



## **Cooperative Education Report**

**Crafting Digital Presence: A Report on Marketing Strategies and Internship Experience at  
Vaidya Group in Nepal's Aesthetic and Lifestyle Industry**

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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative  
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**Siam University**

**Title:** Crafting Digital Presence: A Report on Marketing Strategies and Internship Experience at Vaidya Group in Nepal's Aesthetic and Lifestyle Industry

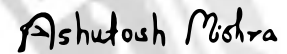
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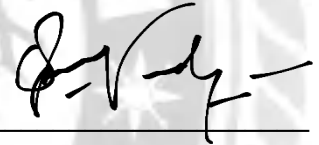
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**Project Title:** Crafting Digital Presence: A Report on Marketing Strategies and Internship Experience at Vaidya Group in Nepal's Aesthetic and Lifestyle Industry

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

### ABSTRACT

This cooperative education report presents my 16-week internship experience at **Vaidya Group**, conducted from March 1, 2026 and is expected to conclude on June 30, 2026, as part of the Bachelor of Business Administration program. As part of my ongoing internship, I worked as a Marketing Intern and was involved in marketing activities for three different brands under Vaidya Group: **Vitàvie Aesthetics & Anti-Aging Clinic**, **Virtú Authentic**, and **Vetra Motors**. Each brand operated in a different industry and required a different marketing approach. Vitàvie focused on premium aesthetic medicine, anti-aging treatments, regenerative beauty, and wellness services. Virtú Authentic focused on skincare and wellness products from brands such as V'anhalla and Somethinc. Vetra Motors was a pre-launch electric scooter brand, where my work mainly focused on market research, competitor analysis, content planning, brand positioning, and launch-related visual direction.

The report analyzes the company profile, organizational structure, my job position, marketing responsibilities, strategic analysis, learning outcomes, and challenges encountered during the internship. It also reflects on how classroom knowledge in branding, digital marketing, consumer behavior, market research, and integrated marketing communication was applied in real working situations. The experience helped me understand that executing a marketing plan is more complex than simply generating creative ideas, as it requires coordination, brand consistency, strategic thinking, and continuous adaptation.

**Keywords:** *Digital Marketing, Social Media Marketing, Brand Positioning, Aesthetic Clinic, Skincare E-commerce, Electric Mobility, Vaidya Group*

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I am grateful to my academic advisor, Mr. Ashutosh Mishra, for his guidance, feedback, and support throughout the internship and report preparation process. His supervision helped me structure my learning experience and connect my practical work with academic expectations.

I would also like to extend my appreciation to Vaidya Group for providing me with the opportunity to work as a Marketing Intern. I am especially thankful to Mr. Karan Vaidya and Dr. Garima Shrestha for their guidance, direction, and trust throughout my ongoing internship. Working under their supervision allowed me to gain valuable exposure to marketing across aesthetic healthcare, skincare e-commerce, and electric mobility.

I am also thankful to my colleague Kriti Chaudhary, who worked alongside me as a marketing intern. Collaborating with her helped me understand teamwork, coordination, and the importance of sharing responsibilities across multiple brands. I would also like to thank the staff members, nurses, doctors, and other team members at Vitàvie for their cooperation during content shoots, service communication, and daily marketing activities.

Finally, I would like to thank my family, friends, and faculty members for their encouragement and support throughout this internship journey. This cooperative education experience has contributed significantly to my personal and professional development as a marketing student.

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## TABLE OF CONTENTS

ABSTRACT .....	3
ACKNOWLEDGEMENT .....	4
TABLE OF CONTENTS .....	5
LIST OF ILLUSTRATION .....	7
LIST OF FIGURES .....	8
LIST OF ACRONYMS .....	9
CHAPTER 1: INTRODUCTION.....	10
1.1 Background of Cooperative Education .....	10
1.2 Company Profile: Vaidya Group.....	11
1.3 Vision of the Company.....	12
1.4 Mission of the Company .....	12
1.5 Core Values of the Company .....	13
1.6 Strategies of the Company.....	13
1.7 Brands Under Study .....	14
1.7.1 Vitàvie Aesthetics & Anti-Aging Clinic .....	14
1.7.2 Virtú Authentic.....	15
1.7.3 Vetra Motors.....	16
1.8 Comparative Overview of the Three Brands.....	17
1.9 Organizational Structure.....	18
1.10 My Job Position.....	19
1.11 My Job Position in the Organizational Structure .....	20
1.12 Intention and Motivation to Choose Vaidya Group .....	21
1.13 Statement of the Report.....	24
1.14 Objectives of the Cooperative Study .....	24
CHAPTER 2: COOPERATIVE STUDY ACTIVITIES.....	25
2.1 Job Description.....	25
2.2 Job Responsibilities and Work Duties.....	27
2.3 Activities in Coordination with Co-workers .....	31
2.4 Job Process Diagram .....	32

2.4.1 Job Process Diagram for Vitàvie Aesthetics & Anti-Aging Clinic .....	32
2.4.2 Job Process Diagram for Virtú Authentic .....	34
2.4.3 Job Process Diagram for Vetra Motors .....	36
2.4.4 Comparison of the Three Job Processes .....	37
2.5 Contributions as a Cooperative Student .....	38
CHAPTER 3: LEARNING PROCESS .....	39
3.1 Problems and Issues Encountered During the Internship .....	39
3.2 Problem Analysis .....	42
3.3 Solutions and Improvements .....	43
3.4 Recommendations to the Company .....	45
3.5 Learning Outcomes from the Internship .....	46
3.6 Application of Coursework Knowledge to Real Working Situations .....	47
3.7 Special Skills and New Knowledge Gained .....	49
CHAPTER 4: CONCLUSION .....	50
4.1 Summary of Highlights of the Cooperative Study .....	50
4.2 Evaluation of Work Experience .....	52
4.3 Limitations of the Cooperative Study .....	54
4.4 Recommendations .....	55
4.4.1 Recommendations for Vaidya Group .....	55
4.4.2 Recommendations for Vitàvie .....	55
4.4.3 Recommendations for Virtú Authentic .....	55
4.4.4 Recommendations for Vetra Motors .....	56
4.4.5 Recommendations for Future Cooperative Students .....	56
4.5 Final Reflection .....	57
REFERENCES .....	58
APPENDICES .....	59
PHOTO GALLERY .....	64

## LIST OF ILLUSTRATION

***Illustration 1: Vaidya Group***

*Logo*.....11

***Illustration 2: Vitàvie Logo***.....14

***Illustration 3: Virtú Logo***.....15

***Illustration 4: Vetra***

*Logo*.....16

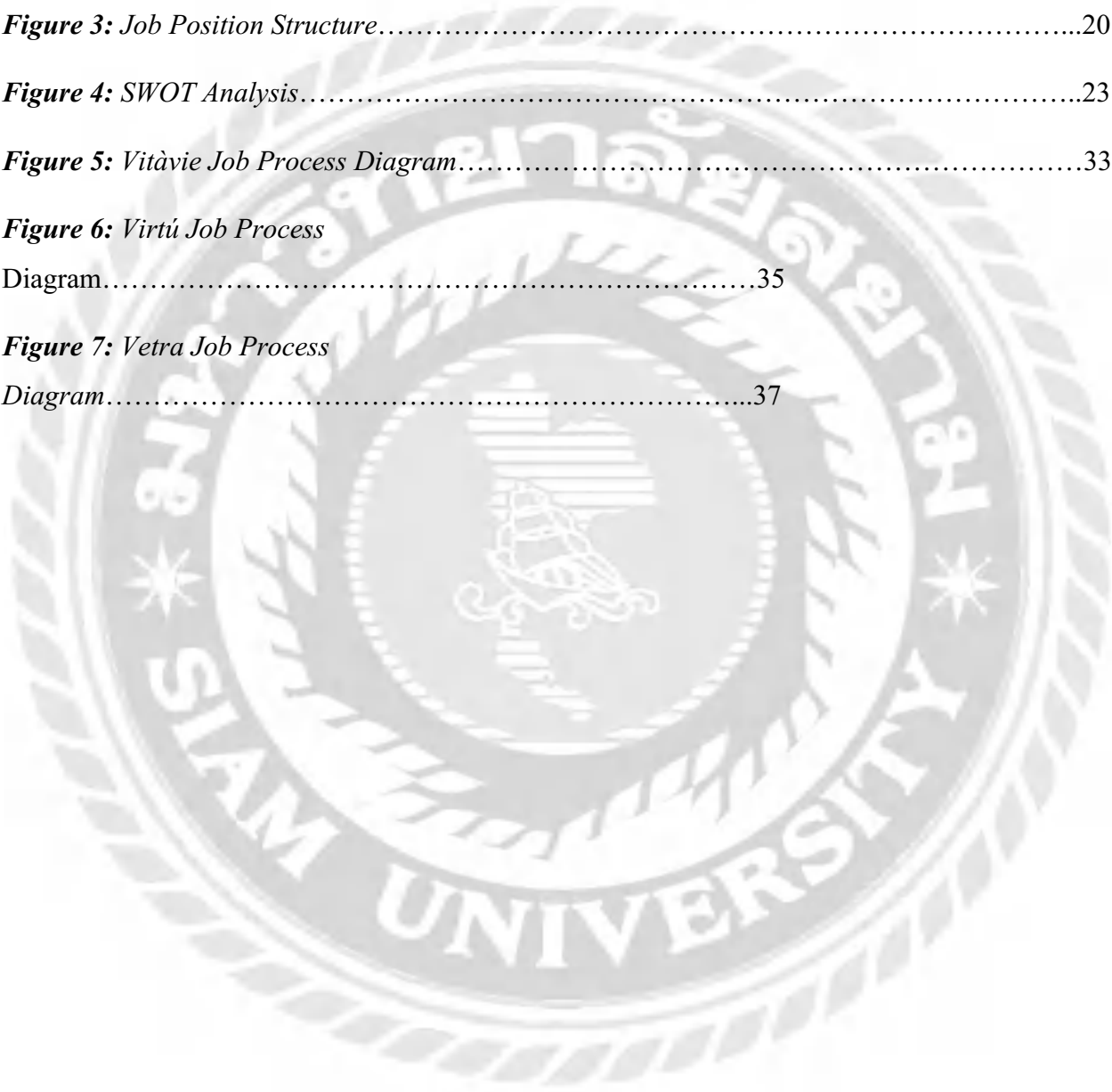
***Illustration 5: Vitàvie Content Calendar for***

*March*.....27



## LIST OF FIGURES

<i>Figure 1: Comparative Overview</i> .....	17
<i>Figure 2: Vaidya Group Organizational Structure</i> .....	18
<i>Figure 3: Job Position Structure</i> .....	20
<i>Figure 4: SWOT Analysis</i> .....	23
<i>Figure 5: Vitàvie Job Process Diagram</i> .....	33
<i>Figure 6: Virtú Job Process Diagram</i> .....	35
<i>Figure 7: Vetra Job Process Diagram</i> .....	37



## LIST OF ACRONYMS

**AMWC:** *Aesthetic & Anti-Aging Medicine World Congress*

**CWIE:** *Cooperative and Work Integrated Education*

**EV:** *Electric Vehicle*

**FAQ:** *Frequently Asked Questions*

**GFC:** *Growth Factor Concentrate*

**HIFU:** *High-Intensity Focused Ultrasound*

**IG:** *Instagram*

**IMC:** *Integrated Marketing Communication*

**IV:** *Intravenous*

**KCM:** *Kathmandu College of Management*

**KPI:** *Key Performance Indicator*

**OPD:** *Outpatient Department*

**PAN:** *Permanent Account Number*

**PLLA:** *Poly-L-Lactic Acid*

**PRP:** *Platelet-Rich Plasma*

**RF:** *Radiofrequency*

**SEO:** *Search Engine Optimization*

**SIME:** *Salon International de la Médecine Esthétique*

**SMM:** *Social Media Marketing*

**SWOT:** *Strengths, Weaknesses, Opportunities, and Threats*

**VAT:** *Value Added Tax*

**WOW:** *World of Women*

## **CHAPTER 1: INTRODUCTION**

### **1.1 Background of Cooperative Education**

Cooperative Education is an important part of the final year of the Bachelor of Business Administration program. It allows students to apply classroom learning in a real workplace and gain practical exposure to organizational systems, professional responsibilities, and industry expectations.

