



## **Cooperative Education Report**

Marketing Strategy and Digital Content Execution at Chef Nepal and The  
Society – Fine Dining, Redefined

**WRITTEN BY**

**BIRANGANA REULE**

**STUDENT ID: 6508040063**

**This Report Is Submitted in Partial Fulfillment of the Requirements for Cooperative  
Education, Faculty of Business Administration, Academic Year 2/2025**

**Siam University**

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

**Title:** Marketing Strategy and Digital Content Execution at Chef Nepal and The Society-Fine Dining, Redefined

**Credit:** 5

**Written by:** Birangana Reule

**Department:** Bachelor of Business Administration (Marketing)

**Faculty:** Business Administration

**Academic Advisor:** Dr. Yhing Sawheny

**Semester/Academic Year:** 2/2025

We have approved this cooperative education report as partial fulfilment of the cooperative education program semester 2/2025.

**Oral Presentation Committee**



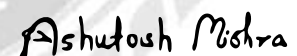
---

(Dr. Yhing Sawheny)  
Academic Advisor



---

(Mr. Dharma Raj Pandey)  
Job Supervisor



---

(Mr. Ashutosh Mishra)  
Cooperative Education Committee



---

(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education Department

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

**Title:** Marketing Strategy and Digital Content Execution at Chef Nepal and The Society-Fine Dining, Redefined

**Credits:** 5

**Prepared by:** Birangana Reule

**Academic Advisor:** Dr. Yhing Sawheny

**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

**Semester/Academic Year:** 2/2025

### **Abstract**

This cooperative education report presents the practical learning experience gained during a six-month internship at Chef Nepal, where I worked as a Sales and Marketing Intern while also supporting marketing activities for its associated hospitality brand, The Society – Fine Dining, Redefined. The internship provided exposure to digital marketing, branding, sales promotion, sponsorship coordination, and content-driven marketing strategies within the culinary and hospitality industry.

During the internship, I was involved in content planning, campaign execution, audience engagement, and promotional activities across digital platforms. A major contribution of my internship was supporting the Chef Nepal Membership campaign through marketing strategy and content planning, which contributed to strong audience engagement and multiple chef registrations through digital promotion. I also supported marketing campaigns for The Society, including promotional and event-based campaigns aimed at increasing brand visibility and customer engagement.

Overall, this internship experience enhanced my understanding of digital marketing, branding, sales integration, and strategic communication while strengthening my professional and creative skills in a real working environment.

**Keywords:** *Digital Marketing, Branding, Hospitality Marketing, Audience Engagement, Content Marketing, Sales Promotion, Culinary Industry, Social Media Marketing, Event Promotion, Customer Engagement*

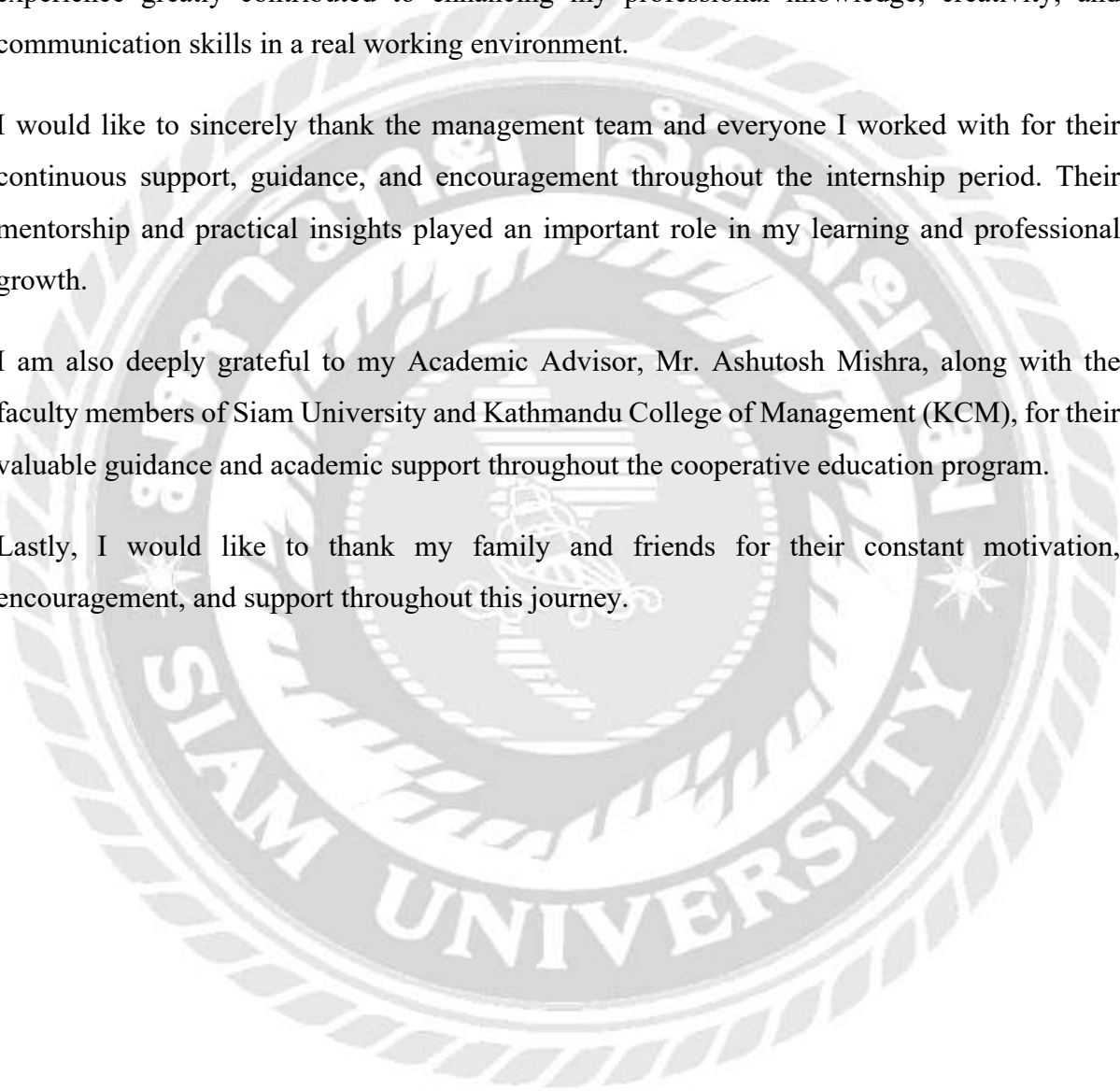
### **Acknowledgement**

I would like to express my sincere gratitude to Chef Nepal for providing me with the opportunity to undertake my cooperative education internship as a Sales and Marketing Intern. I am also thankful to The Society – Fine Dining, Redefined for allowing me to gain practical exposure to hospitality marketing, branding, and promotional activities. This internship experience greatly contributed to enhancing my professional knowledge, creativity, and communication skills in a real working environment.

I would like to sincerely thank the management team and everyone I worked with for their continuous support, guidance, and encouragement throughout the internship period. Their mentorship and practical insights played an important role in my learning and professional growth.

I am also deeply grateful to my Academic Advisor, Mr. Ashutosh Mishra, along with the faculty members of Siam University and Kathmandu College of Management (KCM), for their valuable guidance and academic support throughout the cooperative education program.

Lastly, I would like to thank my family and friends for their constant motivation, encouragement, and support throughout this journey.



## Table of Contents

<b>Abstract</b> .....	2
<b>Acknowledgement</b>	3
<b>Chapter 1: Introduction</b>	6
<b>1.1 Company Profile</b>	6
<b>1.1.1 Vision</b>	7
<b>1.1.2 Mission</b>	7
<b>1.1.3 Key Business Operations and Services</b>	7
<b>1.1.4 Core Objective of the Company</b>	8
<b>1.1.5 Sustainability Initiatives and Future Outlook</b>	9
<b>1.1. Strategy of the Company</b>	10
<b>1.2 Organizational Structure</b>	10
<b>1.2.1 Diagram of the Organizational Structure</b>	11
<b>1.2.2 My Job Position</b>	13
<b>1.2.3 My Job Position in the Company’s Organizational Structure</b>	13
<b>1.3 My Intention and Motivation to Choose This Company as My Co-Op Studies Workplace</b>	14
<b>1.4. Strategic Analysis of the Company</b>	15
<b>1.5 Statement of the Report</b>	17
<b>1.6 Objectives of the Co-Operative Studies</b>	18
<b>The main objectives of this Co-Operative Study are:</b>	18
<b>Chapter 2</b>	19
<b>Co-Op Study Activities</b>	19
<b>2.1 My Job Description</b>	19
<b>2.2 My Job Responsibilities</b>	19
<b>2.3 Activities in Coordinating with Co-Workers</b>	20
<b>2.4 Job Process Diagram</b>	20
<b>2.5 Contributions as a Co-Op Student in the Company</b>	22
<b>Chapter 3</b>	24
<b>Learning Process</b>	24
<b>3.1 Problems/Issues of the Company</b>	24
<b>3.1.1 Problem Statement</b>	24
<b>3.1.2 Major Problems Identified</b>	24
<b>3.2 Proposed Solutions to the Identified Problems</b>	25
<b>3.3 Literature Review</b>	26

<b>3.4 Recommendations to the Company</b>	28
<b>3.5 Learning Outcome from the Co-Op Studies</b>	29
<b>3.6 Application of the Knowledge from Coursework to the Real Working Situation</b>	30
<b>3.7 Special Skills and New Knowledge Gained</b>	31
<b>Chapter 4</b>	34
<b>Conclusion</b>	34
<b>4.1 Summary of Highlights from My Co-op Experience</b>	34
<b>4.2 Self-Assessment of Professional Development</b>	36
<b>4.3 Limitations of My Co-Op Studies</b>	37
<b>4.4 Recommendations for the Company</b>	38
<b>References</b>	40
<b>Appendices</b>	41
<b>Photo Gallery</b>	50

#### **List of Figures**

Fig.1: Chef Nepal Logo	7
Fig.2: Organizational Structure of Chef Nepal	11
Fig.3: SWOT Analysis of Chef Nepal	15
Fig.4: Job Process Diagram	21

#### **List of Tables**

Table 1: Business Operations and Services	7
Table 2: My Daily Task Record	39

## **Chapter 1: Introduction**

This chapter introduces Chef Nepal and its associated hospitality brand, The Society – Fine Dining, Redefined, where the cooperative education internship was carried out. It presents the background of the organisation, its major activities, and its role within Nepal’s culinary and hospitality industry. The chapter also discusses the internship position and responsibilities performed in the Sales and Marketing department. In addition, it explains the purpose of joining the organisation, provides a brief overview of the company’s strategic position, and outlines the objectives of the cooperative education report.

