> <li>• Rise in comodity prices</li> <li>• US/ IRAN war</li> </ul>

*Table 1: SWOT Analysis of Poshilo Foods*

**A. Strengths:** Poshilo Foods has a great start because it connects directly with cultural roots, using traditional Nepali Satu to build an authentic brand. Since they are backed by the Manaram Group, which is a major export house in Nepal, they have the financial and logistical support needed to grow. Their products are versatile and fit different age groups and lifestyles. People really like that they use clean, ethically sourced, and vegan-friendly ingredients without adding any artificial preservatives. Plus, their brand stands for good things like sustainability and helping local communities, which makes their convenient superfood snacks look even better to modern buyers.

**B. Weaknesses:** However, the company faces some real operational challenges. Because they refuse to use artificial preservatives and sweeteners, their products have a much shorter shelf life, which makes storage and shipping difficult. Buying high-quality, premium ingredients also means their production costs are high, making the final product expensive. They also rely heavily on local supply chains that just aren't ready to scale up for massive production yet. On top of that, they have a pretty limited number of flavors compared to big global brands, and some local customers are still skeptical about buying traditional food in modern plastic packaging.

C. Opportunities: The global market looks very promising right now because people around the world are obsessed with healthy, plant-based, and high-protein food. Poshilo can use its unique "Himalayan origin" story as a major selling point to attract international buyers who want pure, organic products. There is also a huge opening to partner with the wellness, trekking, and sports industries, which fit their brand perfectly. Finally, they can grow a lot by moving into the digital space, like teaming up with fitness apps or online wellness platforms to sell directly to tech-savvy health enthusiasts.

D. Threats: At the same time, they have to deal with serious risks. The health and nutrition market is packed with big competitors who have massive budgets. Poshilo also runs the risk of cheaper, fake brands copying their products and stealing their customers. Since they rely on farming, climate change and unpredictable weather can easily mess up their ingredient supply and crop prices. Lastly, trying to sell overseas means dealing with strict international food regulations and customs laws, which can be a huge headache for a growing business.

### **1.5 Objectives of the Co-operative Studies**

The Objective of Co-operative studies are as follows:

- To gain practical work experience

One of the main objectives of this co-op study was to gain real-world work experience in a professional environment. It allowed me to understand how businesses operate and how workplace responsibilities are managed in actual organizations and how decisions are taken in the organizations.

- To apply academic knowledge in practical situations

This Experience helped me apply the theories and concepts I learned in college to real business activities. I was able to use my knowledge of marketing, communication, and business operations in practical tasks and projects. It helped to connect the dots from classroom to the real world.

- To develop professional and communication skills

Another objective of this co-op study was to improve my professional skills such as teamwork, communication, time management, and problem-solving. Working with different departments helped me become more confident in a professional setting.

- To understand digital marketing and business operations

The internship provided me with exposure to digital marketing activities, branding, social media management, and e-commerce operations. This helped me gain a better understanding of how marketing activities support business growth.

- To prepare for future career opportunities

The co-op study was also important for preparing myself for future career opportunities. The experience helped me understand workplace expectations, professional responsibilities, and the skills required to succeed in the business field.



## Chapter 2: Co-Op Study Activities

### 2.1 My Job Description

During the Co-operative study period I worked as Digital Marketing Associate at Poshilo Foods Products Pvt. Ltd., I support the execution of digital marketing activities across social media, content creation, e-commerce support, and online brand communication. My role involves managing digital content, coordinating campaigns, handling online platforms, and ensuring consistent brand presence across digital channels.

### 2.2 My Job Responsibilities

The responsibilities given to me during the tenure are as follows:

- Assisted in executing digital marketing campaigns and online promotional activities.
- Created and managed digital content including social media posts, reels, stories, banners, and e-commerce creatives using Canva and other design tools.
- Wrote captions, product descriptions, and short-form marketing copies aligned with the company's brand tone and communication strategy.
- Managed and monitored social media platforms, especially Instagram, including scheduling posts and supporting community engagement.
- Assisted in responding to customer comments, messages, and basic online inquiries.
- Assisted in e-commerce platforms with product listings, pricing, descriptions, promotional banners, and product visuals.
- Coordinated dispatch and management of e-commerce-related orders and online partnerships (logistics).
- Conducted routine website and storefront checks to identify and report technical or content-related issues.
- Used digital tools such as Meta Business Suite and Google Analytics to track performance and support reporting activities.
- Run Meta ads and ensure the monthly goals is achieved
- Coordinated with internal teams including marketing, operations, designers, and content creators to ensure smooth execution of digital tasks and brand consistency.
- Monthly sales and inventory Bookkeeping
- Coordinating with production team to produce engaging high-quality content
- Manage stalls and product activations in events

- Manage logistics, volunteer hiring, bookkeeping, inventory tracking, and arrangement of all necessary items required for the expo.
- Representing expo as sales representative and generating leads and following up on the leads after the event.
- Preparing Monthly reports for NIB project as poshilo is part of this project.