Cooperative and Work Integrated Education focuses on workplace learning and the development of knowledge and skills that improve employability. At Siam University, Cooperative Education is conducted as a 16-week workplace-based learning program under the supervision of both job supervisors and academic supervisors.

As a final-year BBA Marketing student at Kathmandu College of Management, I am currently undertaking my 16-week Cooperative Education internship at Vaidya Group, which began on March 1, 2026 and is expected to conclude on June 30, 2026. As part of my ongoing internship, I worked as a Marketing Intern and was involved with three major brands: Vitàvie Aesthetics & Anti-Aging Clinic, Virtú Authentic, and Vetra Motors. My internship allowed me to work in areas such as digital marketing, social media marketing, content creation, SEO planning, e-commerce preparation, market research, competitor analysis, campaign planning, and brand communication.

The Cooperative Education report should explain the student's job responsibilities, contributions, learning outcomes, problems encountered, solutions, recommendations, and evaluation of the work experience. It also requires four main chapters: Introduction, Co-op Study Activities, Learning Process, and Conclusion.

## 1.2 Company Profile: Vaidya Group

Vaidya Group is a diversified business conglomerate based in Nepal. The group was founded with the vision of contributing to the development of Nepal by delivering high-quality services across different industries. According to the Vaidya Group brochure, the company began with the dream of placing Nepal prominently on the world map while providing excellent service to the people of the country. Over time, it has grown into one of Nepal's leading conglomerates.

The company was founded by Mr. Kiran Vaidya, Chairman and Founder of Vaidya Group. Under his leadership, the group has expanded across multiple sectors, including automobiles, waterworks, hospitality, agriculture, real estate, construction, pharmaceutical manufacturing, trade, and medical education. The group's business portfolio reflects a strong diversification strategy and a long-term focus on national development.

During my ongoing internship, I was mainly involved with Vaidya Group's emerging business areas, especially Vitàvie Aesthetics & Anti-Aging Clinic, Virtú Authentic, and Vetra Motors. These brands represent the group's expansion into aesthetic healthcare, skincare and wellness products, e-commerce, and electric mobility.



*Illustration 1: Vaidya Group Logo*

### 1.3 Vision of the Company

The vision of Vaidya Group is:

**“To contribute to the development of Nepal by delivering high-quality services across diverse industries and positioning the country prominently on the global map.”**

This vision reflects the group’s long-term intention to support Nepal’s development through business growth, service quality, and industry diversification. The company does not operate within only one sector but instead expands into industries where it can create value and contribute to national progress.

### 1.4 Mission of the Company

The mission of Vaidya Group is:

**“To create value through innovation, quality, and customer-centric services across its business sectors.”**

The company’s mission also highlights its presence across industries such as automobiles, pharmaceutical manufacturing, real estate, hotels and resorts, turnkey projects, government supplies, medical education, trade, and water works.

This mission was visible during my internship because the brands I worked with required a strong focus on customer experience, service quality, digital communication, and modern marketing practices. Vitàvie required trust-based communication due to its medical and aesthetic services. Virtú required clear product education and e-commerce content. Vetra Motors required market positioning and pre-launch brand communication in the electric mobility sector.

## 1.5 Core Values of the Company

Based on Vaidya Group's profile and business activities, the company's core values can be understood as follows:

- **Quality and Excellence:** The group focuses on delivering high-quality products and services across its business sectors.
- **Innovation:** Its expansion into aesthetic healthcare, skincare e-commerce, and electric mobility reflects an interest in modern and emerging industries.
- **Customer-Centric Service:** The company emphasizes customer-focused service delivery across its businesses.
- **Diversification:** Vaidya Group operates in multiple industries, allowing it to create value across different areas of Nepal's economy.
- **Contribution to Nepal's Development:** The group's vision connects its business activities with the broader development of Nepal.

## 1.6 Strategies of the Company

Vaidya Group follows a diversification-based growth strategy. It has expanded into different sectors such as trade, automobiles, construction, pharmaceutical manufacturing, agriculture, real estate, hospitality, waterworks, and medical education. This strategy allows the group to reduce dependence on one industry and operate across both traditional and emerging markets.

The company's major strategies include market diversification, service quality, customer experience, innovation, brand expansion, and digital transformation. As part of my ongoing internship, these strategies were reflected through Vitàvie's premium healthcare positioning, Virtú's skincare and e-commerce communication, and Vetra Motors' pre-launch electric mobility branding.

## 1.7 Brands Under Study

During my ongoing internship, I worked with three main brands under Vaidya Group: Vitàvie Aesthetics & Anti-Aging Clinic, Virtú Authentic, and Vetra Motors. These brands differ in terms of industry, target customers, communication style, and marketing objectives.

### 1.7.1 Vitàvie Aesthetics & Anti-Aging Clinic

Vitàvie Aesthetics & Anti-Aging Clinic is a premium aesthetic and anti-aging clinic located in Narayanchaur, Naxal, Kathmandu. It was also my main office location during the internship. The clinic focuses on aesthetic medicine, anti-aging treatments, regenerative beauty, skin treatments, injectables, IV drip therapy, hair restoration, wellness-related services, and peptide therapy.

The Vitàvie service document includes treatment categories such as clinical facials, skin boosters, injectable skin therapies, regenerative aesthetic medicine, RF lift, HIFU, thread lift, PLLA, Endo lift, Botox, fillers, fat lipolysis, laser hair removal, hair restoration, IV drip therapy, and peptide therapy.

From a marketing perspective, Vitàvie required premium, educational, and trust-based communication. Since the clinic operates in the medical aesthetic field, content had to be accurate, refined, and credible. Personal branding for Dr. Garima Shrestha was also important because the clinic's brand identity was closely connected with her professional expertise.



*Illustration 2: Vitàvie Logo*

### 1.7.2 Virtú Authentic

Virtú Authentic is a skincare and wellness product brand under Vaidya Group. It focuses on authentic skincare products from V'anhalla and Somethinc. As part of my ongoing internship,

my work for Virtú included product content, captions, reel hooks, SEO planning, product descriptions, Daraz preparation, and e-commerce content planning.

The Virtú product document includes V’anhalla products such as Retinol 3R Serum, Niacinamide 15 Triple Power Booster, Blemish Care Tranexamic Acid, Cica Calm Serum in Cream, Cica Calm Mist Toner, Ceramide Moisturizing Essence in Toner, Ceramide Moisturizing Serum in Cream, and All-Day UV Barrier Sunscreen. It also includes Somethinc products such as niacinamide serums, Low pH Jelly Cleanser, Dark Spot Reducer Ampoule, Holyshield sunscreen products, Glow Maker Treatment Toner, Supple Power Hyaluronic, and Copy Paste Tinted Sunscreen variants.

Virtú required a product-focused and educational marketing approach. Its SEO plan emphasized problem-based searches, ingredient-based searches, brand keywords, skin concern keywords, content ideas, product keywords, and marketplace keywords. This made Virtú’s communication different from Vitàvie because it focused more on skincare benefits, ingredients, product education, and online purchase readiness.



*Illustration 3: Virtú Logo*

### 1.7.3 Vetra Motors

Vetra Motors is a pre-launch electric scooter brand under Vaidya Group. Work on Vetra started later than Vitàvie and Virtú, but it became one of my main focus areas as the internship progressed. Since the brand had not officially launched during the report writing period, most of my work focused on pre-launch marketing preparation.

My responsibilities for Vetra Motors included market research, competitor analysis, branding ideas, campaign planning, social media content planning, launch-related visual direction, and EV market positioning. I also worked on Vetra’s Instagram planning, 9-grid visual concept, post designs, TikTok planning, and brochure-related content direction.

The competitor research for Vetra Motors involved studying brands such as Ather, Yadea, TVS, Niu, LVneng, Chetak, Gogoro, and TailG. From a marketing perspective, Vetra required a modern, performance-driven, and urban mobility-focused communication approach.



*Illustration 4: Vetra Logo*

### 1.8 Comparative Overview of the Three Brands

Brand	Industry	Main Offering	Communication Style	Target Audience
<b>Vitàvie</b>	Aesthetic healthcare and wellness	Aesthetic treatments, anti-aging, injectables, IV drips, regenerative medicine, wellness services	Premium, clinical, trust-based, educational	High-end customers seeking aesthetic, anti-aging, and wellness solutions
<b>Virtú Authentic</b>	Skincare and wellness products	V’anhalla and Somethinc skincare products	Product-focused, educational, ingredient-based, e-commerce-oriented	Skincare and self-care consumers
<b>Vetra Motors</b>	Electric mobility	Pre-launch EV scooter brand	Futuristic, performance-driven, urban, aspirational	Urban mobility and EV scooter consumers

*Figure 1: Comparative Overview*

This multi-brand exposure helped me understand that marketing communication cannot follow one fixed approach. Vitàvie required credibility and medical accuracy, Virtú required product education and marketplace readiness, and Vetra required brand-building, anticipation, and pre-launch positioning.

## 1.9 Organizational Structure

Vaidya Group follows a hierarchical organizational structure. According to the Vaidya Group brochure, the group's structure includes the Chairman, Vice-Chairperson, CEO, CFO, Operations Manager, Chief Accountant, Senior Financial Analyst, Chief Auditor, project-related roles, engineering roles, legal roles, construction roles, manpower management, supply chain, and other functional positions.

For my internship, the most relevant working structure was the brand-level marketing structure connected to Vitàvie, Virtú, and Vetra Motors. I worked directly under Mr. Karan Vaidya and Dr. Garima Shrestha. Mr. Karan Vaidya guided me in overall marketing direction, Vetra-related planning, pitch decks, event materials, and brand strategy. Dr. Garima Shrestha guided me in clinical content direction, Vitàvie service communication, and aesthetic medicine-related content.

I also worked alongside Kriti Chaudhary, another marketing intern from my class. She had joined around one month before me and was more involved with Vitàvie and Virtú. I joined mainly to take care of Vetra Motors' marketing, but because Vetra was still in the pre-launch and development phase, I also became involved in Vitàvie and Virtú.