### **1.1 Company Profile**

Chef Nepal is Nepal’s first culinary media platform and competitive cooking reality show focused on promoting Nepali cuisine, chefs, and culinary innovation through digital media, television, events, memberships, and hospitality-related initiatives. The platform connects chefs, audiences, and industry stakeholders while strengthening Nepal’s culinary identity through content-driven marketing and industry collaborations.

Chef Nepal also operates through podcasts, culinary events, certification programs, sponsorship activities, and chef membership platforms aimed at building a strong culinary community and industry network.

Alongside Chef Nepal, the organization also manages its associated hospitality brand, The Society – Fine Dining, Redefined, which focuses on premium dining experiences, event-based hospitality, and customer engagement.



Fig.1: Chef Nepal Logo

### 1.1.1 Vision

Not just a show, but a cultural movement, celebrating ingredients, ancestral wisdom, wellness, and ecological bonds.

### 1.1.2 Mission

The mission of Chef Nepal is to promote Nepali cuisine, chefs, and culinary heritage through digital media, events, collaborations, and innovative marketing activities. The organization aims to create opportunities for chefs and hospitality professionals while strengthening Nepal’s culinary and hospitality industry through branding, storytelling, and customer-focused experiences.

### 1.1.3 Key Business Operations and Services

**Table 1: Business Operations and Services**

S.N	Business Area	Description
1	Culinary Media Production	Produces culinary-based digital content including the “Gastropod” podcast series, chef interviews, and short-form social media content focused on Nepali cuisine and culinary storytelling.
2	Chef Nepal Membership Program	Provides professional chef memberships focused on certification, networking opportunities, industry exposure, and chef recognition within Nepal’s culinary industry.
3	Culinary Competitions & Events	Organizes culinary competitions, hospitality events, workshops, and promotional activities aimed at supporting chefs and culinary

		innovation.
4	Digital Marketing & Branding	Conducts digital branding, social media marketing, audience engagement, and promotional campaigns across platforms such as Facebook, Instagram, TikTok, and YouTube.
5	Sponsorships & Brand Collaborations	Coordinates sponsorship activities and partnerships with restaurants, hospitality businesses, chefs, and brands for promotional and marketing purposes.
6	Hospitality & Fine Dining Services	Through The Society – Fine Dining, Redefined, provides premium dining experiences, private events, themed dining campaigns, and hospitality-related customer engagement activities.
7	Content Planning & Promotional Campaigns	Develops marketing campaigns, promotional storytelling, influencer collaborations, and event-based marketing strategies to strengthen brand visibility and audience connection.

#### 1.1.4 Core Objective of the Company

- Promote Nepali culinary identity and chefs through digital media, events, and professional platforms
- Build a strong culinary community by creating networking, learning, and promotional opportunities for chefs and hospitality professionals
- Strengthen Chef Nepal Membership by providing professional recognition, industry exposure, and career development opportunities for chefs

## Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

- Create engaging culinary and hospitality-related digital content through podcasts, interviews, social media campaigns, and promotional storytelling
- Develop strategic partnerships and sponsorship collaborations with hospitality businesses, restaurants, and brands
- Enhance audience engagement and brand visibility through digital marketing, content planning, and promotional campaigns
- Deliver premium hospitality and dining experiences through The Society – Fine Dining, Redefined, by combining quality service, ambiance, and customer-focused experiences
- Support the growth of Nepal’s culinary and hospitality industry through innovation, branding, and experience-driven marketing activities

### 1.1.5 Sustainability Initiatives and Future Outlook

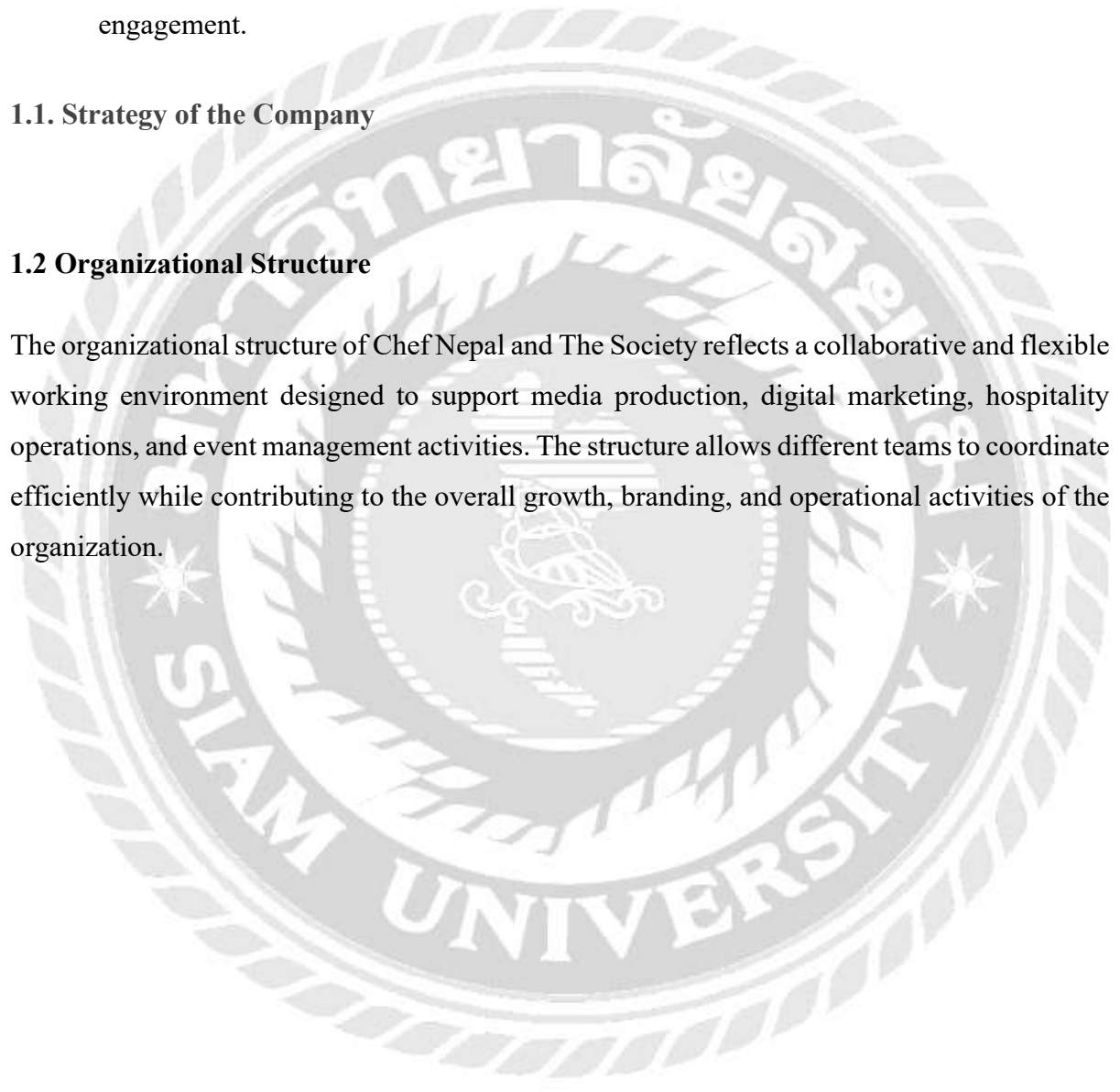
1. Promote Nepali culinary culture and chefs through digital media, storytelling, and hospitality-focused content
2. Utilize social media platforms such as Facebook, Instagram, TikTok, and YouTube to strengthen audience engagement and brand visibility
3. Build a strong professional culinary network through the Chef Nepal Membership program and industry collaborations
4. Create engaging and audience-focused content including podcasts, chef interviews, culinary discussions, and promotional campaigns through platforms such as “Gastropod”
5. Strengthen partnerships and sponsorship collaborations with restaurants, hospitality brands, chefs, and business organizations
6. Enhance customer engagement and sales growth through content-driven marketing and experience-based promotional strategies
7. Organize culinary events, hospitality campaigns, workshops, and promotional activities to increase industry participation and audience interaction
8. Focus on branding and strategic communication to position Chef Nepal and The Society as modern and innovative culinary and hospitality brands
9. Deliver premium dining and hospitality experiences through The Society by combining ambiance, customer service, events, and digital promotion
10. Continuously adapt marketing and branding strategies according to changing digital trends, audience behavior, and hospitality industry demands

Based on current operations and industry trends, Chef Nepal has strong growth potential over the next five years. Through the expansion of membership programs, affiliation partnerships, training initiatives, sponsorship collaborations, and digital media platforms, the organization can strengthen its position within Nepal's culinary industry. The upcoming Chef Nepal Season 2 and continued focus on chef development and hospitality networking are expected to further increase brand visibility and industry engagement.