### 2.3 Job Process Diagram

Below are the jobs I did as Digital Marketing associate in Poshilo Foods:

- E-commerce Onboarding and Handling (Fasto, Flipkart, Ktm grocery, etc.)
  - Step 1: Collected all necessary product data and specifications.
  - Step 2: Set up individual SKUs on the platforms.
  - Step 3: Troubleshot technical issues and managed platform compliance requirements.
  - Step 4: Generate Airway Bill (AWB) and send it to poshilo team in india to complete the order in India's ecommerce platform
- Social Media Management
  - Step 1: Create engaging content in Coordination with our production team.
  - Step 2: Refine and finalize the post.
  - Step 3: Schedule and publish the content across various social platforms.
  - Step 4: Monitored audience engagement metrics and overall post-performance.
- Ad Campaign Management
  - Step 1: Top-up dollar card.
  - Step 2: Selected campaign and post to boost.
  - Step 3: Executed and launched the campaign across Meta. Generated leads
  - Step 4: Tracked user engagement and analyzed the final campaign results.
- Distribution Network Lead generation
  - Step 1: Participate in expo, network with peopl.
  - Step 2: Identified and contacted potential distribution partners in the region.
  - Step 3: Drafted formal distribution proposals tailored to their business.
  - Step 4: Negotiated early-stage agreements and partnership terms.
- 11th GAI F&B Expo 2026 Representation
  - Step 1: Managed all necessary materials and marketing collateral for the expo.
  - Step 2: Set up the physical booth and actively represent the brand on-site.

Step 3: Networked with potential industry partners and distributors.

Step 4: Followed up with B2B leads gathered during the event.

- Online Order Management

Step 1: Monitored incoming orders across all sales channels.

Step 2: Coordinated closely with the logistics and fulfillment team.

Step 3: Tracked the product dispatch process up to final delivery.

Step 4: Resolved any customer complaints or order-related issues.

- Recruitment Assistance

Step 1: Processed initial Employee Requisition Form (ERF) requests.

Step 2: Handled direct communication and updates with job candidates.

Step 3: Scheduled interviews and facilitated the meeting process.

Step 4: Interviewed candidate and provided feedback for review to HR.

## **2.4 My contributions as a Co-op Student in Poshilo**

- Contributed to strengthening the Poshilo's digital presence through regular content creation and social media management.
- Supported the execution of marketing campaigns and online promotions to improve audience engagement and brand visibility.
- Assisted in maintaining e-commerce operations by updating product information and managing online order coordination.
- Improved coordination between marketing and operations teams through timely execution of assigned digital tasks.
- Gained practical experience in digital marketing tools, content strategy, brand communication, and online customer engagement while contributing to the company's day-to-day digital operations.
- Prepared Monthly Marketing, content and domestic expo reports.
- Expo Representation and Business Development

## **Chapter 3: Learning Process**

### **3.1 Problems/ Issues of the company**

During my internship at Poshilo Foods, I observed several operational and marketing-related challenges faced by the company as a growing startup business. One of the major issues was maintaining consistent digital marketing activities while managing multiple platforms at the same time (14 platforms). Since the company was actively involved in social media marketing, e-commerce management, website updates, and promotional campaigns, handling all activities efficiently within deadlines was sometimes challenging.

Another issue was related to e-commerce and logistics management. Product listings, inventory updates, and dispatch coordination required constant monitoring to avoid delays and inaccurate information. In some cases, technical issues on e-commerce platforms and website-related problems affect smooth customer experience. Similarly, maintaining proper communication and coordination between marketing, operations, production, and design teams was sometimes difficult during busy campaigns and event periods.

The company also faced challenges in content production and customer engagement. Producing high-quality and engaging content regularly requires proper planning, coordination, and creative resources. Additionally, during expos and promotional events, managing volunteers, inventory, logistics, and customer interaction simultaneously created operational pressure for the team. For Preparing Monthly report, the documents had to be collected and organized, therefore beforehand preparation was necessary. Another problem was we did not have a dedicated inventory management team, this sometimes-caused inventory mismatch.

### **3.2 Proposed Solutions to the issues in the company**

To improve digital marketing efficiency, the company can develop a more structured content planning system with clear scheduling and task distribution. Preparing monthly content calendars in advance and maintaining proper coordination between marketing and production teams can help improve consistency and reduce last-minute workload.

For e-commerce and logistics management, the company can use integrated inventory management software to track stock levels, orders, and dispatch activities more effectively.

Regular monitoring of product listings, website updates, and technical maintenance can also improve customer experience and reduce operational errors.

To improve coordination between departments, regular internal meetings and better communication systems can help teams stay updated about ongoing campaigns and operational activities. During events and expos, assigning responsibilities clearly and preparing proper operational checklists beforehand can help reduce confusion and improve workflow management. Also assigning specific duties to each individual volunteers, helps make the operation smoother.

Additionally, having a clear SOP's and MOUs for each process and function in organization makes the company's operation more systematic, which helps to reduce inconsistency in the organization.

### **3.3 Recommendations to the Company**

Based on my internship experience, I would like to provide the following recommendations to Poshilo Foods:

- The company should focus more on data-driven digital marketing strategies by regularly analyzing customer engagement and advertisement performance.
- Improving website speed, user experience, and product presentation can help increase online conversions and customer satisfaction. Poshilo should work on making the UI/UX of its website more user friendly.
- The company can strengthen its e-commerce operations by implementing a centralized inventory and order management system. For both nepali e-commerce and India's e-commerce.
- More investment in influencer marketing and video-based content can help improve brand awareness and audience reach.
- Conducting regular staff coordination meetings can improve communication between departments and increase operational efficiency.

- The company can also expand its customer engagement activities through loyalty programs, interactive campaigns, and community-building strategies.
- Creating detailed SOP's and MOUs for all the recurring activities inside the organization
- Expand Training Opportunities for Interns and New Employees

### **3.4 Learning Outcomes from the Co-op Studies**

The co-op study provided me with valuable practical exposure and helped me understand how real business operations are managed within a professional environment. Through this internship, I gained hands-on experience in digital marketing, content creation, e-commerce operations, event management, and customer communication.