*Figure 2: Vaidya Group Organizational Structure*

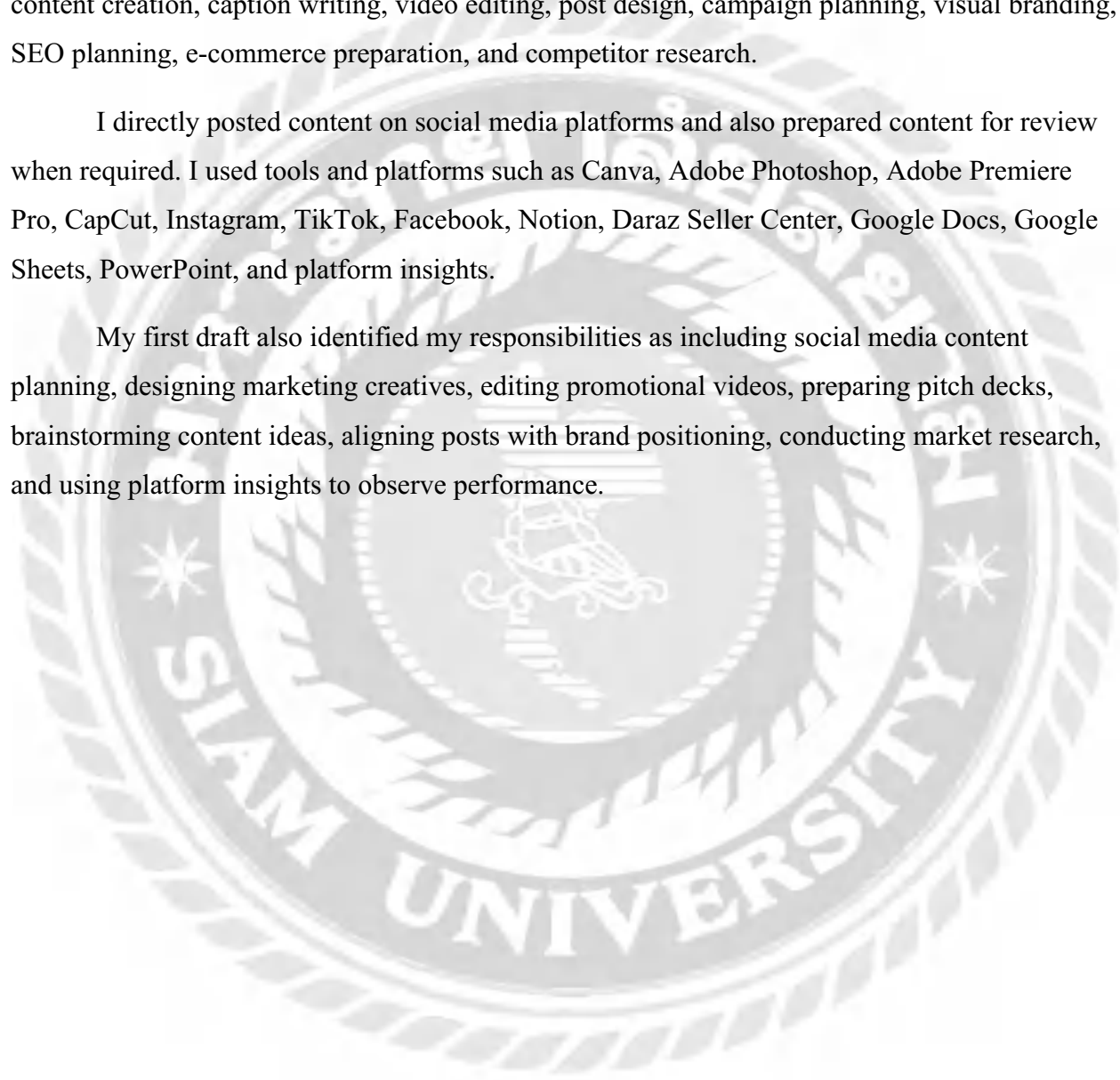
### **1.10 My Job Position**

My job position at Vaidya Group was Marketing Intern.

As a Marketing Intern, I supported and executed marketing activities for Vitàvie, Virtú Authentic, and Vetra Motors. My work included digital marketing, social media marketing, content creation, caption writing, video editing, post design, campaign planning, visual branding, SEO planning, e-commerce preparation, and competitor research.

I directly posted content on social media platforms and also prepared content for review when required. I used tools and platforms such as Canva, Adobe Photoshop, Adobe Premiere Pro, CapCut, Instagram, TikTok, Facebook, Notion, Daraz Seller Center, Google Docs, Google Sheets, PowerPoint, and platform insights.

My first draft also identified my responsibilities as including social media content planning, designing marketing creatives, editing promotional videos, preparing pitch decks, brainstorming content ideas, aligning posts with brand positioning, conducting market research, and using platform insights to observe performance.



### 1.11 My Job Position in the Organizational Structure

Within the organizational structure, I was placed in the marketing function of the Vitàvie, Virtú, and Vetra working unit. I worked under the guidance of Mr. Karan Vaidya and Dr. Garima Shrestha and coordinated with Kriti Chaudhary, nurses, doctors, clinic staff, website developers, and others involved in content creation, shoots, service communication, and brand activities.

My position was execution-focused but also involved strategic support. For Vitàvie, I contributed to educational and premium clinic content. For Virtú, I supported product and e-commerce content. For Vetra, I supported pre-launch campaign planning and competitor-based positioning. This allowed me to observe how marketing decisions are made in a multi-brand environment.

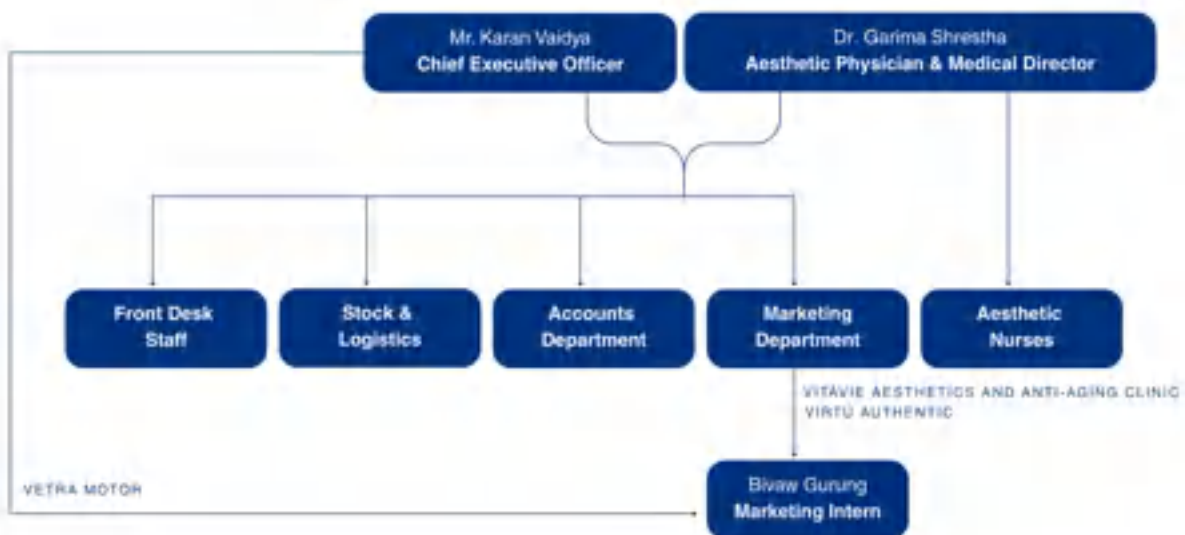


Figure 3: Job Position Structure

## 1.12 Intention and Motivation to Choose Vaidya Group

I chose Vaidya Group as my Cooperative Education workplace because it offered exposure to multiple industries and marketing challenges within one organization. As a BBA Marketing student, I wanted to gain practical experience in branding, content creation, digital marketing, market research, and campaign planning.

Vaidya Group was a suitable workplace because it allowed me to work with three different brands: Vitàvie, Virtú Authentic, and Vetra Motors. This helped me understand how marketing differs across aesthetic healthcare, skincare e-commerce, and electric mobility.

I was especially interested in Vetra Motors because it was in the pre-launch phase. Working with a developing brand gave me exposure to early-stage brand building, competitor research, launch planning, and visual identity development. I was also motivated by the opportunity to work closely with Mr. Karan Vaidya and Dr. Garima Shrestha, which helped me understand how marketing decisions are connected to business goals and brand image.

## 1.13 Strategic Analysis

For this report, I have used SWOT analysis. This tool is suitable because my internship was focused on marketing, brand communication, and content strategy across three different brands.

### **Strengths**

Vaidya Group's main strength is its diversified business portfolio, which gives the organization experience across different industries and customer groups. This supports its expansion into aesthetic healthcare, skincare e-commerce, and electric mobility. Vitàvie has a premium clinic positioning supported by advanced aesthetic and wellness services, while Virtú Authentic can be promoted through ingredient-based and problem-based skincare content. Vetra Motors also has potential to enter the EV scooter market with a fresh brand identity. Across all three brands, there is strong potential for digital storytelling, visual branding, and social media engagement.

## **Weaknesses**

A major weakness is the difficulty of managing multiple brands with different identities, audiences, and communication styles. Vitàvie requires careful content review because it operates in the medical aesthetic field. Virtú Authentic's e-commerce and SEO systems were still developing during my internship, while Vetra Motors was still in the pre-launch phase with brand assets and communication materials still being finalized. These factors made marketing coordination more challenging across the three brands.

## **Opportunities**

Vaidya Group has opportunities in the growing interest toward aesthetic treatments, skincare, wellness, preventive self-care, and electric mobility. Vitàvie can grow through educational content and doctor-led personal branding. Virtú Authentic can expand through Daraz, SEO, product listings, and skincare concern-based content. Vetra Motors can benefit from increasing interest in EV scooters and sustainable transportation. Social media also gives all three brands an opportunity to build awareness, educate customers, and strengthen trust.

## **Threats**

The main threats are strong competition and the need to maintain credibility. Vitàvie competes with other aesthetic clinics, Virtú Authentic competes with many skincare brands, and Vetra Motors faces EV scooter competitors such as Ather, Yadea, TVS, Niu, LVneng, Chetak, Gogoro, and TailG. Another threat is that aesthetic and skincare content can lose credibility if claims are unclear or not properly reviewed. Delayed approvals, weak coordination, or inconsistent communication may also reduce campaign effectiveness.



*Figure 4: SWOT Analysis*

The SWOT analysis shows that Vaidya Group’s marketing strength lies in its brand diversity, premium offerings, and potential for digital growth. However, the main challenges involve managing different brand identities, maintaining content accuracy, and building structured marketing systems for developing brands.

### **1.13 Statement of the Report**

This report explains my job responsibilities, work duties, marketing processes, coordination with supervisors and co-workers, contributions to the company, challenges encountered, solutions used, learning outcomes, and application of academic knowledge in practical situations. It also highlights how I adapted marketing communication across three different brands with different target audiences.

### **1.14 Objectives of the Cooperative Study**

The general objective of this Cooperative Education study is to evaluate and reflect on my internship experience at Vaidya Group as a Marketing Intern and understand how academic marketing knowledge was applied in a real business environment.

The specific objectives are:

1. To understand the marketing activities of Vaidya Group across Vitàvie, Virtú Authentic, and Vetra Motors.
2. To analyze how digital marketing, social media marketing, content creation, and brand communication are used across different industries.
3. To apply academic knowledge in branding, STP, consumer behavior, market research, and integrated marketing communication to practical marketing tasks.
4. To understand how marketing communication differs across aesthetic healthcare, skincare e-commerce, and electric mobility.
5. To support Vitàvie through content creation, service communication, personal branding, and social media marketing.
6. To support Virtú Authentic through product content, captions, SEO planning, Daraz preparation, and e-commerce communication.
7. To support Vetra Motors through market research, competitor analysis, pre-launch branding, campaign planning, and visual content direction.
8. To identify challenges encountered during the internship and propose realistic solutions and recommendations.
9. To evaluate the learning outcomes, skills gained, and professional growth achieved during the 16-week Cooperative Education internship.

## **CHAPTER 2: COOPERATIVE STUDY ACTIVITIES**

This chapter explains the activities I performed during my Cooperative Education internship at Vaidya Group. As part of my ongoing internship, I worked as a Marketing Intern and was involved in digital marketing, social media content creation, campaign planning, market research, e-commerce preparation, SEO planning, and brand communication for Vitàvie Aesthetics & Anti-Aging Clinic, Virtú Authentic, and Vetra Motors.