### **1.1. Strategy of the Company**

### **1.2 Organizational Structure**

The organizational structure of Chef Nepal and The Society reflects a collaborative and flexible working environment designed to support media production, digital marketing, hospitality operations, and event management activities. The structure allows different teams to coordinate efficiently while contributing to the overall growth, branding, and operational activities of the organization.



### 1.2.1 Diagram of the Organizational Structure

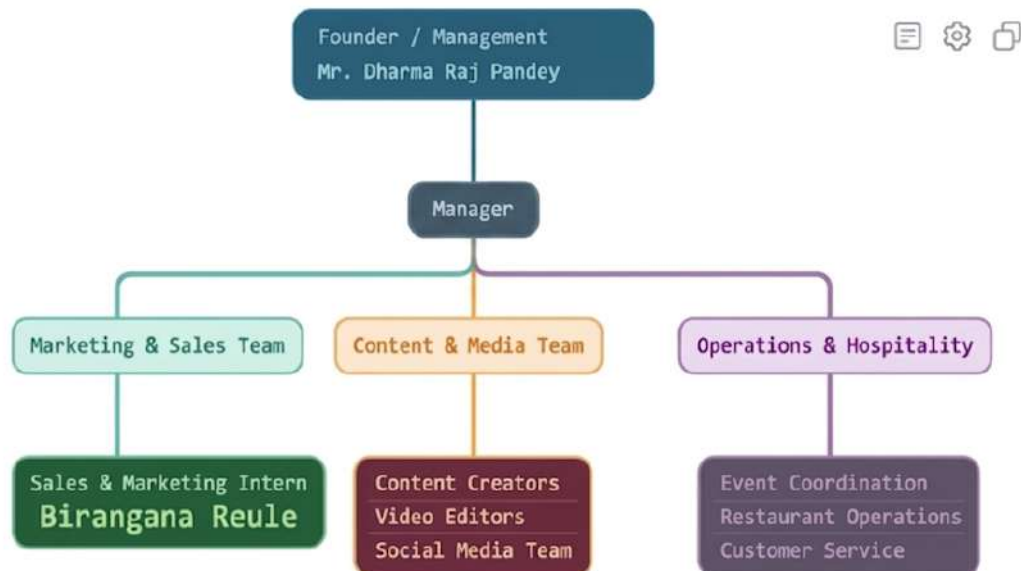


Fig.2: Organizational Structure of Chef Nepal

#### **Founder / Management – Mr. Dharma Raj Pandey:**

Provides overall leadership, strategic direction, partnership coordination, branding vision, and management supervision for both Chef Nepal and The Society. Oversees business growth, sponsorship discussions, operational decisions, and organizational development activities.

#### **Manager:**

Supports daily management activities, internal coordination, workflow supervision, team communication, and operational planning to ensure smooth execution of ongoing projects, campaigns, and hospitality activities.

#### **Marketing & Sales Team:**

Handles branding, promotional campaigns, digital marketing, audience engagement, sponsorship communication, and sales-related activities for Chef Nepal and The Society.

**Sales & Marketing Intern (You):**

Supported content planning, campaign execution, social media promotions, membership marketing, audience engagement, hospitality branding, sponsorship coordination, and event-related marketing activities. Assisted in planning and managing promotional campaigns, content shoots, and operational coordination during events and masterclasses.

**Content & Media Team:**

Responsible for content production, social media management, podcast-related content, editing, digital storytelling, and creative execution for branding and promotional purposes.

**Content Creators:**

Develop visual and promotional content ideas, shoot concepts, storytelling approaches, and creative materials for social media and marketing campaigns.

**Video Editors:**

Handle editing, post-production, video refinement, and visual presentation for promotional videos, podcasts, campaign reels, and hospitality-related content.

**Social Media Team:**

Manages posting schedules, audience interaction, platform engagement, social media communication, and digital audience growth activities.

**Operations & Hospitality Team:**

Oversees hospitality coordination, restaurant workflow, customer experience, event support, and operational management activities.

**Operations Manager:**

Supervises operational workflow, hospitality coordination, event execution, and overall management of restaurant and event-related activities to ensure smooth daily operations.

**Event Coordination:**

Handles planning, coordination, setup, and execution support for events, campaigns, influencer activities, and hospitality-related functions.

**Restaurant Operations:**

Manages restaurant-related operational activities including workflow coordination, customer service support, and hospitality management.

**Customer Service:**

Responsible for guest interaction, customer support, inquiry handling, and maintaining customer satisfaction during restaurant operations and events.

**1.2.2 My Job Position**

As a Sales and Marketing Intern at Chef Nepal and The Society – Fine Dining, Redefined, my role primarily focused on supporting digital marketing, branding, audience engagement, and promotional activities within the culinary and hospitality industry. Since both brands operate under the same management ecosystem, I was involved in marketing-related activities for both organizations, with my primary focus being Chef Nepal.

My responsibilities included content planning, content execution, social media marketing, campaign coordination, audience engagement, and promotional communication across digital platforms such as Facebook, Instagram, TikTok, and YouTube. I was also involved in supporting sponsorship-related coordination and hospitality-focused promotional activities.

A significant part of my role focused on the Chef Nepal Membership campaign, where I worked on marketing strategy and content planning to increase audience engagement and chef registrations. Additionally, I supported promotional campaigns for The Society, including breakfast launch promotions, Valentine’s campaigns, and event-based marketing activities aimed at increasing customer engagement and brand visibility.

Through this internship, I gained practical exposure to digital marketing strategies, branding activities, sales-oriented promotions, sponsorship communication, and hospitality marketing practices within a real business environment.

**1.2.3 My Job Position in the Company’s Organizational Structure**

In the organizational structure of Chef Nepal and The Society, my position was placed under the Marketing and Sales Team as a Sales and Marketing Intern. I worked within a collaborative

and flexible working environment where different departments coordinated closely to support media production, marketing activities, hospitality operations, and event management.

As a Sales and Marketing Intern, I primarily contributed to marketing and promotional activities by supporting content planning, digital audience engagement, campaign execution, and branding-related tasks. My role also included assisting in sponsorship coordination, promotional communication, and sales-focused digital marketing activities.

I worked closely with the Content and Media Team in areas related to social media content, podcast-related promotional content such as Gastropod, and campaign execution. I also coordinated with the Operations and Hospitality Team during event-based promotions and hospitality marketing activities related to The Society.

Through this position, I contributed to the organization's branding and promotional activities while gaining practical understanding of marketing communication, digital engagement strategies, hospitality operations, and sales integration within the culinary and hospitality sector.

### **1.3 My Intention and Motivation to Choose This Company as My Co-Op Studies Workplace**

My main intention for choosing Chef Nepal and The Society as my Co-Op Studies workplace was to gain practical exposure to digital marketing, branding, hospitality marketing, and media-related business activities within Nepal's culinary industry. I was particularly interested in understanding how digital content, audience engagement, and promotional strategies contribute to brand growth and customer interaction in real business environments.

I was especially motivated by Chef Nepal's unique identity as Nepal's first culinary reality TV platform and its mission to promote Nepali gastronomy, chefs, and culinary culture through media, events, and digital storytelling. The organization's involvement in culinary media production, hospitality collaborations, memberships, and sponsorship activities aligned closely with my interests in marketing, branding, and creative communication.

Additionally, the opportunity to work within both Chef Nepal and The Society allowed me to gain exposure to two interconnected industries — culinary media and hospitality. I expected this experience to help me strengthen my creativity, communication, strategic thinking, and

professional skills while gaining practical understanding of digital marketing and sales integration within the culinary and hospitality sector.

#### 1.4. Strategic Analysis of the Company



Fig.3: SWOT Analysis of Chef Nepal

##### Strengths

Chef Nepal holds a unique position as Nepal's first culinary reality TV platform, which gives the organization a strong and distinctive identity within Nepal's culinary and hospitality industry. The concept itself generates curiosity and interest among chefs, hospitality professionals, and food enthusiasts because there are limited large-scale culinary platforms in Nepal compared to international markets.

The organization also has strong digital audience engagement through social media platforms and culinary content such as podcasts, chef-related videos, and promotional campaigns. The Chef Nepal Membership program has additionally created growing interest among chefs, where many professionals actively engage with membership-related content and seek

information about the platform. The creative branding, storytelling, and hospitality-focused marketing approach further strengthen the organization's visibility and audience connection.

### **Weaknesses**

Despite its unique identity and growing popularity, Chef Nepal still faces challenges related to limited nationwide awareness and market familiarity. Since the concept of a culinary reality platform and chef membership ecosystem is relatively new in Nepal, some businesses and potential partners initially hesitate or become uncertain about collaborations and sponsorship investments.

The organization also relies heavily on digital platforms and social media engagement for marketing and audience reach. Compared to international culinary platforms, Nepal's culinary industry is still developing and has a relatively smaller market size, which can limit expansion opportunities and large-scale industry participation. Additionally, the organization operates within a flexible and evolving structure, which can sometimes create operational and coordination challenges.