I learned how marketing campaigns are planned and executed according to business goals and customer behavior. I also developed a better understanding of social media management, Meta advertisements, brand communication, and online customer engagement. Working on e-commerce platforms helped me understand product listing processes, logistics coordination, and inventory management.

Additionally, the internship improved my communication, teamwork, problem-solving, and time-management skills. Working in a startup environment also helped me understand how businesses adapt to challenges and manage growth opportunities in a competitive market.

### **3.5 Application of Knowledge from Coursework to Real Working Situations**

During my internship at Poshilo Foods, I was able to apply many concepts and theories learned during my academic coursework to practical business situations. The knowledge gained from subjects related to marketing, business communication, management, and digital marketing helped me perform my responsibilities more effectively.

For example, marketing concepts related to branding, consumer behavior, and promotional strategies were useful while creating social media campaigns and marketing content. Similarly, knowledge from business communication courses helped me write professional captions, product descriptions, reports, and customer communication materials.

Theoretical understanding of management and teamwork also helped me coordinate with different departments and manage tasks during events and campaigns. In addition, concepts related to digital marketing and analytics were applied while using Meta Business Suite and Google Analytics to monitor campaign performance and customer engagement.

This internship allowed me to bridge the gap between classroom learning and practical work experience by applying academic knowledge in real business operations.

### **3.6 Special Skills and New Knowledge Gained**

During the internship, I developed several technical, professional, and interpersonal skills that will be valuable for my future career. One of the major skills I improved was digital marketing and social media management. I learned how to create marketing content, manage campaigns, analyze engagement, and maintain brand consistency across different platforms. I also gained practical knowledge about e-commerce operations, inventory coordination, logistics management, and online customer service. Through event management and expo participation, I learned how to handle customer interaction, lead generation, volunteer coordination, and promotional activities in professional settings. I understood how a production-based company operates. I saw how a product is manufactured and how it reaches its end consumer. I understood the role of finance department, admin department, HR department, operations and marketing department and how the sales team operates. I am confident about how the real manufacturing business operates in Nepali market. I also got a basic understanding of the supply chain of the product. How product from factory reaches to wholesale/ Distributor, to retailers to modern bazaar to end consumer. I understood how the pricing for the product is done. How margins work and what are the process of introducing your new product to the market.

In addition, I improved my communication, teamwork, adaptability, and problem-solving abilities while working with different teams and handling multiple responsibilities under deadlines. I also gained new knowledge about startup business operations, digital branding strategies, and practical marketing execution, which helped me better understand the professional business environment.

### **Technical Skills Learned**

- Documentation and Administrative Work
- Order Fulfillment and Customer Service
- Campaign Execution
- E-Commerce Operations
- Market Research and Analysis
- Social Media Management
- Designing and Branding



## **Chapter 4: Conclusion**

### **4.1 Summary of Highlights of My Co-op Studies at Poshilo**

My co-op experience at Poshilo Foods Products Pvt. Ltd. was highly valuable and provided me with practical exposure to different areas of business operations, especially digital marketing, e-commerce, event management, and brand communication. During the internship, I was involved in executing marketing campaigns, managing social media activities, coordinating online promotions, and supporting e-commerce operations across different platforms such as Flipkart, Blinkit, Fasto, Daraz, and Amazon India.

One of the major highlights of my internship was participating in different brand activation events and expos, including the 11th GAI F&B Expo and Contender Series event. These experiences allowed me to interact with customers, generate business leads, manage event logistics, and understand how promotional activities are carried out in real business environments. I also had the opportunity to direct promotional video content, coordinate with production teams, and contribute to website and branding-related projects.

### **4.2 My Evaluation of the Workplace**

In my opinion, Poshilo Foods provided a supportive, dynamic, and learning-focused work environment. Since the company operates as a growing startup, employees are often involved in multiple areas of work, which creates opportunities for learning and gaining practical experience. The management team was approachable and supportive, which allowed employees to participate in discussions and contribute ideas openly.

The workplace culture encouraged teamwork, creativity, and flexibility. I was able to coordinate with different departments including marketing, operations, production, and design, which helped me understand how different functions of a business work together. The company also provided opportunities to participate in important meetings, events, and campaigns that contributed greatly to my professional development.

However, because the company is still in a growth stage, some operational processes were still developing, which occasionally created challenges related to coordination, workload management, and communication. Despite this, the experience was highly educational and beneficial for my career growth.

### **4.3 Limitations of My Co-op Studies**

Although the co-op study provided valuable learning opportunities, there were some limitations during the internship period. Since the internship duration was limited to 16 weeks, it was difficult to gain deep exposure to every department and long-term business process within the company.

Another limitation was the fast-paced startup environment, where priorities and tasks often changed according to business needs. Due to this, some planned activities and projects could not always be completed in a fully structured manner. Additionally, because multiple responsibilities had to be managed simultaneously, maintaining detailed documentation and consistent tracking of every activity was sometimes challenging.

There were also limitations related to technical resources and operational systems, especially in areas such as inventory management, e-commerce coordination, and workflow automation. However, these challenges also became learning opportunities that helped me improve my adaptability and problem-solving abilities.