### **2.1 Job Description**

My job position at Vaidya Group was Marketing Intern. The main purpose of my role was to support and execute marketing activities for the brands I was assigned to, especially Vitàvie Aesthetics & Anti-Aging Clinic, Virtú Authentic, and Vetra Motors. Since each brand operated in a different industry, my work required me to adapt my marketing approach according to the brand's objective, audience, and communication style.

For Vitàvie, my role focused on creating premium, educational, and trust-based content related to aesthetic medicine, anti-aging treatments, regenerative beauty, injectables, skin boosters, IV drip therapy, hair restoration, and wellness services. The Vitàvie service document includes services such as lactic peel, salicylic and azelaic peel, Oxy-Gluta Medi Facial, Salmon DNA Skin Booster, Exosomes with Microneedling, GFC/PRP, RF Lift, HIFU, Botox, fillers, fat lipolysis, laser hair removal, IV drip therapy, and peptide therapy. This meant that content for Vitàvie had to be medically careful, refined, and easy for clients to understand.

For Virtú Authentic, my role focused on skincare product content, captions, product descriptions, SEO planning, Daraz preparation, and e-commerce communication. Virtú Authentic handled products from V'anhalla and Somethinc, including skincare products such as retinol serum, niacinamide serum, tranexamic acid serum, cica calm products, ceramide products, sunscreen, cleanser, toner, and tinted sunscreen. The communication style for Virtú had to be more product-focused, ingredient-based, and suitable for online shopping platforms.

For Vetra Motors, my role focused on pre-launch marketing preparation. Since Vetra Motors had not officially launched during the report writing period, my work mainly involved market research, competitor analysis, Instagram planning, TikTok planning, 9-grid concept development, brochure-related content direction, and launch-related visual planning. This gave me exposure to the early stage of brand building, where the focus was not only on posting content but also on shaping the brand's positioning before launch.

In addition to brand-related marketing work, I also supported personal branding activities for Mr. Karan Vaidya and Dr. Garima Shrestha. This included preparing pitch decks, presentation materials, and event-related content for platforms such as AMWC Monaco and SIME 2026. My role therefore combined both creative execution and strategic marketing support.



## 2.2 Job Responsibilities and Work Duties

My job responsibilities during the internship covered several areas of marketing. The major responsibilities are explained below.

### Social Media Content Planning

One of my main responsibilities was planning content for social media platforms such as Instagram, Facebook, and TikTok. This included identifying post ideas, planning reels, preparing captions, selecting content formats, and organizing the sequence of posts. Since the brands had different identities, I had to plan content differently for each one.

For Vitàvie, content planning focused on treatments, client stories, doctor-led education, wellness services, and premium clinic communication. For Virtú, content planning focused on product benefits, skincare ingredients, product usage, and e-commerce readiness. For Vetra Motors, planning focused on pre-launch awareness, visual identity, product anticipation, and brand positioning.

**MARCH 2026**

SPON	MON	TUE	WED	THUR	FRI	SAT	SUN
1 Vitàvie (skincare) (reel)	2 Vitàvie (skincare) (benefits)	3 Vitàvie (skincare) (reel)	4 something (hydrator) (reel)	5 something (hydrator) (reel)	6 something (hydrator) (benefits)	7 Vitàvie (skincare) (reel)	8 Vitàvie (skincare) (reel)
9 Vitàvie (skincare) (benefits)	10 Vitàvie (skincare) (benefits)	11 something (dark spot reducer) (reel)	12 something (dark spot reducer) (benefits)	13 something (dark spot reducer) (reel)	14 Vitàvie (skincare) (benefits)	15 Vitàvie (skincare) (benefits)	16 Vitàvie (skincare) (benefits)
17 Vitàvie (skincare) (benefits)	18 something (glow maker) (reel)	19 something (glow maker) (benefits)	20 something (glow maker) (reel)	21 something (glow maker) (benefits)	22 Vitàvie (skincare) (benefits)	23 Vitàvie (skincare) (benefits)	24 Vitàvie (skincare) (benefits)
25 something (tinted sunscreen)	26 something (tinted sunscreen)	27 something (tinted sunscreen)	28 Vitàvie (skincare) (benefits)	29 Vitàvie (skincare) (benefits)	30 Vitàvie (skincare) (benefits)	31 Vitàvie (skincare) (benefits)	1 something (tinted sunscreen) - NO2.5 (reel)
2 something (tinted sunscreen) - NO2.5 (reel)	3 something (tinted sunscreen) - CO5 (reel)	4 Vitàvie (skincare) (benefits)					

*Illustration 5: Vitàvie Content Calendar for March*

## **Content Creation for Vitàvie**

For Vitàvie, I worked on different forms of content such as reels, static posts, service catalogue design, treatment posts, client story videos, and educational content. The worklog shows that I worked on Vitàvie's menu and service catalogue design, IV drip reels, Salmon DNA FAQ shoot, Myth or Fact shoot, Lip Booster Treatment reel, GFC Microneedling content, Exosomes and Microneedling posts, Pink Glow Skin Booster content, and several client story shoots.

Since Vitàvie is a clinic brand, the content had to balance aesthetic appeal with medical accuracy. I had to make sure that the tone was premium and informative without making unsupported claims. I also worked on personal branding for Dr. Garima Shrestha because her credibility as the doctor was closely connected to the brand image of Vitàvie.

## **Product Content and Captions for Virtú Authentic**

For Virtú Authentic, I worked on skincare product captions, reel hooks, product content, unboxing edits, and SEO-related product communication. The worklog includes tasks such as V'anhalla unboxing re-edit, Virtú Instagram captions, Somethinc unboxing, captions for Virtú Authentic posts, Virtú Authentic reel hooks, and Holyshield Sunscreen Mist post design.

The product content needed to be clear, benefit-oriented, and easy for consumers to understand. Since skincare buyers often search according to concerns such as acne, dark spots, dullness, aging, pores, and sunscreen needs, the content had to connect product features with customer concerns.

## **SEO Planning and Daraz Preparation**

I also supported SEO planning and e-commerce preparation for Virtú Authentic. The SEO plan focused on problem-based searches, ingredient-based searches, brand keywords, skin concern keywords, local and clinic keywords, content ideas, product keywords, and marketplace keywords. Examples included keywords such as V'anhalla Nepal, Somethinc, Korean dermatology skincare Nepal, anti-aging skincare Nepal, retinol cream Nepal, ceramide cream Nepal, anti-aging clinic Nepal, and Daraz skincare best products.

For Daraz preparation, the work included understanding requirements such as email, pick-up address, ID and bank documents, company certificate, product details, store logo, store name, product details page banner, VAT, and PAN information. This helped me understand that e-commerce marketing is not only about attractive posts but also about proper product listing, search visibility, and platform readiness.

### **Market Research and Competitor Analysis for Vetra Motors**

For Vetra Motors, I conducted market research and competitor analysis related to Nepal's electric scooter market. The worklog shows that I began market research for Vetra Motors on April 23 and later worked on Vetra's Instagram plan, 9-grid concept, TikTok planning, Gmail, brochure, post designs, and launch-related visual content.

The competitor research included brands such as Ather, Yadea, TVS, Niu, LVneng, Chetak, Gogoro, and TailG. The objective was to understand how competing EV scooter brands positioned themselves and how Vetra Motors could develop its own identity in the market. Since Vetra was still in the pre-launch phase, the work was more strategic and brand-building focused.

### **Campaign Planning and Visual Direction**

Another important responsibility was supporting campaign planning and visual direction. This included planning photoshoots, preparing moodboards, creating Instagram grid concepts, developing post ideas, and designing campaign-related visuals. I worked on Vetra's 9-grid concept, Vitàvie photoshoot moodboard, Pink Glow Skin Booster grid plan, WOW Magazine ad, and other campaign-related materials.

This helped me understand that campaign planning requires more than one good post. It requires a consistent visual direction, proper sequencing, clear messaging, and alignment with the brand's positioning.

## **Video Shoots, Reel Editing, and Post Design**

I was involved in video shoots, reel editing, and post design for multiple brands. For Vitàvie, this included shoots related to IV drips, Salmon DNA, Myth or Fact, GFC Microneedling, chemical peel, Pink Glow Skin Booster, fat lipolysis, client reviews, and influencer or client stories. For Virtú, this included unboxing videos and skincare product-related content. For Vetra, it included pre-launch post designs and 9-grid visual preparation.

I used tools such as Canva, Adobe Photoshop, Adobe Premiere Pro, CapCut, Google Docs, Google Sheets, PowerPoint, Notion, Daraz Seller Center, and platform insights. These tools helped me create, edit, organize, and review marketing content across different platforms.

## **Website, Brochure, and Brand Asset Support**

I also supported website, brochure, and brand asset-related tasks. The worklog includes Vaidya Group brochure redesign, website discussions with Bajjani Consulting, website first draft review meeting, domain request, website development consultation, and website planning for Dr. Garima, Mr. Karan Vaidya, Vitàvie, and Vetra.

These tasks helped me understand the importance of consistent brand assets. Website content, social media content, brochures, and pitch decks all need to communicate the brand clearly and professionally.

## **Personal Branding and Pitch Deck Support**

Besides brand-level marketing, I also supported personal branding work for Mr. Karan Vaidya and Dr. Garima Shrestha. This included event-related content, pitch decks, and presentation materials. The worklog includes AMWC 2026 post, AMWC presentation, AMWC Catalyst Open Stage post, AMWC Open Stage video edits, AMWC Day 1 to Day 3 posts, AMWC Moderator video edit, SIME 2026 presentation for Mr. Karan Vaidya and Dr. Garima Shrestha, and SIME presentation re-edit.

This work helped me understand that personal branding can support corporate branding, especially when a business is closely connected to the reputation, expertise, and public presence of its founders or leaders.

### **2.3 Activities in Coordination with Co-workers**

During my ongoing internship, I worked in coordination with supervisors, co-workers, clinic staff, doctors, nurses, website developers, and other people involved in the marketing process. Since my work covered three brands, coordination was necessary to make sure that content was accurate, visually consistent, and aligned with each brand's objective.

I worked directly under Mr. Karan Vaidya and Dr. Garima Shrestha. Mr. Karan Vaidya guided me mainly in overall marketing direction, Vetra-related planning, brand strategy, pitch decks, and event-related materials. Dr. Garima Shrestha guided me in Vitàvie's clinical content, treatment explanations, service communication, and doctor-led branding.

I also worked alongside Kriti Chaudhary, another marketing intern from my class. Since she had joined before me and was more involved with Vitàvie and Virtú, we coordinated on content tasks, shoot planning, post ideas, and brand-related responsibilities. While my main focus gradually shifted more toward Vetra Motors, I continued to support Vitàvie and Virtú whenever required.

Coordination was especially important during shoots. I had to work with nurses, doctors, clients, influencers, and clinic staff to prepare content properly. Some worklog activities involved shoots with individuals such as Renasha, Shabana, Suzeena Shrestha, Upasana Singh Thakuri, Sajina Khanal, Anna-Rachana, Muna Didi, and Akriti Rajbhandari. These shoots required planning, timing, script preparation, content direction, and later editing.

I also coordinated with website developers and external contacts during website and branding-related work. For example, the worklog mentions Bajjani Consulting for website design, product catalogue, booking, and brand assets. Through these activities, I learned that marketing work often requires collaboration between creative, technical, operational, and leadership teams.