### **Opportunities**

Chef Nepal has strong growth opportunities with the upcoming launch and broadcasting of its new season, which is expected to increase visibility, audience engagement, and partnership opportunities. The growing interest in Nepal's culinary and hospitality industry creates favorable conditions for the organization to expand its audience and strengthen its brand presence.

The Chef Nepal Membership program also presents significant opportunities as chefs continue to show curiosity and active engagement toward membership-related content and professional networking opportunities. Additionally, the increasing use of digital media and content consumption in Nepal creates opportunities for audience growth, sponsorship collaborations, hospitality partnerships, and expansion into new marketing activities and culinary events.

### **Threats**

Chef Nepal operates within a highly competitive digital and hospitality environment where audience attention changes rapidly. Competition from digital content creators, food influencers, restaurants, and other media platforms can affect audience engagement and visibility.

The organization may also face challenges in securing long-term sponsorships and partnerships, especially because some businesses may still view the concept as new and uncertain within the Nepalese market. Additionally, changing social media algorithms, economic instability, and increasing competition within the hospitality and entertainment industry may impact marketing reach, promotional performance, and sponsorship investments in the future.

Although Chef Nepal does not operate traditional CSR programs, the organization contributes to social and professional development within Nepal's culinary industry through chef empowerment, skill-development initiatives, educational masterclasses, industry networking opportunities, and promotion of Nepali culinary heritage. These initiatives contribute to the growth of hospitality professionals and support the long-term development of the culinary ecosystem in Nepal.

### **1.5 Statement of the Report**

This report presents the overall learning experience, activities, and contributions during my internship at Chef Nepal and The Society – Fine Dining, Redefined. The report mainly focuses on the practical application of academic knowledge in areas such as digital marketing, branding, sales promotion, audience engagement, sponsorship coordination, and hospitality marketing within Nepal's culinary and hospitality industry.

The report includes an overview of the organization, my roles and responsibilities, work processes, major learning outcomes, challenges faced, and recommendations based on the internship experience. It also highlights my involvement in content planning, digital promotional campaigns, audience engagement strategies, Chef Nepal Membership marketing activities, sponsorship-related coordination, and hospitality-focused campaigns such as breakfast launch promotions and Valentine's campaigns.

Additionally, the report reflects on my contribution to marketing activities related to Chef Nepal's digital platforms, including promotional content, culinary storytelling, and audience-focused campaigns connected to initiatives such as the "Gastropod" podcast and Chef Nepal Membership promotions.

The main purpose of this report is to bridge theoretical marketing knowledge with practical industry exposure and provide an understanding of how branding, digital marketing, hospitality promotion, and sales-oriented marketing strategies are implemented in real-world business environments.

### **1.6 Objectives of the Co-Operative Studies**

This report is a detailed reflection of my experiential learning as a Sales and Marketing Intern at Chef Nepal and The Society – Fine Dining, Redefined. It has been prepared as part of my Co-operative Studies to document the practical application of my academic knowledge in a real-world professional environment. The experience provided me with valuable exposure to digital marketing, branding, audience engagement, hospitality marketing, sponsorship coordination, and sales-oriented promotional activities within Nepal's culinary and hospitality industry.

#### **The main objectives of this Co-Operative Study are:**

- To gain practical exposure to digital marketing, branding, and sales-related activities in real business environments
- To understand the role of content-driven marketing and audience engagement within the culinary and hospitality industry
- To develop knowledge of promotional strategies, sponsorship coordination, and digital branding practices
- To enhance creativity, communication, research, and problem-solving skills through practical assignments and campaigns
- To bridge the gap between theoretical marketing knowledge and practical industry experience
- To understand how marketing strategies and promotional campaigns are planned and executed within organizations
- To improve professional skills such as teamwork, coordination, strategic thinking, and digital communication in a workplace environment
- To contribute to ongoing marketing activities, membership promotions, hospitality campaigns, and audience engagement initiatives within the organization

## **Chapter 2**

### **Co-Op Study Activities**

#### **2.1 My Job Description**

As a Sales and Marketing Intern at Chef Nepal and The Society – Fine Dining, Redefined, my primary responsibility was to support digital marketing, branding, audience engagement, and sales-oriented promotional activities. My role mainly focused on content planning, campaign execution, digital promotions, sponsorship coordination, and customer engagement within the culinary and hospitality industry.

I was actively involved in managing and planning digital content across social media platforms such as Facebook, Instagram, TikTok, and YouTube. I also contributed to promotional campaigns, membership marketing activities, hospitality promotions, and audience-focused branding strategies aimed at increasing visibility, engagement, and customer interaction.

Additionally, I supported sponsorship communication, promotional coordination, influencer-related activities, and event-based marketing campaigns. Through these responsibilities, I gained practical exposure to digital marketing strategies, hospitality branding, content-driven marketing, and sales integration within a professional business environment.

#### **2.2 My Job Responsibilities**

- Planned and managed digital content for social media platforms including Instagram, Facebook, TikTok, and YouTube
- Worked on content planning and marketing strategy for the Chef Nepal Membership campaign, contributing to audience engagement and chef registrations
- Assisted in promotional campaigns, branding activities, and audience engagement strategies for Chef Nepal and The Society
- Supported sponsorship-related communication, partnership coordination, and promotional activities
- Contributed to marketing campaigns including breakfast launch promotions, Valentine's campaigns, and event-based hospitality promotions
- Coordinated content shoots, promotional content execution, and social media campaign activities

## Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

- Assisted in influencer collaboration activities and customer engagement initiatives
- Supported sales-oriented digital marketing activities aimed at increasing customer reach and conversions
- Assisted in planning, promotion, and operational coordination for the Molecular Gastronomy Masterclass, including marketing activities, content planning, audience engagement, and event-related coordination
- Supported smooth execution of the masterclass by coordinating promotional activities, content coverage, communication, and operational workflow throughout the event period
- Participated in hospitality-related promotional planning and event marketing coordination
- Gained practical exposure to digital branding, strategic marketing communication, audience engagement, hospitality marketing, and sales integration in a professional working environment

### **2.3 Activities in Coordinating with Co-Workers**

Coordination with co-workers was an important part of my internship, as most marketing and promotional activities required teamwork and communication among different departments. I regularly coordinated with management, content creators, video editors, hospitality staff, and operational team members during content planning, campaign execution, promotional activities, and event-related tasks.

I worked closely with the Content and Media Team for social media content, promotional shoots, and digital campaigns across platforms such as Instagram, Facebook, TikTok, and YouTube. I also coordinated with management during membership promotions, sponsorship communication, and hospitality marketing activities for both Chef Nepal and The Society.

A major part of my coordination experience involved the Molecular Gastronomy Masterclass organized under Chef Nepal, where I supported marketing activities, content planning, communication, and operational coordination throughout the event period. This experience helped me develop stronger teamwork, communication, coordination, and problem-solving skills within a professional working environment.

### **2.4 Job Process Diagram**

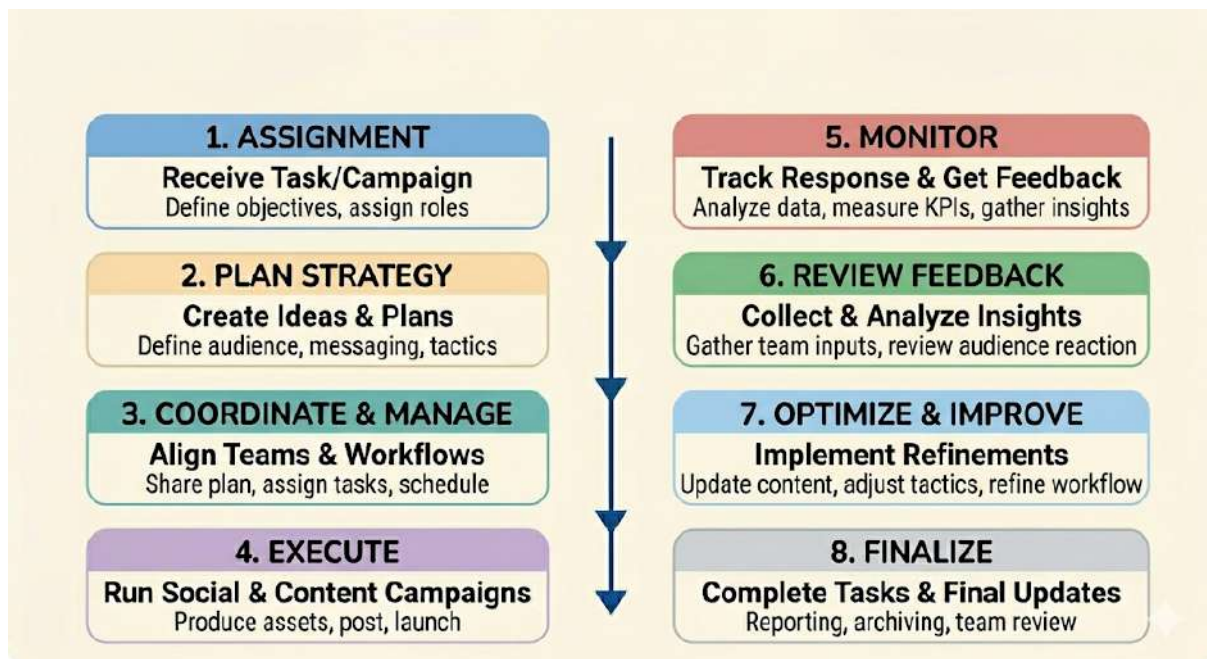


Fig.4: Job Process Diagram

**Receive marketing task or campaign assignment:**

The process begins when marketing activities, promotional tasks, event-related work, or campaign responsibilities are assigned by management.