### **4.4 Recommendations for the Company**

Based on my internship experience, I would like to provide a few recommendations that may help Poshilo Foods improve its operations and business growth:

- The company can improve coordination between departments by implementing more structured communication and project management systems.
- Developing a centralized inventory and order management system can help improve operational efficiency and reduce manual workload.
- More focus on data-driven marketing strategies and customer analytics can help improve digital campaign performance and customer targeting.
- Increasing investment in video content, influencer marketing, and short-form social media content can help strengthen brand awareness and engagement.

- The company can also improve website performance and user experience to create a smoother online shopping experience for customers.
- Conducting regular training and skill development sessions for employees and interns may help improve productivity and teamwork within the organization.



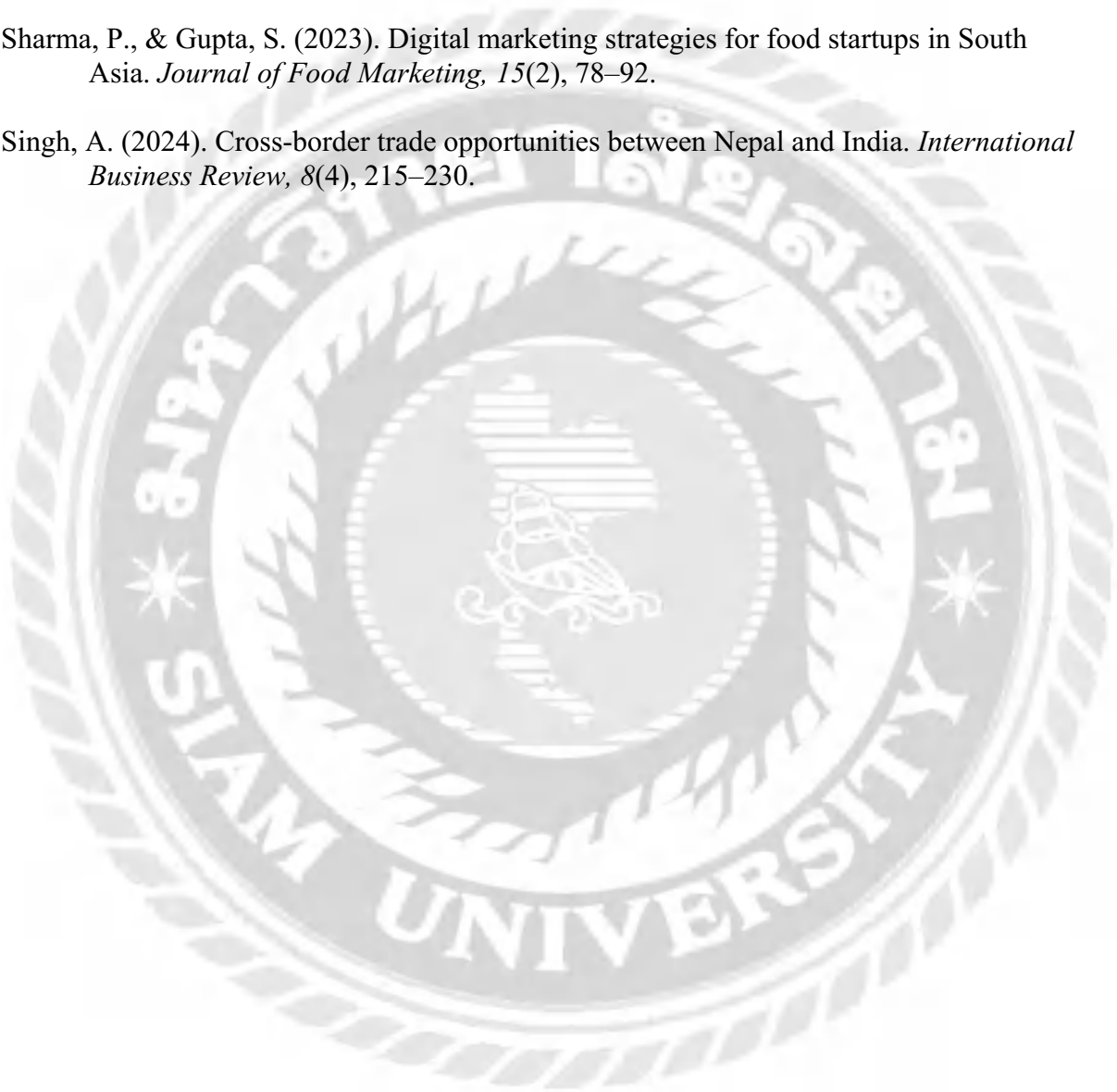
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## Appendices

**Table 2: My Daily Work Update Log**

Date	Day	Task 1	Task 2	Task 3
2026-01-18	Sunday	Attended HR onboarding and introduction session.	Completed office walkthrough and met department teams.	
2026-01-19	Monday	Researched brand history and target demographics.	Created and posted multi-district availability announcement post.	Learned how to handle daily customer inquiries on social media.
2026-01-20	Tuesday	Attended high-level meeting with Bangladesh Ambassador and Clicked Pictures.	Processed and dispatched daily direct online sales orders.	
2026-01-21	Wednesday	Reviewed incoming influencer collaboration proposals.	Created a bookkeeping template to track sales and inventory movement	Updated daily financial bookkeeping for e-commerce sales.
2026-01-22	Thursday	Evaluated a local event sponsorship proposal.	Packaged and dispatched the daily batch of consumer orders.	
2026-01-23	Friday	Prepared marketing materials and stock for the upcoming expo.	Reached out to local micro-influencers for brand collab.	Completed weekly spreadsheet tracking stock movements.
2026-01-24	Saturday	Attended Nepali Army Supathmulya Canteen Expo for brand activation.	Managed on-site product sales and consumer feedback tracking.	Captured extensive video and photo content of the event.
2026-01-25	Sunday	Took substitute leave in lieu of working on Saturday.		
2026-01-26	Monday	Edited and polished the Nepali Army Canteen Expo video.	Scheduled the expo recap video (which went viral and performed great).	Processed online sales orders.
2026-01-27	Tuesday	Managed surge in customer inquiries from the viral video.	Reviewed incoming event sponsorship proposals.	