## **2.4 Job Process Diagram**

Since I worked with three different brands under Vaidya Group, my job process was not exactly the same for every brand. Vitàvie, Virtú Authentic, and Vetra Motors each had different objectives, audiences, and content requirements. Therefore, the workflow had to be adjusted according to the nature of each brand. Vitàvie required more careful medical and aesthetic content review, Virtú required product and e-commerce-focused communication, and Vetra Motors required more research-based pre-launch planning.

### **2.4.1 Job Process Diagram for Vitàvie Aesthetics & Anti-Aging Clinic**

For Vitàvie, the job process usually began with a treatment, service, or content direction. Since Vitàvie is a premium aesthetic and anti-aging clinic, I first had to understand the purpose of the content and the type of audience it was targeting. The content could be related to services such as IV drips, Salmon DNA Skin Booster, GFC Microneedling, Exosomes with Microneedling, Pink Glow Skin Booster, chemical peels, fat lipolysis, or other aesthetic and wellness treatments.

After understanding the objective, I researched the treatment details and collected visual or content references. This step was important because aesthetic and medical content had to be communicated carefully. The content needed to be informative and attractive, but it also had to avoid unclear or unsupported claims. After that, I planned the script, caption, reel idea, or post structure.

For many Vitàvie tasks, coordination was required with Dr. Garima Shrestha, nurses, clinic staff, clients, or influencers. This was especially important during shoots, client stories, doctor-led videos, and treatment content. After the shoot or content planning stage, I created the post design, video edit, caption, reel, or presentation material. The content was then reviewed for medical accuracy and brand tone. Based on feedback, I made revisions and prepared the final version. Once approved, the content was posted directly on social media or saved for future campaign use.

This process helped me understand that Vitàvie's marketing required a balance between premium visual presentation, medical accuracy, and customer trust.



*Figure 5: Vitàvie Job Process Diagram*

### **2.4.2 Job Process Diagram for Virtú Authentic**

For Virtú Authentic, the job process was more product-focused and e-commerce-oriented. The work usually started with a product-related content requirement, such as writing captions, creating reel hooks, editing unboxing videos, preparing product descriptions, or planning SEO content. Since Virtú focused on skincare and wellness products from V'anhalla and Somethinc, I first had to understand the product benefit and the skin concern it addressed.

After that, I reviewed product information such as ingredients, product highlights, target skin type, and usage benefits. For example, products such as retinol serum, niacinamide serum, tranexamic acid serum, cica products, ceramide products, sunscreens, cleansers, and toners required ingredient-based and concern-based communication. This helped me connect the product with customer needs such as acne, pigmentation, dullness, enlarged pores, aging, dryness, and sun protection.

The next step was planning the caption, product post, reel hook, SEO keyword direction, or e-commerce content. Unlike Vitàvie, where the tone was more premium and clinical, Virtú's content had to be clear, helpful, and product-benefit focused. I then created the required copy, visual, or video edit. For e-commerce preparation, I also considered Daraz listing requirements, product page content, marketplace keywords, and SEO relevance.

After creating the first version, the content was reviewed by the supervisor. I revised the caption, design, or product description based on feedback and finalized it for posting or e-commerce use. This process helped me understand that skincare marketing depends strongly on product clarity, ingredient education, search visibility, and customer-friendly communication.



*Figure 6: Virtú Job Process Diagram*

### **2.4.3 Job Process Diagram for Vetra Motors**

For Vetra Motors, the job process was different from Vitàvie and Virtú because Vetra was still in the pre-launch stage during my internship. This meant that the work was less about promoting an already established brand and more about preparing the brand for launch. The process usually started with a brand or launch-related direction from Mr. Karan Vaidya.

The first step was to understand the pre-launch objective. Since Vetra Motors was entering the EV scooter market, the content had to build curiosity, communicate a modern mobility identity, and prepare the audience for the brand's arrival. After understanding the objective, I conducted market research and competitor analysis. This included studying EV scooter brands such as Ather, Yadea, TVS, Niu, LVneng, Chetak, Gogoro, and TailG.

After research, I analyzed competitor positioning, campaign styles, visual references, product communication, and social media approaches. This helped me understand how Vetra could be positioned differently in the market. The next step was to plan the brand message, campaign idea, visual direction, Instagram grid, TikTok content, brochure direction, or post design.

I then created content plans and visual materials such as the Vetra Instagram plan, 9-grid concept, TikTok direction, and post designs. These were reviewed by Mr. Karan Vaidya, especially because Vetra's final brand communication was still being developed. Based on feedback, I revised the visuals, captions, or campaign direction. Once approved, the content was prepared for launch-related posting or future use.

This process helped me understand the strategic side of marketing; especially how much research and planning are required before a new brand begins communicating with the market.



*Figure 7: Vetra Job Process Diagram*

#### **2.4.4 Comparison of the Three Job Processes**

Although all three brands followed a similar overall marketing workflow, the focus of each process was different. Vitàvie’s process focused on service accuracy, medical review, premium branding, and trust-building. Virtú’s process focused on product education, skincare benefits, SEO, and e-commerce readiness. Vetra Motors’ process focused on market research, competitor analysis, pre-launch positioning, and visual brand development.

This difference helped me learn that marketing execution cannot follow one fixed formula. Each brand requires a different workflow depending on its industry, product type, audience, and stage of development. I was able to understand how marketing work changes across a clinic brand, an e-commerce skincare brand, and a pre-launch electric mobility brand.

#### **2.5 Contributions as a Cooperative Student**

As a cooperative student, I contributed to Vaidya Group mainly through marketing execution, content development, digital planning, and brand support. Since I worked across three brands, my contributions were spread across aesthetic healthcare, skincare e-commerce, and electric mobility.

For Vitàvie, my contribution was mainly in content creation, service communication, client story content, treatment-related posts, reels, doctor-led branding, and visual design. I supported the communication of treatments such as IV drips, Salmon DNA Skin Booster, GFC Microneedling, Exosomes with Microneedling, chemical peel, Pink Glow Skin Booster, fat lipolysis, and other aesthetic services. I also worked on Vitàvie's service catalogue design, treatment posts, shoot planning, and WOW Magazine-related materials.

For Virtú Authentic, I contributed through skincare product captions, unboxing edits, reel hooks, SEO planning, Daraz preparation, and product communication. I helped organize product-focused content around V'anhalla and Somethinc products, especially through ingredient-based and concern-based communication. This supported the brand's e-commerce readiness and digital content structure.

For Vetra Motors, I contributed to the brand's pre-launch marketing preparation. This included market research, competitor analysis, Instagram planning, TikTok planning, 9-grid design, brochure direction, visual concept planning, and post preparation. Since the brand was not launched yet, my contribution was focused on building a base for future launch communication.

I also contributed to personal branding and presentation work for Mr. Karan Vaidya and Dr. Garima Shrestha. This included support for AMWC Monaco, SIME 2026, pitch decks, event posts, and presentation revisions. These tasks helped strengthen professional communication and brand representation beyond regular social media posting.

Overall, my contribution was not limited to one type of task. I worked on creative execution, content planning, research, design, video editing, posting, campaign support, and coordination. This helped the company maintain more consistent digital communication across multiple brands.

## **CHAPTER 3: LEARNING PROCESS**

This chapter explains the problems and issues I encountered during my Cooperative Education internship at Vaidya Group, along with the solutions, recommendations, learning outcomes, application of coursework knowledge, and special skills gained.

During my ongoing internship, I worked across three different brands: Vitàvie Aesthetics & Anti-Aging Clinic, Virtú Authentic, and Vetra Motors. Since these brands belonged to different industries, the learning process was broad and practical. I learned that marketing is not only about creating attractive content, but also about understanding brand positioning, customer psychology, accuracy of communication, platform behavior, and the practical difficulty of executing ideas from planning to final output.

### **3.1 Problems and Issues Encountered During the Internship**

#### **Managing Three Different Brand Identities**

One of the main challenges I faced was managing content for three brands with different identities. Vitàvie required a premium, clinical, and trust-based tone. Virtú Authentic required a product-focused and skincare education-based tone. Vetra Motors required a modern, bold, performance-driven, and pre-launch mobility-focused tone. Since each brand had a different audience, I could not use the same content style, caption structure, or visual direction for all of them.

For example, a Vitàvie post about Salmon DNA Skin Booster or GFC Microneedling needed to sound informative and medically appropriate, while a Virtú post about sunscreen or cleanser needed to be simple, product-oriented, and useful for skincare buyers. Similarly, Vetra Motors required more curiosity-building and brand-positioning content because it was still in the pre-launch stage. Adapting my thinking across these different brands was challenging in the beginning.

## **Maintaining Accuracy in Medical and Aesthetic Content**

Another challenge was creating content for Vitàvie’s medical and aesthetic services while maintaining accuracy. Vitàvie offers treatments such as chemical peels, skin boosters, Exosomes with Microneedling, GFC/PRP, RF Lift, HIFU, Botox, fillers, fat lipolysis, IV drip therapy, and peptide therapy. Since these treatments are related to health, skin, wellness, and aesthetic medicine, the content had to be carefully written and reviewed.

This was different from general lifestyle marketing because the content could not be exaggerated or written only for attention. The language had to be clear, responsible, educational, and aligned with the clinic’s premium image. I had to be careful with treatment benefits, explanations, and captions so that the communication remained trustworthy.

## **Working with a Pre-launch Brand**

Vetra Motors was still in the pre-launch phase during my internship. This created a different type of challenge because the brand was not yet fully active in the market. Unlike Vitàvie and Virtú, where existing services and products could be promoted directly, Vetra required more preparation before public communication.

My work for Vetra included market research, competitor analysis, Instagram planning, TikTok planning, 9-grid concept development, brochure direction, and post design. The worklog shows that I began market research for Vetra Motors on April 23 and later worked on the Vetra IG plan, 9-grid concept, TikTok, Gmail, brochure, and post designs. Since the brand was still developing, the final brand tone, visual direction, and launch communication needed to be planned carefully.

## **Turning Ideas into Final Execution**

Before the internship, I assumed that once a marketing idea was created, the execution would be simple. However, during the internship, I realized that the process from ideation to final execution is more difficult than expected. A content idea had to go through research, planning, design, caption writing, shooting, editing, feedback, revision, approval, and posting.

This was especially clear during campaign-related work, photoshoots, Vetra's 9-grid planning, the WOW Magazine ad, AMWC content, and SIME 2026 presentation work. The worklog shows that I was involved in multiple tasks that required planning, revision, and coordination, such as the Vaidya Group brochure redesign, website planning, AMWC edits, Pink Glow Skin Booster grid plan, Notion Kanban board, Vetra 9-grid design, SIME 2026 presentation, and WOW Magazine ad.

### **Coordinating Feedback and Revisions**

Marketing work at Vaidya Group often required feedback from supervisors and other team members. For Vitàvie, Dr. Garima Shrestha's review was important because the content involved clinical and aesthetic treatments. For Vetra Motors and overall brand strategy, Mr. Karan Vaidya's feedback was important. This review process improved the quality of the work, but it also required patience and flexibility.

Sometimes, a design, caption, video edit, or presentation had to be revised several times before it matched the required direction. This taught me that marketing is not only about personal creativity. It also requires adapting to feedback, understanding the brand owner's vision, and making changes while maintaining the original objective of the content.

### **Adapting Content for Different Platforms**

Another issue was adapting content for different platforms such as Instagram, TikTok, Facebook, Daraz, websites, and presentations. Each platform required a different format and communication style. Instagram required visually appealing posts and reels. TikTok required faster and more engaging video content. Daraz required product-focused information and proper listing preparation. Website content required more structured and professional communication. Presentations required clear storytelling and polished formatting.

Because of this, one content idea could not be copied directly across all platforms. It had to be adjusted according to audience behavior and platform purpose.