**Plan marketing strategy and content ideas:**

Content ideas, promotional approaches, campaign strategies, and audience engagement plans are prepared according to the assigned task or campaign objective.

**Coordinate with teams:**

Coordination is carried out with content creators, video editors, operational staff, hospitality teams, and management for smooth execution of marketing and promotional activities.

**Execute content and promotional activities:**

Content shoots, digital campaigns, promotional postings, audience engagement activities, and hospitality-related promotions are executed across different platforms.

**Manage event or campaign operations:**

For hospitality campaigns, events, and masterclasses, operational coordination, communication, and workflow management are supported to ensure smooth execution.

**Monitor audience engagement and campaign response:**

Social media engagement, audience reactions, customer inquiries, and campaign performance are observed and monitored regularly.

**Receive feedback and make improvements:**

Feedback from management, team members, and audience responses is reviewed to improve campaign effectiveness and content quality.

**Finalize campaign or activity execution:**

After completion of promotional activities or events, final updates, content postings, communication tasks, and coordination activities are completed successfully.

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

During my internship at Chef Nepal and The Society – Fine Dining, Redefined, I contributed mainly in the areas of digital marketing, branding, promotional planning, audience engagement, and hospitality-related marketing activities. A major contribution during my internship was supporting the marketing strategy and content planning for the Chef Nepal Membership campaign. Through digital promotional activities and audience-focused content, the campaign generated strong engagement and contributed to multiple chef registrations and increased interest from hospitality professionals.

I also contributed to promotional campaigns, digital branding activities, and content execution for both Chef Nepal and The Society across platforms such as Instagram, Facebook, TikTok, and YouTube. This included supporting campaign planning, content coordination, audience engagement activities, and promotional communication aimed at increasing visibility and customer interaction.

Another major contribution during my internship was my involvement in the Molecular Gastronomy Masterclass organized under Chef Nepal. I supported the marketing, promotional planning, content coordination, and operational workflow throughout the masterclass period. I was actively involved in managing promotional activities, coordinating content coverage, assisting with participant communication, and helping ensure smooth event operations from planning to completion.

## Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

In addition, I contributed to hospitality-related campaigns and customer engagement activities for The Society, including breakfast launch promotions, Valentine’s campaigns, influencer collaboration activities, and event-based marketing initiatives designed to increase brand visibility and sales engagement.

Overall, my contributions supported the organization’s digital presence, promotional activities, audience engagement, and hospitality marketing efforts while providing me with valuable practical exposure to branding, sales-oriented marketing, event coordination, and digital communication within the culinary and hospitality industry.



## **Chapter 3**

### **Learning Process**

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

During my internship at Chef Nepal and The Society – Fine Dining, Redefined, I observed several challenges related to marketing, sponsorship management, operations, and audience engagement. One major issue was the lack of a more structured operational system while managing multiple activities such as campaigns, memberships, events, sponsorships, and hospitality operations simultaneously within a small team structure.

Another challenge was building stronger confidence among sponsors and business partners. Although many businesses found the concept of Chef Nepal unique and interesting, some were hesitant to invest because Nepal's culinary media industry is still developing compared to international markets.

The organization also faced challenges in maintaining consistent digital audience engagement and managing campaigns smoothly during large-scale activities such as membership promotions, hospitality campaigns, and the Molecular Gastronomy Masterclass.

##### **3.1.1 Problem Statement**

The main problem identified during my internship was the need for a more structured marketing and operational system to support the organization's growing campaigns, partnerships, events, and hospitality activities. Although Chef Nepal has strong audience interest and branding potential, challenges remain in maintaining long-term sponsorship confidence, smooth coordination, and consistent digital audience engagement.

##### **3.1.2 Major Problems Identified**

- Lack of a structured operational system while managing multiple campaigns, events, memberships, sponsorships, and hospitality activities simultaneously
- Difficulty in maintaining consistent audience engagement and digital growth across social media platforms
- Limited market familiarity with culinary media platforms and chef-focused professional ecosystems in Nepal

- Hesitation among some sponsors and business partners due to the developing nature of Nepal's culinary and hospitality industry
- Heavy dependence on social media platforms for branding, promotions, memberships, and customer engagement
- Challenges in managing multiple responsibilities within a small and flexible team structure during large-scale campaigns and events
- Need for more organized workflow management, task delegation, and communication systems during hospitality campaigns and event operations
- Difficulty in maintaining consistent content quality, promotional planning, and campaign execution during busy operational periods
- Limited long-term sponsorship and partnership stability for large-scale culinary and hospitality projects
- Challenges in balancing marketing activities, operational coordination, content execution, and customer engagement simultaneously during major events and campaigns

### 3.2 Proposed Solutions to the Identified Problems

**Improving operational structure:** Developing a more organized workflow and management system to improve coordination during campaigns, events, memberships, sponsorships, and hospitality operations.

**Strengthening sponsorship confidence:** Improving sponsorship presentations, communication, and partnership strategies to build stronger trust among business partners and sponsors.

**Enhancing audience engagement strategies:** Creating more consistent, audience-focused, and trend-based digital content to maintain long-term audience engagement and visibility.

**Improving campaign and event planning:** Implementing better scheduling, delegation, and coordination systems during large-scale campaigns, masterclasses, and hospitality events.

**Expanding collaborations and partnerships:** Increasing collaborations with chefs, restaurants, influencers, hospitality brands, and media platforms to strengthen credibility and market reach.

**Strengthening content quality and storytelling:** Focusing on creative storytelling, high-quality content production, and stronger branding strategies to improve audience connection.

**Improving team coordination and communication:** Enhancing communication and coordination between marketing, content, operations, and hospitality teams for smoother execution of activities.

**Diversifying marketing strategies:** Reducing heavy dependence on a single digital platform by expanding promotional activities across multiple channels and formats.

**Building stronger community engagement:** Increasing interaction with chefs, hospitality professionals, and customers through memberships, events, campaigns, and digital engagement activities.

**Strengthening long-term brand positioning:** Maintaining consistent branding and promotional activities to establish Chef Nepal as a recognized culinary and hospitality platform in Nepal.

### 3.3 Literature Review

To better understand the practical marketing, branding, and audience engagement activities performed during the internship, a review of relevant literature was conducted focusing on digital marketing, social media engagement, branding strategies, content marketing, and hospitality promotion practices. The reviewed literature helped support and validate the activities carried out during the internship at Chef Nepal and The Society – Fine Dining, Redefined.

#### 1. Digital Marketing and Social Media Engagement

Digital marketing has become an important strategy for businesses to build customer relationships, strengthen brand visibility, and increase audience engagement through online platforms. According to Dwivedi et al. (2021), digital platforms allow organizations to create interactive communication with consumers through personalized content, online campaigns, and social media engagement strategies. Businesses increasingly rely on social media platforms such as Instagram, Facebook, TikTok, and YouTube to maintain visibility and improve customer interaction in competitive digital environments.

Recent studies also explain that audience engagement is strongly influenced by consistent communication, visual presentation, and interactive digital content. According to Alalwan et al. (2022), social media marketing helps organizations build emotional connection and stronger customer relationships by encouraging participation, interaction, and community engagement. These concepts were highly relevant during the internship while managing membership promotions, digital campaigns, and social media engagement activities for Chef Nepal and The Society.

## **2. Branding and Content Marketing**

Modern branding practices emphasize the importance of customer perception, storytelling, and emotional engagement in building long-term business growth. Research by Foroudi et al. (2021) explains that strong branding helps organizations create differentiation, customer trust, and stronger emotional attachment through consistent communication and customer-focused experiences. In hospitality and media-related industries, branding is closely connected with storytelling, visual identity, and customer interaction.

Content marketing literature further highlights that audiences are more likely to engage with creative and story-driven communication compared to direct promotional content. According to Baltes (2021), content marketing improves customer engagement and audience retention by delivering meaningful, visually engaging, and emotionally relatable content. These findings closely related to the internship activities performed during hospitality promotions, membership campaigns, and digital storytelling strategies for Chef Nepal and The Society.

## **3. Hospitality Marketing and Experience-Based Promotion**

Research related to hospitality marketing explains that customer experience, ambiance, service quality, and promotional engagement significantly influence customer satisfaction and brand loyalty. According to Rather (2021), hospitality businesses increasingly use experience-based marketing strategies, influencer collaborations, themed campaigns, and digital engagement activities to improve customer connection and competitive positioning within the market.

The literature also explains that hospitality businesses must continuously adapt to changing customer preferences, digital trends, and online audience behavior to maintain relevance and long-term engagement. Maintaining consistency in promotional quality, creative

communication, and audience interaction is considered essential for hospitality brand growth and customer retention. These findings were strongly connected to the practical experiences observed during the internship, especially during event promotions, hospitality campaigns, influencer activities, and the Molecular Gastronomy Masterclass organized under Chef Nepal.

Overall, the reviewed literature highlights the importance of digital marketing, branding, content-driven communication, audience engagement, and hospitality promotion strategies in strengthening customer relationships, improving brand visibility, and supporting long-term organizational growth within the culinary and hospitality industry.

### 3.4 Recommendations to the Company

Based on the identified challenges and practical observations during the internship, the following recommendations are suggested to improve marketing efficiency, operational management, audience engagement, and overall business performance at Chef Nepal and The Society – Fine Dining, Redefined:

**Strengthen operational and workflow management:** The organization should implement a more structured operational system with clear task delegation, scheduling, and coordination processes to improve efficiency during campaigns, events, memberships, and hospitality activities.