2026-01-28	Wednesday	Created video introducing Poshilo's launch on Flipkart India.	Scheduled the Flipkart launch video for the next day.	Monitored domestic online platforms and updated stock.
2026-01-29	Thursday	Created video introducing Poshilo's launch on Blinkit India.	Scheduled the Blinkit India announcement across platforms.	Handled physical dispatch of daily direct online orders.
2026-01-30	Friday	Initiated outreach to fitness creators for brand visibility.	Reconciled physical factory inventory records.	
2026-01-31	Saturday	Office Holiday - Closed		

Date	Day	Task 1	Task 2	Task 3
2026-02-01	Sunday	Dispatched pending weekend online retail orders.	Updated the daily product sales tracker and stock accounts.	
2026-02-02	Monday	Reviewed corporate sponsorship requests from St xavier college.	Followed up with wellness influencers regarding product and content.	Monitored product listings on local e-commerce platforms.
2026-02-03	Tuesday	Prepared product data sheets for quick-commerce integration.	Managed standard daily order processing and verification.	Resolved an order fulfillment issue.
2026-02-04	Wednesday	Managed successful listing process on US-based e-commerce Jibro.	Updated the daily product sales ledger and stock accounts.	
2026-02-05	Thursday	Conducted warehouse inventory counting and arranged stock.	Designed and posted an educational carousel graphic layout about how gorkhali used satu as their meal.	
2026-02-06	Friday	Prepped in-office studio space for product packaging shoot.	Evaluated a proposal for a GenomeBiothon sponsorship.	Packaged and dispatched remaining weekly online orders.
2026-02-07	Saturday	Office Holiday - Closed		
2026-02-08	Sunday	Shot mockups of products with the new packaging.	Uploaded raw packaging images and backed up files.	Monitored incoming e-commerce sales and tracking.

2026-02-09	Monday	Took substitute leave in lieu of working on Sunday packaging shoot.		
2026-02-10	Tuesday	Corresponded with fitness influencers for a packaging campaign.	Audited product descriptions on Daraz and quick-commerce platforms.	Processed the day's standard e-commerce orders.
2026-02-11	Wednesday	Edited and published short reels introducing new packaging.	Tracked consumer feedback and comments on the new packaging reels.	Processed the day's standard e-commerce orders.
2026-02-12	Thursday	Drafted promotional copy for upcoming holiday campaigns.	Reviewed an event sponsorship proposal from a local sports club.	Processed the day's standard e-commerce orders.
2026-02-13	Friday	Designed and scheduled an engaging Shivaratri holiday post.	Finalized backend configurations for Valentine's Day campaign.	Handled weekly batch of e-commerce order dispatches.
2026-02-14	Saturday	Ran Valentine's Day campaign offering 14% off storewide.		
2026-02-15	Sunday	Processed orders of live customer orders from the discount offers.	Compiled real-time campaign performance notes and sales receipts.	Processed the day's standard e-commerce orders.
2026-02-16	Monday	Analyzed final sales results and metrics from Valentine's campaign.	Processed large volume of shipments from the weekend sales.	Updated the central sales register and inventory levels.
2026-02-17	Tuesday	Set up ad accounts and launched first Meta ad campaign.	Updated the central sales register and inventory levels.	Handled standard daily customer inquiries on social media.
2026-02-18	Wednesday	Reviewed influencer partnership responses from recent updates.	Updated e-commerce listings on flipkart for consistency.	Updated the central sales register and inventory levels.
2026-02-19	Thursday	Adjusted target parameters on active Meta ads based on data.	Evaluated a youth sports tournament sponsorship proposal.	Managed daily bookkeeping entries for cash and digital payments.

2026-02-20	Friday	Coordinated logistics and setups for Temple Run activation event.	Checked digital store inventories ahead of the weekend event.	Dispatched daily customer orders and handled urgent queries.
2026-02-21	Saturday	Went for Temple Run brand activation event on-site.	Captured lifestyle content	
2026-02-22	Sunday	Took substitute leave in lieu of working on Saturday event.		
2026-02-23	Monday	Edited Temple Run event reel and scheduled it.	Ran a major 40% off storewide discount ad campaign.	Executed the brand's first bulk SMS marketing campaign.
2026-02-24	Tuesday	Monitored massive inquiries from Bulk SMS and ad campaign.	Conducted intensive bookkeeping for the surging sales volumes.	Updated the central sales register and inventory levels.
2026-02-25	Wednesday	Optimized active ad sets based on conversion rates.	Followed up with regional influencers who responded to updates.	Updated the central sales register and inventory levels.
2026-02-26	Thursday	Met with alternative delivery providers for better logistics.	Updated the central sales register and inventory levels.	Updated product statuses across quick-commerce partner portals.
2026-02-27	Friday	Successfully onboarded with new logistics partner Daraz Express.	Configured technical settings under the Daraz Express agreement.	Handled routine daily customer inquiries and bookkeeping.
2026-02-28	Saturday	Office Holiday - Closed		