### 3.2 Problem Analysis

The problems I encountered were mainly caused by the nature of working in a multi-brand marketing environment. Each brand had a different audience, service type, and level of development. Vitàvie was a premium clinic brand where trust and medical accuracy were important. Virtú Authentic was a skincare and wellness product brand where product clarity, ingredients, and e-commerce readiness were important. Vetra Motors was a pre-launch EV scooter brand where the focus was on market research, brand identity, and launch preparation.

Another reason behind the challenges was the difference between classroom learning and real workplace execution. In academic assignments, marketing strategies are often planned in a structured way. In the workplace, however, tasks change based on deadlines, supervisor feedback, availability of content, client schedules, shoot requirements, and platform needs. This made the internship more practical and realistic.

The challenge of content accuracy was especially important for Vitàvie because aesthetic and medical services require trust. If the message is unclear or exaggerated, it can affect the brand's credibility. Similarly, Virtú's product communication needed to be clear because skincare customers make decisions based on ingredients, benefits, skin concerns, and trust in the product. For Vetra Motors, the challenge was related to building brand awareness before launch without overcommunicating unsupported product details.

Overall, the problems were not only technical. They were also strategic, creative, and coordination-related. I had to learn how to balance creativity with accuracy, speed with quality, and brand consistency with platform-specific content needs.

### **3.3 Solutions and Improvements**

#### **Creating Brand-Specific Communication Approaches**

To manage the challenge of working across three brands, I began thinking about each brand separately before creating content. For Vitàvie, I focused on premium, educational, and trust-building communication. For Virtú, I focused on skincare benefits, ingredients, product use, and online purchase readiness. For Vetra, I focused on modern mobility, pre-launch awareness, and competitor-based positioning.

This helped me avoid mixing the tone of one brand with another. It also made the content more suitable for each target audience.

#### **Research Before Content Creation**

Research became an important solution throughout the internship. Before creating Vitàvie content, I reviewed the treatment or service being communicated. Before creating Virtú content, I reviewed product benefits, ingredients, and customer concerns. Before creating Vetra content, I researched competitors and EV scooter positioning.

This research-based approach helped me create more relevant content. It also reduced the risk of unclear communication, especially for medical and skincare-related topics.

#### **Using Supervisor Feedback Effectively**

I learned to treat feedback as part of the work process rather than as a correction after failure. Feedback from Mr. Karan Vaidya and Dr. Garima Shrestha helped improve the quality and direction of my work. Instead of only focusing on my first idea, I learned to revise content based on brand needs, accuracy, tone, and visual quality.

This helped me understand that marketing work becomes stronger when ideas are reviewed, refined, and aligned with the company's expectations.

## **Improving Organization Through Planning Tools**

Since I was working across different brands, task organization was important. The worklog shows that I worked on a Notion Kanban board on April 20. This type of planning helped organize tasks, track progress, and manage multiple content requirements.

Using tools such as Google Docs, Google Sheets, Notion, and platform planning methods helped me manage work more clearly. It also helped separate tasks by brand, content type, and priority.

## **Adapting Content for Platforms**

To solve platform-related challenges, I learned to adjust content according to where it would be used. Instagram posts needed stronger visual design and short captions. Reels needed hooks and engaging pacing. Daraz content needed product clarity and listing readiness. Website content needed structured and professional information. Presentations needed a clear flow and clean design.

This helped me understand the importance of platform-specific content strategy in digital marketing.

### **3.4 Recommendations to the Company**

#### **Develop Separate Brand Guidelines for Each Brand**

Since Vaidya Group manages different brands, it would be useful to have separate brand guideline documents for Vitàvie, Virtú Authentic, and Vetra Motors. These guidelines should include tone of voice, color palette, typography, caption style, visual direction, content pillars, and do's and don'ts. This would make content creation faster and more consistent.

#### **Maintain a Unified Content Calendar**

A shared monthly content calendar would help organize posts, reels, shoots, campaigns, and special events across the three brands. Since Vitàvie, Virtú, and Vetra have different content needs, a content calendar would make it easier to plan ahead and avoid last-minute work.

#### **Strengthen SEO and Daraz Product Listing for Virtú**

Virtú Authentic should continue developing SEO and Daraz listing structures. The SEO plan already includes problem-based searches, ingredient-based keywords, brand keywords, skin concern keywords, local keywords, product keywords, and marketplace keywords. These should be developed into product pages, blogs, captions, and marketplace descriptions to improve discoverability.

#### **Build a Pre-launch Content Bank for Vetra Motors**

Since Vetra Motors is still in the pre-launch stage, it would be helpful to prepare a content bank before launch. This can include teaser posts, product feature posts, competitor comparison ideas, lifestyle content, EV education content, short reels, launch captions, and FAQ-style posts. A prepared content bank would make the launch phase more organized and consistent.

#### **Track Monthly Platform Insights**

The company should maintain monthly reports based on platform insights. These reports can include post reach, engagement, profile visits, follower growth, best-performing content, and audience response. This would help the marketing team make more data-informed decisions rather than relying only on assumptions.

### **3.5 Learning Outcomes from the Internship**

The internship helped me understand the practical side of marketing in a way that classroom learning alone could not provide. One of my biggest learning outcomes was understanding how different brands require different communication approaches. I learned that Vitàvie, Virtú, and Vetra could not be marketed in the same way because each brand had a different audience, product type, and business objective.

I also learned that content creation is only one part of marketing. Before content is posted, there is a long process of understanding the objective, researching, planning, creating, reviewing, revising, and finalizing. This was one of the most important lessons for me because I realized that execution is much more difficult than idea generation.

Another major learning outcome was understanding the importance of brand consistency. Even when creating different types of content, the overall brand tone and visual direction must remain consistent. This was especially important for Vitàvie's premium positioning, Virtú's skincare product clarity, and Vetra's pre-launch identity.

The internship also improved my communication and teamwork skills. I had to coordinate with supervisors, co-workers, nurses, doctors, clients, influencers, website developers, and others involved in the marketing process. This helped me become more confident in sharing ideas, receiving feedback, and making revisions.

Finally, the internship helped me gain practical knowledge of digital marketing tools, platform insights, content planning, campaign development, e-commerce preparation, SEO planning, and market research. These experiences helped me understand how academic marketing concepts are applied in real business situations.

### **3.6 Application of Coursework Knowledge to Real Working Situations**

#### **Segmentation, Targeting, and Positioning**

The concept of STP was directly applied during my internship. Vitàvie targeted high-end customers interested in aesthetic medicine, anti-aging, wellness, and doctor-led treatments. Virtú targeted skincare and self-care consumers interested in authentic products and skin concern-based solutions. Vetra Motors targeted urban mobility consumers interested in EV scooters and modern transportation. Understanding these segments helped me create different communication styles for each brand.

#### **Branding and Brand Positioning**

Branding knowledge was useful in understanding how each brand should be presented. Vitàvie had to be positioned as premium, clinical, and trustworthy. Virtú had to be positioned as authentic, product-focused, and skincare-oriented. Vetra had to be positioned as modern, bold, and mobility-focused.

This helped me understand that branding is not only about logos or colors. It also includes tone, message, visuals, customer perception, and consistency.

#### **Consumer Behavior**

Consumer behavior concepts helped me understand why different audiences respond to different types of content. Vitàvie customers may look for trust, safety, expertise, and visible outcomes. Virtú customers may look for ingredients, reviews, affordability, and product benefits. Vetra customers may look for performance, design, convenience, and value in electric mobility. This helped me think from the customer's point of view while creating content.

#### **Digital Marketing and Social Media Marketing**

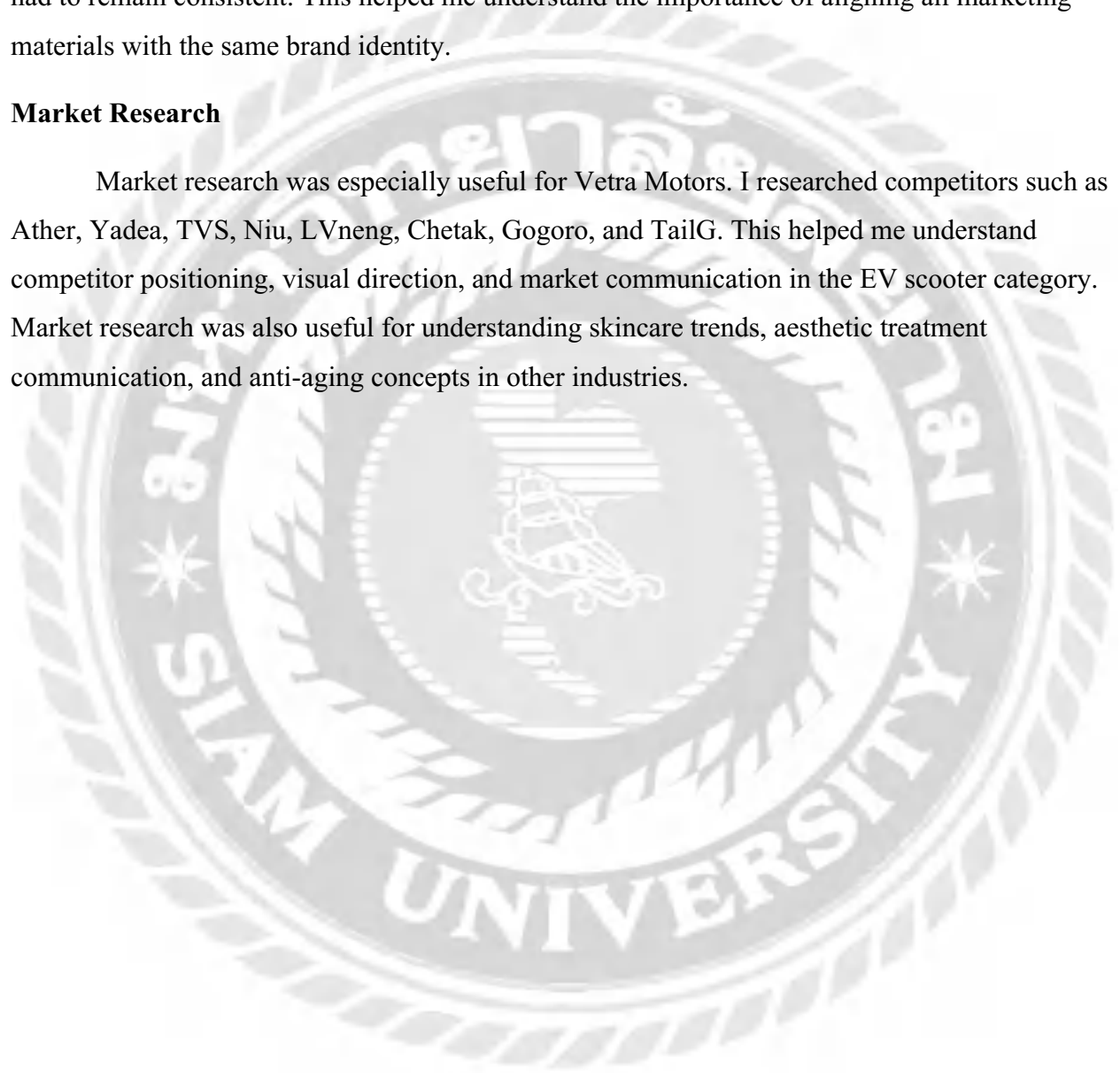
Digital marketing concepts were applied throughout the internship. I worked with Instagram, Facebook, TikTok, platform insights, captions, reels, post designs, content planning, and campaign ideas. I learned that digital marketing requires consistency, timing, audience understanding, visual quality, and performance observation.