**Build stronger sponsorship and partnership strategies:** Chef Nepal should focus on creating more professional sponsorship presentations, partnership proposals, and brand communication strategies to increase sponsor confidence and secure long-term collaborations.

**Enhance consistent digital marketing activities:** Maintaining regular, high-quality, and audience-focused content across social media platforms can help improve long-term audience engagement, brand visibility, and digital growth.

**Improve campaign and event planning systems:** The organization should adopt more organized planning and coordination methods for large-scale campaigns, hospitality promotions, and events such as masterclasses to ensure smoother execution and better workflow management.

**Strengthen audience and community engagement:** Regular interaction with chefs, hospitality professionals, customers, and digital audiences through memberships, campaigns, podcasts, and hospitality experiences can help build a stronger community and customer loyalty.

**Expand collaborations and industry networking:** Increasing collaborations with restaurants, chefs, influencers, hospitality businesses, and media platforms can strengthen market presence, credibility, and promotional reach.

**Improve internal communication and coordination:** Better communication and coordination between marketing, content, operations, and hospitality teams can improve campaign execution, reduce operational confusion, and increase overall productivity.

**Diversify promotional and branding strategies:** The organization should reduce heavy dependence on a single digital platform by exploring multiple marketing channels, promotional formats, and audience engagement strategies.

**Focus on long-term brand positioning:** Consistent branding, storytelling, and hospitality-focused promotional activities should be maintained to strengthen Chef Nepal's identity as a leading culinary and hospitality platform in Nepal.

Overall, the internship at Chef Nepal and The Society – Fine Dining, Redefined provided valuable practical exposure to digital marketing, branding, hospitality promotion, and operational coordination within Nepal's culinary and hospitality industry. The experience helped strengthen my professional skills, practical knowledge, and understanding of real-world marketing and business operations.

### **3.5 Learning Outcome from the Co-Op Studies**

The Co-Op Studies experience at Chef Nepal and The Society – Fine Dining, Redefined provided me with practical industry exposure beyond academic learning and helped me understand the real working environment of Nepal's culinary and hospitality industry. Through direct involvement in marketing campaigns, hospitality promotions, sponsorship coordination, and event operations, I developed a stronger understanding of how branding, audience engagement, and business promotion are managed in practice.

One of the most valuable learning outcomes was understanding the importance of strategic content planning and audience-focused communication in digital marketing. I learned how different types of content, storytelling approaches, and promotional strategies influence audience engagement, customer interaction, and brand visibility across digital platforms. Working on Chef Nepal Membership promotions also helped me understand how digital engagement can contribute to actual customer conversion and community growth.

Another important learning outcome was gaining practical exposure to event operations and hospitality coordination through the Molecular Gastronomy Masterclass. Unlike classroom learning, this experience allowed me to observe and manage real-time coordination, promotional execution, operational workflow, participant communication, and content management during a live professional event. This helped me improve my adaptability, multitasking ability, time management, and problem-solving skills under pressure.

The internship also helped me understand the challenges faced by growing creative and hospitality-based organizations in Nepal, particularly in areas such as sponsorship confidence, operational structure, audience retention, and campaign consistency. Observing these practical challenges gave me a more realistic understanding of business growth, digital branding, and hospitality marketing within Nepal's developing culinary industry.

Overall, this experience enhanced both my professional and personal development by improving my communication, teamwork, creativity, strategic thinking, and practical marketing skills while providing valuable real-world exposure to branding, hospitality operations, and digital business management.

### **3.6 Application of the Knowledge from Coursework to the Real Working Situation**

The internship experience at Chef Nepal and The Society allowed me to apply classroom knowledge in a practical and fast-paced working environment. Concepts learned in marketing courses such as branding, consumer behavior, digital marketing, and promotional strategy became directly applicable while handling real campaigns, audience engagement, and hospitality promotions.

While working on membership promotions, social media campaigns, and event marketing activities, I understood how marketing strategies are implemented beyond theoretical planning.

## Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

I learned how audience psychology, content presentation, timing, and digital engagement affect customer response and promotional performance in real situations.

The experience also helped me apply communication and management-related knowledge while coordinating with different teams during campaigns and events. Supporting the Molecular Gastronomy Masterclass particularly helped me understand practical event operations, workflow management, and promotional coordination under real-time pressure, which was very different from academic learning.

Additionally, working in a creative and hospitality-focused environment improved my adaptability, multitasking ability, decision-making, and problem-solving skills. Overall, the internship helped me connect academic concepts with practical industry experience while giving me a clearer understanding of marketing and business operations in Nepal's culinary and hospitality sector.

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

The internship experience at Chef Nepal and The Society – Fine Dining, Redefined helped me gain practical industry exposure beyond academic learning and allowed me to develop both creative and professional skills within a real working environment. Working in a fast-moving culinary and hospitality ecosystem helped me understand how marketing, branding, content, hospitality operations, and audience engagement work together in actual business situations.

#### **1. Marketing and Branding Skills**

Digital Marketing Knowledge:

Developed practical understanding of social media marketing, digital promotions, audience engagement, and online branding strategies across platforms such as Instagram, Facebook, TikTok, and YouTube.

Content Planning and Campaign Execution:

Learned how to plan marketing content, execute campaigns, and manage audience-focused promotional activities for memberships, hospitality promotions, and events.

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

**Brand Communication and Storytelling:**  
Improved understanding of how creative storytelling, visual presentation, and communication strategies influence audience interest and brand perception.

**Sponsorship and Partnership Exposure:**

Gained practical exposure to sponsorship communication, promotional coordination, and partnership-related marketing activities within the hospitality and culinary industry.

**Hospitality and Event Promotion:**

Developed practical knowledge of hospitality marketing, customer engagement strategies, event promotions, and experience-based branding activities.

## **2. Operational and Professional Skills**

**Event Coordination and Workflow Management:**

Strengthened coordination and operational management skills while supporting the Molecular Gastronomy Masterclass, including promotional planning, content coordination, and smooth workflow execution during the event period.

**Teamwork and Collaboration:**

Learned to work collaboratively with management, content teams, hospitality staff, operational teams, and creative teams during campaigns and events.

**Communication Skills:**

Improved professional communication skills through regular coordination, audience interaction, sponsorship communication, and promotional activities.

**Adaptability and Multitasking:**

Developed the ability to handle multiple responsibilities simultaneously, including marketing activities, operational coordination, content execution, and event support within a fast-paced environment.

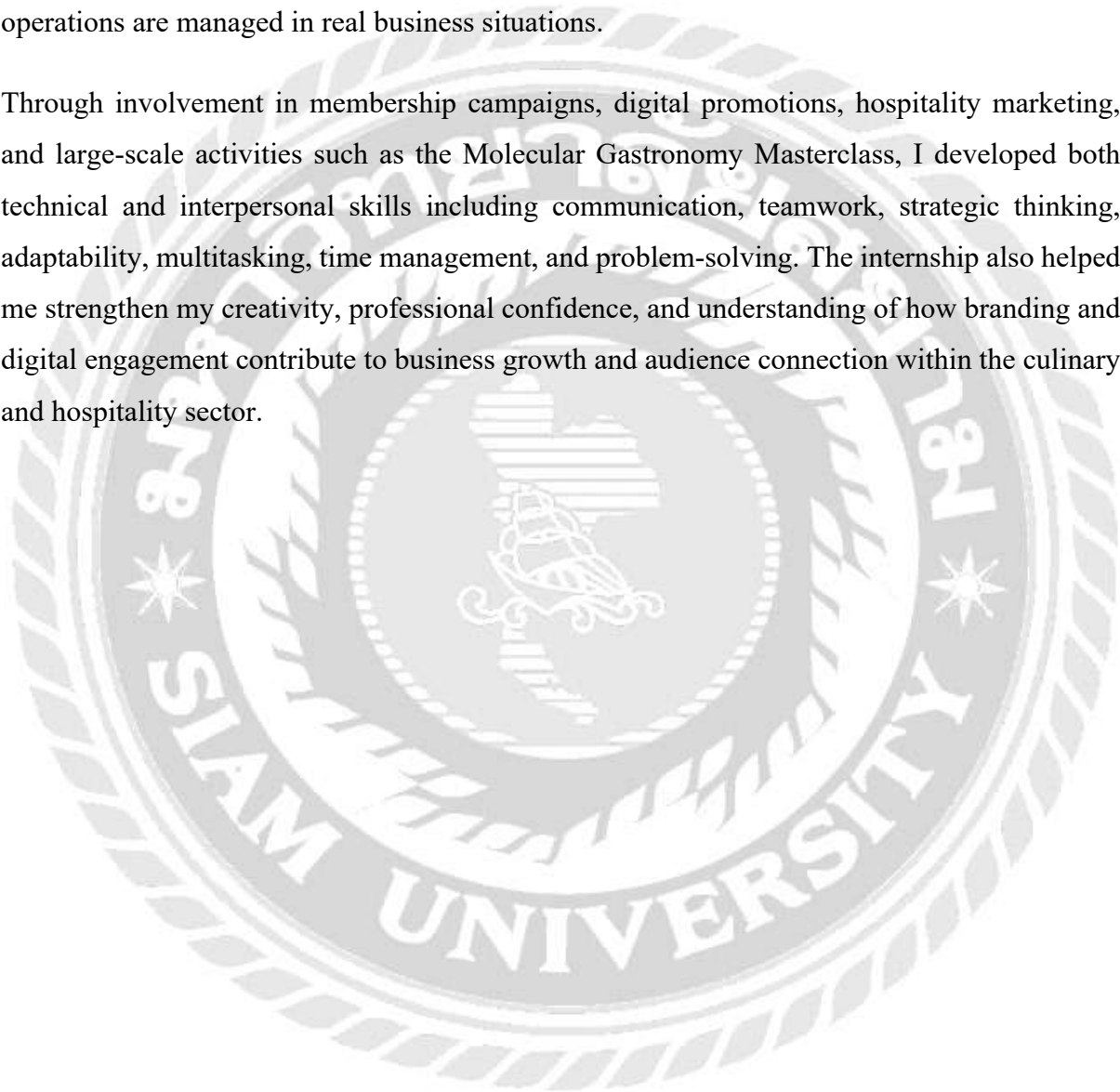
**Problem-Solving and Time Management:**

Enhanced the ability to manage challenges, adjust to changing situations, and complete tasks effectively within deadlines and operational pressure.

## Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

Overall, the internship experience at Chef Nepal and The Society – Fine Dining, Redefined provided me with valuable practical exposure to digital marketing, branding, hospitality promotion, event coordination, audience engagement, and operational management within Nepal’s culinary and hospitality industry. The experience allowed me to work in a dynamic and creative environment where I was able to understand how marketing strategies, customer engagement activities, promotional campaigns, sponsorship coordination, and hospitality operations are managed in real business situations.

Through involvement in membership campaigns, digital promotions, hospitality marketing, and large-scale activities such as the Molecular Gastronomy Masterclass, I developed both technical and interpersonal skills including communication, teamwork, strategic thinking, adaptability, multitasking, time management, and problem-solving. The internship also helped me strengthen my creativity, professional confidence, and understanding of how branding and digital engagement contribute to business growth and audience connection within the culinary and hospitality sector.



## **Chapter 4**

### **Conclusion**

The cooperative education internship at Chef Nepal and The Society – Fine Dining, Redefined was a highly valuable learning experience that provided me with practical exposure to digital marketing, branding, hospitality promotion, audience engagement, sponsorship coordination, and operational management within Nepal’s culinary and hospitality industry. Throughout the internship, I had the opportunity to work in a dynamic and fast-paced environment where I was involved in real marketing campaigns, promotional activities, event coordination, and digital content execution.

Through my involvement in activities such as the Chef Nepal Membership campaign, hospitality promotions for The Society, digital audience engagement, and the Molecular Gastronomy Masterclass, I gained practical understanding of how marketing strategies, branding activities, customer engagement, and operational coordination are implemented in real business situations. The experience allowed me to strengthen both my creative and professional skills while improving my communication, teamwork, adaptability, multitasking, problem-solving, and strategic thinking abilities.

The internship also helped me understand the practical challenges faced by growing culinary and hospitality platforms in Nepal, particularly in areas such as sponsorship confidence, operational structure, audience retention, and digital competition. Observing and working within these challenges gave me a more realistic understanding of business growth, hospitality branding, and content-driven marketing within the Nepalese market.

Overall, this cooperative education experience successfully bridged the gap between academic learning and practical industry exposure. It enhanced my confidence, professional capabilities, and understanding of marketing and hospitality operations while preparing me for future career opportunities within the fields of digital marketing, branding, hospitality, and business development.

#### **4.1 Summary of Highlights from My Co-op Experience**

The co-op experience at Chef Nepal and The Society – Fine Dining, Redefined exposed me to a highly dynamic working environment where creativity, marketing, hospitality, and operations

## Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

were closely connected. One of the most memorable parts of the internship was being directly involved in real campaigns and projects rather than only observing organizational activities. This allowed me to understand how ideas are transformed into actual promotional executions and audience engagement activities.

A major highlight of my internship was working on the Chef Nepal Membership campaign. I contributed to content planning, promotional execution, and marketing communication that helped increase audience curiosity and chef engagement toward the membership platform. Observing how strategic digital content could generate direct audience response and registrations became one of the most practical learning experiences during the internship.

Another important highlight was my involvement in the Molecular Gastronomy Masterclass organized under Chef Nepal. Unlike regular marketing activities, this experience required continuous coordination, operational support, content management, communication handling, and real-time problem solving throughout the event period. Being involved from promotional planning to smooth execution gave me practical exposure to how professional hospitality and culinary events are managed behind the scenes.

The internship also gave me the opportunity to work on hospitality-related promotions and branding activities for The Society. Through campaign planning, customer-focused promotions, and digital engagement activities, I gained better understanding of how hospitality businesses use branding, ambiance, storytelling, and customer experience to attract and retain audiences.

Beyond technical learning, the experience also helped me become more adaptable, responsible, and confident while working under pressure and handling multiple responsibilities simultaneously. Since the work environment was fast-paced and flexible, I learned how to manage changing priorities, coordinate with different teams, and maintain creativity while meeting deadlines and operational requirements.

Overall, the co-op experience provided practical industry exposure that went far beyond classroom learning and helped me develop a more realistic understanding of marketing, hospitality operations, audience engagement, and business growth within Nepal's culinary and hospitality sector.

## 4.2 Self-Assessment of Professional Development

This co-op experience helped me grow not only professionally but also personally. Working at Chef Nepal and The Society exposed me to a fast-paced environment where I had to handle creativity, communication, coordination, marketing, and operations at the same time. Compared to the beginning of my internship, I became much more confident in handling responsibilities independently and working under pressure.

Some of the major areas where I experienced growth are:

- Improved confidence in professional communication and coordination with management, chefs, influencers, customers, and team members
- Better understanding of real-world marketing beyond classroom theory, especially audience engagement, branding, and campaign execution
- Developed the ability to multitask and manage responsibilities during campaigns, events, and operational activities simultaneously
- Learned how to adapt quickly in fast-moving work environments where priorities and tasks constantly change
- Strengthened creativity and content planning skills through hands-on involvement in digital campaigns and promotional activities
- Improved teamwork and collaboration while working with content teams, operational staff, hospitality teams, and management
- Gained practical understanding of event workflow and operational coordination through the Molecular Gastronomy Masterclass
- Became more responsible, disciplined, and solution-oriented while handling deadlines, campaign pressure, and live-event situations

One of the biggest personal developments during this internship was learning how creative ideas, marketing strategies, customer experience, and operations are all connected in actual business situations. The experience helped me become more professionally aware and gave me a clearer understanding of the skills and mindset required in the marketing and hospitality industry.

### 4.3 Limitations of My Co-Op Studies

Although the co-op experience provided valuable practical exposure, there were several limitations during the internship period that affected workflow, campaign execution, and overall operational efficiency. Since Chef Nepal and The Society operated within a small and flexible working structure, managing multiple campaigns, hospitality activities, content production, memberships, sponsorship coordination, and event operations simultaneously was sometimes challenging.

Some of the major limitations experienced during the internship were:

- Limited structured operational systems during large-scale campaigns and event activities
- Difficulty in maintaining consistent content production and audience engagement while handling multiple responsibilities simultaneously
- Limited manpower and resource availability during busy campaign periods and hospitality operations
- Challenges in long-term sponsorship and partnership confidence due to the developing nature of Nepal's culinary media industry
- Heavy dependence on social media platforms for audience reach, engagement, and promotional activities
- Difficulty in balancing marketing activities with operational coordination during live events and hospitality campaigns
- Constantly changing digital trends and audience behavior, requiring continuous adaptation in content and promotional strategies
- Time limitations while handling content planning, campaign execution, operational support, and coordination activities together

Despite these limitations, the experience provided valuable learning opportunities and helped me understand the practical realities and challenges involved in marketing, hospitality operations, event coordination, and digital audience management within Nepal's culinary and hospitality industry.

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

Based on my overall internship experience at Chef Nepal and The Society – Fine Dining, Redefined, I believe the organization has strong creative and branding potential but can further improve its growth and operational efficiency through more structured systems and long-term strategic planning.

Some recommendations based on practical observation are:

##### **Build a more structured workflow system**

Since multiple activities such as content production, campaigns, events, memberships, sponsorships, and hospitality operations are managed simultaneously, implementing clearer workflow systems, scheduling, and task delegation would improve efficiency and reduce operational pressure during busy periods.

##### **Focus on stronger long-term sponsorship strategies**

Many businesses show curiosity toward Chef Nepal, but some hesitate because the concept is still new in Nepal. Developing more professional sponsorship proposals, case studies, audience insights, and partnership presentations could help increase sponsor confidence and secure more stable long-term collaborations.

##### **Maintain consistency in digital branding**

The organization performs strongly when content and campaigns are consistent. Therefore, maintaining regular content quality, storytelling, audience interaction, and branding activities across social media platforms would help strengthen long-term audience retention and visibility.

##### **Expand community-building activities**

Chef Nepal has strong potential to build a larger culinary community in Nepal. Increasing workshops, networking events, chef collaborations, podcasts, and membership engagement activities could further strengthen audience loyalty and industry participation.

##### **Strengthen coordination during events and campaigns**

Large-scale activities such as the Molecular Gastronomy Masterclass require continuous coordination between marketing, content, hospitality, and operational teams. More organized

communication systems and advance planning would help improve smoother execution during future events.

### **Diversify marketing and promotional activities**

The organization currently relies heavily on social media platforms for growth and audience engagement. Expanding promotional activities through collaborations, partnerships, media exposure, and physical events could help increase brand reach and reduce dependency on a single marketing channel.

### **Invest more in content quality and creative storytelling**

Chef Nepal's identity is strongly connected to storytelling, culinary culture, and audience emotion. Therefore, focusing on more creative production quality, unique storytelling approaches, and audience-centered content would further strengthen the brand image and digital performance.