Date	Day	Task 1	Task 2	Task 3
2026-03-01	Sunday	Filed a damage claim with Daraz Express for transit product damage.	Processed daily direct e-commerce consumer sales.	Updated master inventory spreadsheet for month-start balances.
2026-03-02	Monday	Created and posted a colorful greeting post for Holi.	Managed daily digital bookkeeping and transaction balancing.	Closed office early for the start of election holidays.
2026-03-03	Tuesday	Public Holiday - Office closed for elections		

2026-03-04	Wednesday	Public Holiday - Office closed for elections		
2026-03-05	Thursday	Public Holiday - Office closed for elections		
2026-03-06	Friday	Started listing products on Flipkart India frontend.	Reconciled online order backlogs accumulated over holidays.	Dispatched pending orders to clear fulfillment lines.
2026-03-07	Saturday	Office Holiday - Closed		
2026-03-08	Sunday	Completed onboarding and went live on Pathao Resto platform.	Monitored live order receiving channels on Pathao Resto.	Conducted daily bookkeeping for digital transactions.
2026-03-09	Monday	Reviewed influencer profiles for a healthy recipe collaboration.	Processed and dispatched standard daily e-commerce sales.	Edited and posted a Pathao Resto promotion reel.
2026-03-10	Tuesday	Participated actively in the formal Flipkart auditing process.	Logged daily sales records and verified tracking codes.	
2026-03-11	Wednesday	Reviewed active listings for compliance with Flipkart audit.	Evaluated a campus sports tournament sponsorship proposal.	Handled standard inventory updates and daily order dispatches.
2026-03-12	Thursday	Initiated planning for the Contender Series activation event.	Drafted script concepts for a promotional event video.	Maintained basic daily sales ledger entries.
2026-03-13	Friday	Finalized props and branding materials for Contender Series.	Prepped media production gear and structured shoot schedules.	Handled weekly batch of e-commerce order dispatches.
2026-03-14	Saturday	Attended Contender Series event and shot a TVC with an athlete.	Directed the live-action TVC production on-site.	Represented the brand at the venue and handled networking.
2026-03-15	Sunday	Took substitute leave in lieu of working on Saturday event.		
2026-03-16	Monday	Organized and backed up HD media files from Contender Series.	Processed weekend e-commerce order backlog and updated ledgers.	

2026-03-17	Tuesday	Coordinated with production team Lekhiyeka to edit event video.	Directed the creative post-production and story narrative.	Dispatched daily orders and updated quick-commerce apps.
2026-03-18	Wednesday	Filed formal reimbursement claims for Contender Series expenses.	Reconnected with influencer leads for a secondary video push.	Completed daily update of sales bookkeeping logs.
2026-03-19	Thursday	Coordinated and published a news piece in The Kathmandu Post.	Monitored active digital ad accounts and tweaked parameters.	Processed daily consumer e-commerce order packages.
2026-03-20	Friday	Drafted script ideas for next month's product placement pushes.	Reviewed long-term sponsorship proposal from a racing committee. (wwn)	Handled routine customer communications.
2026-03-21	Saturday	Office Holiday - Closed		
2026-03-22	Sunday	Prepared ad copies and media banners for newspaper placement.	Managed daily digital order processing and dispatch workflows.	Updated master inventory sheets and balanced cash records.
2026-03-23	Monday	Coordinated and published a brand feature in Kantipur newspaper.	Monitored public responses and emails driven by newspaper feature.	Handled customer service chats and addressed product questions.
2026-03-24	Tuesday	Followed up with fitness micro-influencers for video schedules.	Updated master inventory sheets and balanced cash records.	
2026-03-25	Wednesday	Gathered metrics and sales revenue from Contender Series.	Drafted layout and text for formal executive event summary.	Dispatched daily online customer orders via standard routes.
2026-03-26	Thursday	Presented final Contender Series Event Report.	Collected management feedback to refine future tracking metrics.	Managed daily customer questions.
2026-03-27	Friday	Corresponded with factory heads regarding machine maintenance.	Evaluated a proposal for an upcoming corporate exhibition.	Handled standard end-of-week online sales fulfillment tasks.
2026-03-28	Saturday	Office Holiday - Closed		
2026-03-29	Sunday	Procured heat-resistant tape for factory in Jhapa.	Couriered the tape via Buddha Air Cargo for same-day transit.	Interviewed 2 candidates and submitted feedback forms to HR.

2026-03-30	Monday	Processed day's direct online store sales and updated books.	Monitored cargo receipt confirmation with the Jhapa factory team.	Addressed ongoing customer service inquiries across digital channels.
2026-03-31	Tuesday	Followed up with HR regarding candidate interview feedback forms.	Reviewed listing optimizations across Amazon and Flipkart.	Handled customer product questions and order packaging.

Date	Day	Task 1	Task 2	Task 3
2026-04-01	Wednesday	Re-engaged with health influencers for a new year push.	Audited and updated pricing on quick-commerce partner dashboards.	Updated master inventory sheets and balanced cash records.
2026-04-02	Thursday	Processed day's direct online store sales and updated books.	Managed standard package dispatches and tracked lead times.	Addressed customer care concerns regarding a delayed delivery.
2026-04-03	Friday	Drafted a creative brief for an upcoming festive giveaway.	Coordinated with logistics to review courier performance.	Handled regular end-of-week bookkeeping and order shipments.
2026-04-04	Saturday	Office Holiday - Closed		
2026-04-05	Sunday	Planned a thorough warehouse inventory counting.	Processed incoming direct sales and updated transaction tracking.	Processed day's direct online store sales and updated books.
2026-04-06	Monday	Conducted warehouse audit and recounted physical inventory.	Reconciled physical counting records against digital stock logs.	Dispatched day's standard e-commerce orders and updated trackers.
2026-04-07	Tuesday	Took replenishment stock from Manaram Farm using a debit note.	Logged the new farm stock intake into poshilo inventory.	Handled customer product inquiries.
2026-04-08	Wednesday	Started a Nepali New Year Giveaway Campaign to drive engagement.	Created a giveaway post and precise guidelines to enter.	Monitored early entry comments and customer interactions.