## **Integrated Marketing Communication**

Integrated marketing communication was useful because I worked on different formats such as social media posts, reels, pitch decks, website content, brochures, service catalogues, Daraz content, and magazine ads. Even though these formats were different, the brand message had to remain consistent. This helped me understand the importance of aligning all marketing materials with the same brand identity.

## **Market Research**

Market research was especially useful for Vetra Motors. I researched competitors such as Ather, Yadea, TVS, Niu, LVneng, Chetak, Gogoro, and TailG. This helped me understand competitor positioning, visual direction, and market communication in the EV scooter category. Market research was also useful for understanding skincare trends, aesthetic treatment communication, and anti-aging concepts in other industries.



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

During the ongoing internship, I gained both technical and soft skills. On the technical side, I improved my ability to use Canva, Adobe Photoshop, Adobe Premiere Pro, CapCut, Google Docs, Google Sheets, PowerPoint, Notion, Daraz Seller Center, and platform insights. These tools helped me design posts, edit videos, write captions, plan content, organize tasks, prepare presentations, and observe social media performance.

I also gained new knowledge in SEO planning and e-commerce preparation. Through Virtú Authentic, I learned how product listings, keywords, product descriptions, and marketplace readiness affect online visibility. I understood that e-commerce marketing requires both attractive content and proper technical preparation.

In content creation, I improved my skills in caption writing, reel hooks, video editing, post design, shoot planning, and campaign concept development. I also learned how to create content for different formats, including Instagram posts, reels, TikTok content, presentations, service catalogues, magazine ads, and website-related materials.

One of the most important skills I gained was the ability to adapt. Since I worked across aesthetic healthcare, skincare products, and electric mobility, I had to shift my thinking depending on the brand. This improved my flexibility as a marketing student.

I also developed better teamwork, communication, time management, and feedback-handling skills. I learned how to coordinate with supervisors and co-workers, manage multiple tasks, and revise work based on feedback. These skills are important for my future career in marketing because real marketing work requires both creative ability and professional discipline.

## CHAPTER 4: CONCLUSION

This chapter presents the conclusion of my Cooperative Education internship report. Since this report is being written on **May 13, 2026**, before the completion of the full internship period, the discussion in this chapter is based on the work completed, responsibilities handled, and learning gained up to the report writing date. My internship at Vaidya Group began on **March 1, 2026** and is expected to continue until **June 30, 2026**. Therefore, this chapter evaluates my internship experience so far while also considering the remaining internship period.

### 4.1 Summary of Highlights of the Cooperative Study

My Cooperative Education internship at Vaidya Group is a 16-week internship that began on March 1, 2026 and is expected to conclude on June 30, 2026. During the internship period covered in this report, I have been working as a Marketing Intern and have been involved in marketing activities for three main brands under the group: Vitàvie Aesthetics & Anti-Aging Clinic, Virtú Authentic, and Vetra Motors. These brands belong to different industries, which has given me practical exposure to marketing across aesthetic healthcare, skincare e-commerce, and electric mobility.

One of the major highlights of my ongoing internship has been my work with Vitàvie Aesthetics & Anti-Aging Clinic. Since Vitàvie is a premium aesthetic and anti-aging clinic, the clinic provides services such as chemical peels, Salmon DNA Skin Booster, Exosomes with Microneedling, GFC/PRP, RF Lift, HIFU, Botox, fillers, laser hair removal, IV drip therapy, and peptide therapy. Working on Vitàvie helped me understand how medical and aesthetic services should be communicated in a clear, credible, and premium manner.

Another important highlight has been my involvement with Virtú Authentic. For Virtú, I have worked on product content, captions, reel hooks, unboxing edits, SEO planning, Daraz preparation, and e-commerce communication. Virtú focuses on skincare products from V'anhalla and Somethinc, including products such as retinol serum, niacinamide serum, tranexamic acid serum, cica products, ceramide products, sunscreens, cleansers, toners, and tinted sunscreens. This helped me understand the importance of ingredient-based, benefit-based, and skin concern-based communication in skincare marketing.

A third major highlight has been my work for Vetra Motors. Since Vetra Motors is still in the pre-launch stage, my responsibilities have focused on market research, competitor analysis, Instagram planning, TikTok planning, 9-grid visual direction, brochure planning, and launch-related post design. This has given me exposure to the early stage of brand building, where the focus is on positioning, visual identity, audience curiosity, and communication planning before the official launch.

I have also supported personal branding and event-related marketing materials for Mr. Karan Vaidya and Dr. Garima Shrestha. This includes pitch decks, event posts, video edits, and presentation materials for platforms such as AMWC Monaco and SIME 2026. My worklog includes AMWC-related posts, presentations, video edits, SIME 2026 presentation work, and WOW Magazine ad materials. These tasks helped me understand how personal branding can support business credibility, especially when the brand is closely connected to the expertise and public image of its founders and leaders.

Overall, the internship period covered in this report has allowed me to experience the full marketing process. This includes receiving direction, understanding brand objectives, conducting research, planning content, creating designs or videos, receiving feedback, revising materials, posting content, and observing platform insights.

## 4.2 Evaluation of Work Experience

My work experience at Vaidya Group so far has been highly valuable because it has allowed me to apply classroom knowledge in a real business environment. As a BBA Marketing student, I had studied concepts such as branding, consumer behavior, digital marketing, social media marketing, market research, STP, and integrated marketing communication. During my ongoing internship, I have been able to apply these concepts through real tasks across three different brands.

One of the most important things I have learned is that marketing execution is more difficult than it appears in theory. In classroom assignments, a marketing idea can be presented in a structured plan. In the workplace, however, every idea must pass through several stages before becoming a final output. A post, reel, presentation, campaign, or advertisement requires research, planning, copywriting, visual direction, shoot coordination, editing, feedback, revision, approval, and posting. This process has taught me that marketing depends not only on creativity but also on patience, coordination, and attention to detail.

The internship has also improved my understanding of brand positioning. Vitàvie requires a premium, clinical, and trust-based communication style. Virtú Authentic requires a product-focused and skincare education-based approach. Vetra Motors requires a bold, modern, and mobility-focused brand direction. Working across these three brands has helped me understand that marketing communication must always be adapted according to the brand identity, target audience, and stage of business development.

Another important part of my work experience has been learning how to receive and apply feedback. I have worked directly under Mr. Karan Vaidya and Dr. Garima Shrestha, whose feedback has helped me improve the quality and direction of my work. At first, revisions felt like a delay in the process, but through experience I have understood that feedback is an important part of professional marketing. It helps ensure that the final output is accurate, polished, and aligned with the brand's expectations.

The internship has also helped me become more confident in using marketing tools and platforms. I have used Canva, Adobe Photoshop, Adobe Premiere Pro, CapCut, Instagram, TikTok, Facebook, Notion, Daraz Seller Center, Google Docs, Google Sheets, PowerPoint, and platform insights. These tools have helped me create content, edit videos, plan posts, organize tasks, prepare presentations, support e-commerce work, and observe social media performance.

Overall, I evaluate my work experience so far as highly useful for my academic and professional development. It has helped me become more practical, adaptable, and confident as a marketing student. Since the internship is still ongoing, I expect the remaining period until June 30, 2026 to further strengthen my experience, especially in relation to Vetra Motors' pre-launch and content execution.



### **4.3 Limitations of the Cooperative Study**

The main limitation of this report is that it has been prepared before the completion of the full 16-week internship period. Although the internship is expected to continue until June 30, 2026, this report is being written on May 13, 2026. Therefore, the report reflects only the tasks, learning, and observations available up to the report writing date.

Another limitation is that the detailed worklog available for this report covers documented work from March 1, 2026 to May 13, 2026. Since the internship is still ongoing, activities completed after May 13 are not included in the same level of detail. This means that the final weeks of the internship, including any additional Vetra Motors launch-related work, future content planning, or campaign execution, are not fully reflected in this of the report.

The third limitation is related to Vetra Motors being in the pre-launch stage. Since the brand has not fully launched during the report writing period, I cannot fully evaluate final campaign performance, customer response, launch results, or long-term brand impact. My analysis of Vetra Motors is therefore based mainly on pre-launch planning, competitor research, content preparation, and visual direction.

There were also coordination-related limitations. Some content activities depended on the availability of supervisors, doctors, nurses, clients, influencers, website developers, and other collaborators. Shoots, approvals, revisions, website work, and campaign-related decisions sometimes depended on other people's schedules. This is a normal part of workplace marketing, but it affected the speed and flow of certain tasks.

Finally, the broad scope of my internship was also a limitation. Since I worked across Vitàvie, Virtú Authentic, and Vetra Motors, I gained wide exposure to different industries, but it was not always possible to go deeply into one single brand or campaign. However, this variety also became one of the most valuable parts of the internship because it helped me understand how marketing changes across different industries and audiences.

## **4.4 Recommendations**

### **4.4.1 Recommendations for Vaidya Group**

Vaidya Group should continue strengthening its internal marketing structure because the group manages multiple brands with different identities. A more organized marketing workflow would help improve coordination between planning, content creation, approval, posting, and performance review. Since the group is active across different sectors, a structured brand-wise system would make digital communication more consistent and efficient.

The company should also maintain separate brand guideline documents for Vitàvie, Virtú Authentic, and Vetra Motors. These documents should include tone of voice, visual style, caption structure, color palette, content pillars, target audience, and approval requirements. This would help current and future interns, designers, and marketing team members understand each brand more quickly and maintain consistency across platforms.

### **4.4.2 Recommendations for Vitàvie**

For Vitàvie, I recommend maintaining a formal medical content approval system. Since Vitàvie deals with aesthetic medicine, anti-aging, injectables, IV drips, regenerative treatments, and wellness services, content should be reviewed carefully before posting. A simple approval checklist can help verify treatment names, benefits, claims, tone, and medical accuracy.

Vitàvie should also continue developing doctor-led educational content. Since the clinic's credibility is closely connected with Dr. Garima Shrestha's expertise, personal branding should remain an important part of the clinic's marketing strategy. Educational reels, FAQ videos, treatment explainers, client stories, and doctor-led posts can help build trust and differentiate the clinic from competitors.

### **4.4.3 Recommendations for Virtú Authentic**

For Virtú Authentic, I recommend strengthening SEO and Daraz product listing structures. The SEO plan already focuses on problem-based searches, ingredient-based searches, brand keywords, skin concern keywords, product keywords, and marketplace keywords. These should be developed into product descriptions, blogs, captions, Daraz listings, and website content to improve product visibility.

Virtú should also create more skincare education content. Since skincare customers often make decisions based on ingredients and concerns, the brand can benefit from content explaining retinol, niacinamide, tranexamic acid, ceramides, sunscreen, hydration, acne care, pigmentation, and skin barrier support. This would help position Virtú not only as a seller of skincare products but also as an informative skincare brand.

#### **4.4.4 Recommendations for Vetra Motors**

For Vetra Motors, I recommend preparing a strong pre-launch and launch content bank. Since the brand is still in the pre-launch stage during the report writing period, having ready-made content before the official launch would help maintain consistency once posting begins. This content bank can include teaser posts, feature-focused posts, EV education posts, competitor differentiation content, lifestyle visuals, FAQs, short reels, and launch captions.

Vetra should also develop a clear brand positioning statement before launch. Since the EV scooter market includes competitors such as Ather, Yadea, TVS, Niu, LVneng, Chetak, Gogoro, and TailG, Vetra needs to clearly communicate what makes it different. The brand should define whether its strongest positioning is based on performance, design, durability, smart mobility, affordability, sustainability, or suitability for Nepal's roads and urban lifestyle.