Overall, Chef Nepal and The Society have strong potential for future growth within Nepal's culinary and hospitality industry, and with more structured systems and consistent branding strategies, the organization can further strengthen its market position and long-term sustainability.

The organization can further strengthen its long-term competitive position by expanding membership benefits, developing structured certification and training programs, increasing international collaborations, and building stronger digital platforms for chefs and hospitality businesses. These initiatives can create additional value for stakeholders while supporting sustainable organizational growth.

## References

- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2022). *Social media in marketing: A review and analysis of the existing literature*. Computers in Human Behavior. <https://www.sciencedirect.com/science/article/abs/pii/S0747563222001953>
- Baltes, L. P. (2021). *Content marketing – The fundamental tool of digital marketing*. MDPI Proceedings. <https://www.mdpi.com/2673-4591/2/1/79>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). *Setting the future of digital and social media marketing research: Perspectives and research propositions*. International Journal of Information Management. <https://www.sciencedirect.com/science/article/pii/S0268401220308082>
- Foroudi, P., Cuomo, M. T., Foroudi, M. M., Katsikeas, C. S., & Gupta, S. (2021). *Linking identity and heritage with image and reputation for competition*. Journal of Business Research. <https://www.sciencedirect.com/science/article/abs/pii/S0148296320304560>
- Rather, R. A. (2021). *Customer experience and engagement in hospitality and tourism services*. Journal of Hospitality and Tourism Technology. <https://www.emerald.com/insight/content/doi/10.1108/JHTT-07-2020-0139/full/html>

### Appendices

Appendix A: Daily Worksheet

Name of Student: Birangana Reule

Name of the Organization: Sales and Marketing Intern at Chef Nepal and The Society – Fine Dining, Redefined

Name of Organization’s Supervisor: Mr.Dharma Raj Pandey

Date: February 6, 2026 – August 6, 2026

**Table 2: My Daily Task Record**

DAY	DATE	DAY	TASK ASSIGNED
Day 1	06/02	Friday	Assisted in understanding ongoing marketing activities, branding workflow, and social media operations at Chef Nepal and The Society
Day 2	08/02	Sunday	Coordinated and supported Galentine’s promotional content shoot for The Society
Day 3	09/02	Monday	Assisted in Valentine’s promotional shoot and hospitality campaign execution
Day 4	10/02	Tuesday	Worked on campaign posting plans, caption coordination, and audience engagement activities
Day 5	11/02	Wednesday	Assisted in content review, promotional scheduling, and hospitality branding activities
Day 6	12/02	Thursday	Coordinated social media promotional activities and customer interaction tasks

Week 2 Date Day Task Assigned

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

DAY	DATE	DAY	TASK ASSIGNED
Day 1	13/02	Friday	Worked on hospitality campaign follow-ups and audience engagement monitoring
Day 2	15/02	Sunday	Planned promotional activities and content ideas for upcoming Gastropod shoot
Day 3	16/02	Monday	Coordinated shoot preparation, guest communication, and content planning
Day 4	17/02	Tuesday	Conducted breakfast promotional shoot and campaign content execution
Day 5	18/02	Wednesday	Worked on hospitality promotion content and audience engagement planning
Day 6	19/02	Thursday	Assisted in social media campaign coordination and promotional scheduling

Week 3 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	20/02	Friday	Continued planning and coordination for Gastropod podcast production
Day 2	22/02	Sunday	Attended Gastropod shoot at Baneshwor studio and supported content coordination
Day 3	23/02	Monday	Assisted in organizing podcast-related promotional materials and content review
Day 4	24/02	Tuesday	Worked on audience engagement and membership promotional activities

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

Day 5	25/02	Wednesday	Coordinated social media posting and campaign communication activities
Day 6	26/02	Thursday	Assisted in digital branding and content scheduling activities

Week 4 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	27/02	Friday	Worked on promotional planning and customer engagement activities
Day 2	01/02	Sunday	Planned digital promotional activities for Chef Nepal membership campaign
Day 3	02/02	Monday	Holiday (Holi)
Day 4	03/02	Tuesday	Resumed campaign coordination and social media engagement activities
Day 5	04/02	Wednesday	Election Holiday
Day 6	05/02	Thursday	Election Holiday

Week 5 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	06/03	Friday	Election Holiday
Day 2	08/03	Sunday	Worked on membership promotion and digital engagement planning
Day 3	09/03	Monday	Assisted in content coordination and hospitality promotional activities

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

Day 4	10/03	Tuesday	Worked on social media branding and campaign scheduling
Day 5	11/03	Wednesday	Assisted in digital campaign execution and audience engagement
Day 6	12/03	Thursday	Coordinated content review and promotional communication

Week 6 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	13/03	Friday	Supported hospitality promotion and campaign planning activities
Day 2	15/03	Sunday	Planned employee-focused branding and internal promotional content
Day 3	16/03	Monday	Conducted employee shoot for The Society promotional content
Day 4	17/03	Tuesday	Assisted in editing coordination and content review activities
Day 5	18/03	Wednesday	Participated in Google Meet session for Chef Nepal Membership orientation
Day 6	19/03	Thursday	Followed up with interested membership participants and inquiries

Week 7 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
-----	------	-----	---------------

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

Day 1	20/03	Friday	Worked on planning and concept development for Chef Nepal recipe series
Day 2	22/03	Sunday	Coordinated and supported Chef Nepal recipe series shoot
Day 3	23/03	Monday	Conducted breakfast and matcha launch promotional content shoot
Day 4	24/03	Tuesday	Worked on matcha menu planning and promotional campaign ideas
Day 5	25/03	Wednesday	Coordinated influencer brunch planning and hospitality event preparation
Day 6	26/03	Thursday	Assisted in audience engagement and promotional communication activities

Week 8 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	27/03	Friday	Managed final coordination for influencer brunch event and hospitality setup
Day 2	29/03	Sunday	Supported influencer brunch event execution and content coordination
Day 3	30/03	Monday	Assisted in post-event content organization and audience engagement promotional content

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

Day 4	31/03	Tuesday	Worked on digital branding and promotional follow-up activities
Day 5	01/04	Wednesday	Coordinated content scheduling and social media communication
Day 6	02/04	Thursday	Managed follow-ups with Chef Nepal membership participants and inquiries

Week 9 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	03/04	Friday	Attended BOD meeting and supported coordination activities
Day 2	05/04	Sunday	Assisted in promotional planning for Molecular Gastronomy Masterclass
Day 3	06/04	Monday	Worked on social media promotions and audience engagement activities
Day 4	07/04	Tuesday	Coordinated participant communication and campaign scheduling
Day 5	08/04	Wednesday	Assisted in content planning and operational preparation activities
Day 6	09/04	Thursday	Supported digital promotion and hospitality coordination

Week 10 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
-----	------	-----	---------------

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

Day 1	10/04	Friday	Continued masterclass campaign coordination and workflow planning
Day 2	12/04	Sunday	Assisted in final preparation and coordination for Molecular Gastronomy Masterclass
Day 3	13/04	Monday	Coordinated participant communication and operational workflow
Day 4	14/04	Tuesday	Supported event setup and promotional content preparation
Day 5	15/04	Wednesday	Supported opening coordination and promotional activities for masterclass
Day 6	16/04	Thursday	Managed content coverage and participant coordination during masterclass

Week 11 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	17/04	Friday	Assisted in operational workflow and hospitality coordination
Day 2	19/04	Sunday	Coordinated social media posting and masterclass engagement activities
Day 3	20/04	Monday	Assisted in event operations and participant support activities
Day 4	21/04	Tuesday	Managed content execution and hospitality coordination
Day 5	22/04	Wednesday	Assisted in final execution and operational closing activities

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

Day 6	23/04	Thursday	Attended Bhrikutimandap Business Expo and sponsorship networking activities
-------	-------	----------	---

Week 12 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	24/04	Friday	Conducted sponsor follow-ups and organized business contact information
Day 2	26/04	Sunday	Assisted in partnership communication and sponsorship coordination
Day 3	27/04	Monday	Worked on promotional planning and digital branding activities
Day 4	28/04	Tuesday	Supported social media engagement and campaign coordination
Day 5	29/04	Wednesday	Assisted in audience interaction and promotional communication
Day 6	30/04	Thursday	Worked on content planning and campaign review activities

Week 13 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	01/05	Friday	Coordinated hospitality promotional activities and branding support
Day 2	03/05	Sunday	Coordinated hospitality event planning and operational preparation

Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

Day 3	04/05	Monday	Conducted employee shoot for The Society promotional content
Day 4	05/05	Tuesday	Assisted in promotional planning for corporate dinner event
Day 5	06/05	Wednesday	Assisted in operational setup and hospitality coordination
Day 6	07/05	Thursday	Managed corporate dinner event coordination and content execution

Week 14 Date Day Task Assigned

DAY	DATE	DAY	TASK ASSIGNED
Day 1	08/05	Friday	Assisted in post-event promotional activities and audience engagement
Day 2	10/05	Sunday	Worked on social media campaign updates and hospitality promotional planning
Day 3	11/05	Monday	Coordinated digital branding activities and audience interaction monitoring
Day 4	12/05	Tuesday	Assisted in content planning and campaign communication activities
Day 5	13/05	Wednesday	Worked on membership promotional follow-ups and customer engagement
Day 6	14/05	Thursday	Assisted in content review, campaign scheduling, and promotional coordination

Photo Gallery



Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined



Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined



Marketing Strategy and Digital Content Execution at Chef Nepal and The Society – Fine Dining, Redefined