2026-04-09	Thursday	Reconciled daily sales entries and logged inventory movements.	Evaluated a proposal for a corporate charity run sponsorship. (WWN)	Packaged and dispatched the daily batch of online orders.
2026-04-10	Friday	Monitored entries on the live New Year Giveaway post.	Handled customer care chats and end-of-day dispatches.	
2026-04-11	Saturday	Office Holiday - Closed		
2026-04-12	Sunday	Ensured stocks across systems matched current warehouse values.	Completed day-start bookkeeping logs and verified transactions.	Dispatched standard online customer orders via couriers.
2026-04-13	Monday	Drafted artistic briefs and copy for an upcoming festive post.	Reviewed sponsorship requests from regional fitness expos.	Handled routine customer service inquiries regarding shipping.
2026-04-14	Tuesday	Coordinated with design team to create and post New Year content.	Monitored social channels for holiday-driven customer interactions.	Dispatched standard online customer orders via couriers.
2026-04-15	Wednesday	Compiled entry list from New Year Giveaway for drawing the winners.	Managed standard daily order processing.	Addressed ongoing product availability questions on digital channels.
2026-04-16	Thursday	Announced New Year Giveaway winners and sent gift packages.	Asked winners to post an unboxing story upon receipt.	Recorded daily sales transactions and performed stock accounting.
2026-04-17	Friday	Posted Mother's Day post in coordination with design team.	Analyzed community engagement trends on the Mother's Day content.	Handled regular end-of-week shipments and updated books.
2026-04-18	Saturday			
2026-04-19	Sunday	Ordered re-stock from Jhapa factory for direct online sales.	Coordinated with design team to create sports related banners.	Reviewed and approved layout proofs for large-format print production.
2026-04-20	Monday	Took substitute leave in lieu of working on Saturday banners.		

2026-04-21	Tuesday	Arranged all 73 cartons of inventory received from factory.	Billed and transferred 10 cartons to sister company Manaram Farm.	Completed first Amazon India order in coordination with team.
2026-04-22	Wednesday	Managed stall final setup and layouts at GAI F&B Expo.	Organized display stands and verified on-site inventory counts.	Monitored incoming online orders remotely and assigned dispatches.
2026-04-23	Thursday	Managed live stall operations on day 1 of GAI Expo.	Handled public relations	networking
2026-04-24	Friday	Led on-site brand representation on day 2 of GAI Expo.	Captured live visual content of visitor interactions at our stall.	Coordinated with office to balance ongoing domestic shipments.
2026-04-25	Saturday	Managed high-traffic final day 3 of the 11th GAI F&B Expo.	Supervised structured breakdown of booth setup and banners.	Tallyed collected physical business cards and B2B leads.
2026-04-26	Sunday	Took substitute leave in lieu of working on Saturday expo.		
2026-04-27	Monday	Consolidated all sales receipts and cash gathered during expo.	Processed accumulated weekend e-commerce order backlog.	Handled post-expo digital customer support queries.
2026-04-28	Tuesday	Reconciled master inventory accounts to reflect expo sales volumes.	Dispatched standard online customer orders via couriers.	Logged daily direct sales revenue and balanced payment summaries.
2026-04-29	Wednesday	Initiated discussions with alternative fast-delivery platforms.	Reviewed corporate 3v3 basketball tournament sponsorship proposal.	Dispatched daily online orders and managed inventory sync.
2026-04-30	Thursday	Prepared digital assets for corporate merchant applications.	Maintained daily bookkeeping logs and updated sales spreadsheets.	Addressed customer inquiries regarding ingredient transparency.
2026-05-01	Friday	Listed down all business sales leads from the GAI Expo.	Drafted targeted B2B follow-up emails.	Handled final weekly order packages and inventory entries.

2026-05-02	Saturday	Office Holiday - Closed		
2026-05-03	Sunday	Onboarded and launched brand on Fasto quick-commerce platform.	Monitored live platform integration on Fasto for menu visibility.	Processed direct e-commerce sales and updated bookkeeping.
2026-05-04	Monday	Updated graphic packaging designs for e-commerce platform.	Dispatched standard online orders and checked courier metrics.	Addressed incoming customer service calls and address updates.
2026-05-05	Tuesday	Initiated outreach emails to the curated list of expo B2B leads.	Monitored initial order patterns on the new Fasto interface.	Logged daily digital revenue Figureures into sales ledger.
2026-05-06	Wednesday	Reviewed influencer content assets for brand compliance.	Evaluated a proposal for a inter college basketball tournament sponsorship.	
2026-05-07	Thursday	Audited digital listings across external sites for consistency.	Updated physical inventory spreadsheets and cross-checked outbound slips.	Handled ongoing customer Inquiry.
2026-05-08	Friday	Dispatched final weekly online orders to clear shipping lanes.	Completed standard weekly financial inputs and balanced cash.	
2026-05-09	Saturday	Attended the official Manaram Group Annual Day corporate celebration.	Engaged in internal networking sessions with corporate stakeholders.	Represented the division during group milestone reviews.
2026-05-10	Sunday	New production team shoot with CEO Prithiwi sir about brand story.	Managed production flow to capture core brand values.	
2026-05-11	Monday	Took substitute leave in lieu of attending Saturday annual day.		
2026-05-12	Tuesday	Organized and backed up raw footage from the CEO shoot.	Followed up with B2B leads who responded to post-expo emails.	Dispatched daily orders and updated quick-commerce dashboards.
2026-05-13	Wednesday	Collected and audited all event bills from 11th GAI expo.	Maintained daily sales bookkeeping registers and verified logs.	Handled daily customer care responses across messaging channels.

2026-04-14	Thursday	Submitted the final report of the 11th GAI expo.	Reviewed and adjusted active digital ad sets based on performance.	Dispatched daily orders and updated quick-commerce dashboards.
2026-05-15	Friday	Took substitute leave in lieu of managing Sunday production shoot.		
2026-05-16	Saturday	Office Holiday - Closed		
2026-05-17	Sunday	Preparing a quarter's Marketing Report to NIB bank.	Aggregated ad spend Figureures	Monitored incoming e-commerce sales logs.
2026-05-18	Monday	Refined narrative sections within the Quarterly Marketing Report draft.	Processed direct customer orders and updated the sales ledger.	Addressed ongoing customer questions.
2026-05-19	Tuesday	Conducted routine influencer outreach and tracked content performance.	Audited and updated current stocks across quick-commerce storefronts.	Dispatched daily orders.
2026-05-20	Wednesday	Finalized data visualizations and polished the NIB Marketing Report.	Conducted physical inventory counts.	Handled day-end customer care chats and updated sales log books.

## Photo Gallery



Figure 11: Me at my office working space



Figure 12: Picture with my TEAM



Figure 13: Picture with the CEO of Poshilo Foods (Prithivi Kalyan Parajuli)



Figure 14: Warehouse Stock



Figure 15: Famous Nepali influencer at our stall at 11<sup>th</sup> GAI F&B expo



Figure 16: Me attending 8 hour Business ethics training with my colleagues.



Figure 17: Annual day Photo with all Managram Group employees

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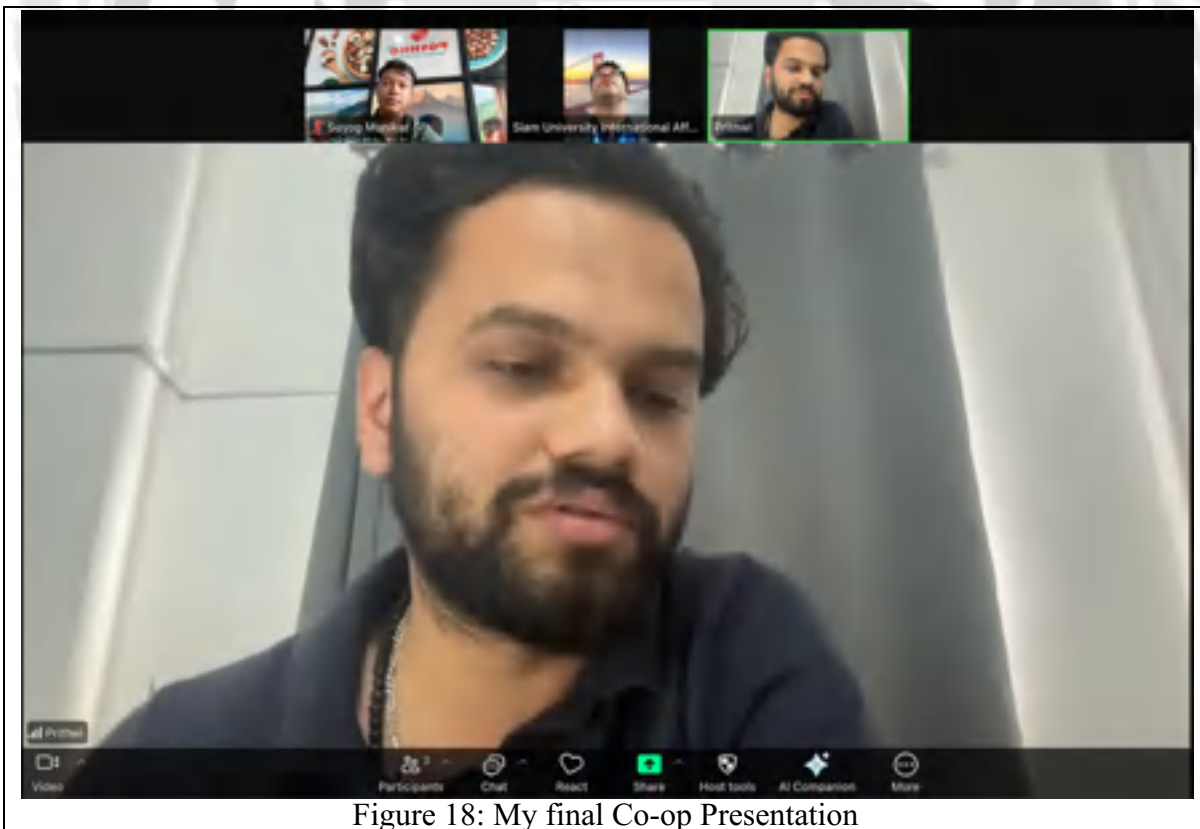


Figure 18: My final Co-op Presentation