#### **4.4.5 Recommendations for Future Cooperative Students**

Future cooperative students should maintain a detailed daily worklog from the beginning of the internship. This makes report writing easier and helps track learning outcomes more accurately. They should also save samples of their work, including post designs, captions, presentations, content plans, screenshots, videos, campaign materials, and other relevant documents for appendices.

Students should also learn basic design, video editing, content planning, and social media tools before starting a marketing internship. Having prior knowledge of Canva, CapCut, Adobe tools, Google Sheets, Google Docs, and social media insights can make the internship experience more productive. Future students should also be prepared for feedback and revisions. In real marketing work, the first version of a task is not always the final version. A good marketing output is often created through repeated improvement, supervisor guidance, and adjustment according to brand needs.

#### **4.5 Final Reflection**

My ongoing internship at Vaidya Group has been one of the most important learning experiences of my BBA Marketing program. It has helped me understand how marketing works outside the classroom and how different practical execution can be from theoretical planning. I have learned that ideas are important, but execution is where most of the real challenge exists.

Working across Vitàvie, Virtú Authentic, and Vetra Motors has helped me become more flexible as a marketing student. I have had to shift from premium aesthetic clinic communication to skincare product marketing and then to electric scooter pre-launch branding. This helped me understand that a marketer must be able to adapt to different industries, audiences, and communication styles.

The internship has also helped me understand my own strengths and areas for improvement. I have become more confident in content creation, design, video editing, caption writing, campaign planning, and competitor research. At the same time, I have realized that I still need to improve in areas such as strategic planning, analytics interpretation, long-term campaign measurement, and structured project management.

One of my biggest personal learnings so far is that executing a marketing plan from the ideation phase is more difficult than I initially expected. A strong idea needs to be supported by research, planning, coordination, design, timing, feedback, revision, and proper execution. This understanding has made me more realistic and practical about marketing work.

Overall, the Cooperative Education internship has helped me connect my academic learning with real professional experience. It has given me exposure to digital marketing, brand communication, social media content, e-commerce preparation, personal branding, market research, and pre-launch campaign planning. Although the internship is still ongoing at the time of writing this report, the experience gained up to May 13, 2026 has already contributed significantly to my development as a marketing student and has prepared me better for future opportunities in brand strategy, digital marketing, and creative campaign development.

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## APPENDICES

*Table 1: Daily Worklog (March 1, 2026 to June 19, 2026)*

<b>Date</b>	<b>Brand / Area</b>	<b>Main Task</b>	<b>Type of Work</b>
1 March	Vitàvie	Karan Sir IV Drip reel, Renasha IV Drip reel, Vitàvie menu/service catalogue design	Reel content, design
2 March	Vitàvie	Continued Vitàvie menu/service catalogue design	Design
3 March	Vitàvie	Continued Vitàvie menu/service catalogue design	Design
4 March	Dr. Garima / Vitàvie	Monaco introduction post for Dr. Garima Shrestha	Personal branding, post design
5 March	Virtú	V'anhalla unboxing re-edit	Video editing
6 March	Virtú	Virtú Instagram captions	Caption writing
8 March	Virtú	Something unboxing	Product content
9 March	Virtú	Something unboxing edit, captions for Virtú posts	Video editing, caption writing
10 March	Virtú / Vitàvie	Virtú reel hooks, Shabana video shoot	Copywriting, shoot
11 March	Vitàvie / Dr. Garima	AMWC 2026 post, AMWC presentation, Vitàvie service catalogue print	Event content, presentation, print support
12 March	Vitàvie	“A Day in the Life of an Aesthetic Doctor” shoot, Salmon DNA FAQ Friday shoot	Shoot planning, video content
13 March	Vitàvie	Myth or Fact shoot, Shabana Salmon DNA content	Educational content, shoot
15 March	Virtú / Vitàvie	Exosomes and Microneedling hair and skin shoot	Shoot, service content

16 March	Vitàvie	Myth or Fact edit, Shabana Salmon DNA edit	Video editing
17 March	Vitàvie / Virtú	Lip Booster Treatment reel, Low pH Jelly Cleanser content	Reel, product content
18 March	Vitàvie	WOW Magazine meeting for services/stall	Meeting, campaign planning
19 March	Vitàvie / Dr. Garima	Sponsored post redesign, GFC Microneedling shoot	Design, shoot
20 March	Vitàvie	Myth or Fact Friday and voiceover editing	Video editing
22 March	Vitàvie / WOW Magazine	Dr. Garima judge proposal, WOW Magazine collaboration proposal	Proposal support
23 March	Vitàvie	Lip Booster post	Post design
24 March	Vitàvie	Nurses chemical peel shoot	Shoot
25 March	Vitàvie	GFC Microneedling post	Post design
26 March	Vitàvie	Exosomes and Microneedling skin introduction post	Educational post
27 March	Vitàvie	FAQ Friday on Exosomes and Microneedling skin	Educational content
29 March	Vitàvie	Benefits of Exosomes and Microneedling skin post	Post design
30 March	Vitàvie	Suzeena Shrestha IV first session	Client story content
31 March	Vitàvie	TikTok, GFC Microneedling, Muna Didi content	Social media content

6 April	Virtú / Digital Marketing	Live selling research	Research
7 April	Vitàvie / AMWC	Pink Glow script, AMWC Catalyst Open Stage post	Scriptwriting, post design
8 April	Vitàvie / WOW Magazine	WOW Magazine meeting with Ms. Malati	Meeting
9 April	Vaidya Group / Vitàvie	Vaidya Group brochure redesign, Pink Glow shoot, mini studio concept	Design, shoot, concept planning
10 April	Website / Vitàvie / Virtú	Website designer discussion, product catalogue, booking, brand assets, static website	Website planning
12 April	AMWC / Dr. Garima	AMWC Open Stage video edit	Video editing
13 April	AMWC / Website	AMWC Open Stage edit, website first draft	Video editing, website review
14 April	General	Nepali New Year content	Seasonal content
15 April	Vitàvie / Website	GFC shoot with Barsha Didi, website first draft review meeting	Shoot, meeting
16 April	Vitàvie / AMWC	GFC edit, Suzeena client story shoot, Pink Glow grid plan, AMWC Moderator video edit	Editing, shoot, grid planning
17 April	Vitàvie	Suzeena Shrestha video edit	Video editing
19 April	Vitàvie	Photoshoot moodboard, Instagram plan	Planning, moodboard
20 April	Vitàvie / AMWC	Notion Kanban board, AMWC Day 1 post	Organization, post design

21 April	Vitàvie / AMWC	Upasana Singh Thakuri shoot, Reversal Duo shoot, AMWC Day 2 post, NYEF x Vitàvie coupon design	Shoot, design
22 April	Vitàvie / AMWC	Glow Stack shoot, AMWC Day 3 post	Shoot, post design
23 April	Vetra / Vitàvie	Market research for Vetra Motors, Vitàvie domain request	Research, website support
24 April	Vitàvie / Virtú	Wedding-related post design, Holyshield Sunscreen Mist post, FAQ Friday Pink Glow	Post design, product content
26 April	Vitàvie / Vetra / Website	Shabana IV Drip shoot, Vetra IG plan, 9-grid concept, TikTok, Gmail, brochure, website planning	Shoot, campaign planning
27 April	Vitàvie / Dr. Garima	Sajina Khanal fat lipolysis shoot, Dr. Garima Koru Pharma webinar	Shoot, personal branding
28 April	Vitàvie	Anna-Rachana mother-daughter duo shoot	Shoot
29 April	Vitàvie / Website	PLLA script, website development consultation, SEO for Vitàvie	Scriptwriting, SEO, website planning
30 April	Vitàvie	Renasha shoot, photoshoot plan for doctor, consultation, interior, services, products	Shoot, planning
1 May	Vitàvie	Photoshoot day	Photoshoot
3 May	Research	Research on anti-aging in real estate and hospitality	Market/industry research
4 May	Vitàvie	Devil Wears Prada 2 shoot	Creative shoot
5 May	Vitàvie	Client OPD form redesign, client review form redesign	Design, document improvement
6 May	Vitàvie	Muna Didi review shoot	Review content

7 May	Vitavie	Mounjaro Met Gala post, Renasha video edit, Upasana video re-edit	Post design, video editing
8 May	Vitavie / Vetra	Pink Glow post, Pink Glow webinar archive edit, Vetra 9-grid design	Post design, editing, campaign design
10 May	Vitavie / Dr. Garima	Akriti Rajbhandari shoot, Dr. Peptide Facebook page	Shoot, social media setup
11 May	Vaidya Group / Vitavie / Vetra	SIME 2026 presentation for Mr. Karan Vaidya and Dr. Garima Shrestha, WOW Magazine ad	Presentation, magazine ad
12 May	Vitavie / Vetra	Akriti video edit, nurse video shoot edit, Vetra post	Video editing, post design
13 May	SIME / General	SIME presentation re-edit, SIM card setup	Presentation revision, admin support
14 May	Vetra	Instagram Plan	Captions, Social Media Post
15 May	Vitavie	Brochure	Design, Content Writing
17 May	Vetra	Website Plan	First Draft Meeting
18 May	Virtu	Suppuru Plan	New product content plan
19 May	Vetra	Instagram Update	Revise Captions, Social Media Post
20 May	Vitavie / Vetra	Ssol Gurung video edit, First draft website revision	Editing video, Meeting
21 May	Vitavie	Brochure	Design, Content Writing
22 May	Vitavie	Brochure	Design, Content Writing

24 May	Vitàvie	Brochure	Design, Content Writing
25 May	Virtú	Suppuru Plan (360 Sunscreen, Cica PDRN, Revitalizing Serum)	New product content plan
26 May	Karan Vaidya	Mr. Karan Vaidya's CV edit	Design
27 May		Co-op Presentation	
28 May	Vitàvie	Botox Brochure	Design, Content Writing
29 May	Vitàvie	Alisha Pun Video Shoot	Video Shoot, Edit
31 May	Virtú	Product Shoot	Product Shoot
1 Jun	Virtú	Suppuru Unboxing	Video Shoot, Editing
2 Jun	Vitàvie	Alisha Pun Video Edit	Editing
3 Jun	Vitàvie	Website Meeting	Meeting
4 Jun	Vitàvie	Team Meeting	New Intern Recruitment Meeting
5 Jun	Virtú	Daraz Setup	Bank Setup
7 Jun	Vitàvie	SEO meeting	Meeting
8 Jun	Vitàvie	NAD+ IV Drip	Post Design
9 Jun	Vitàvie / Dr. Garima	Exosome Ft. Renoxome Webinar, Peptide Shoot	Webinar Setup, Video Shoot
10 Jun	Vitàvie	WFH: Salmon DNA	Post Design
11 Jun	Dr. Garima	WFH: Dr. Garima CV	CV Design, Editing
12 Jun	Virtú	Suppuru 360 Sunscreen	Post Design
14 Jun	Vitàvie	TDL: Peptide Video Edit	Editing
15 Jun	Vitàvie	TDL: Intern CV Shortlist	Meeting with Mr. Karan Vaidya
16 Jun	Vitàvie	TDL: PLLA Video Shoot, Edit	Shoot with Dr. Garima, Editing

17 Jun	Vitàvie	TDL: Jujutsu Trend Video	Shoot with Nurses and Editing
18 Jun	Vitàvie	TDL: Skin Booster Brochure	Brochure Design
19 Jun	Vitàvie	TDL: IV Drip Brochure	Brochure Design



## PHOTO GALLERY



*Photo 1: Working at my Desk*



*Photo 2: Virtú Product Shoot*



*Photo 3: Market Research Visit for Vetra*



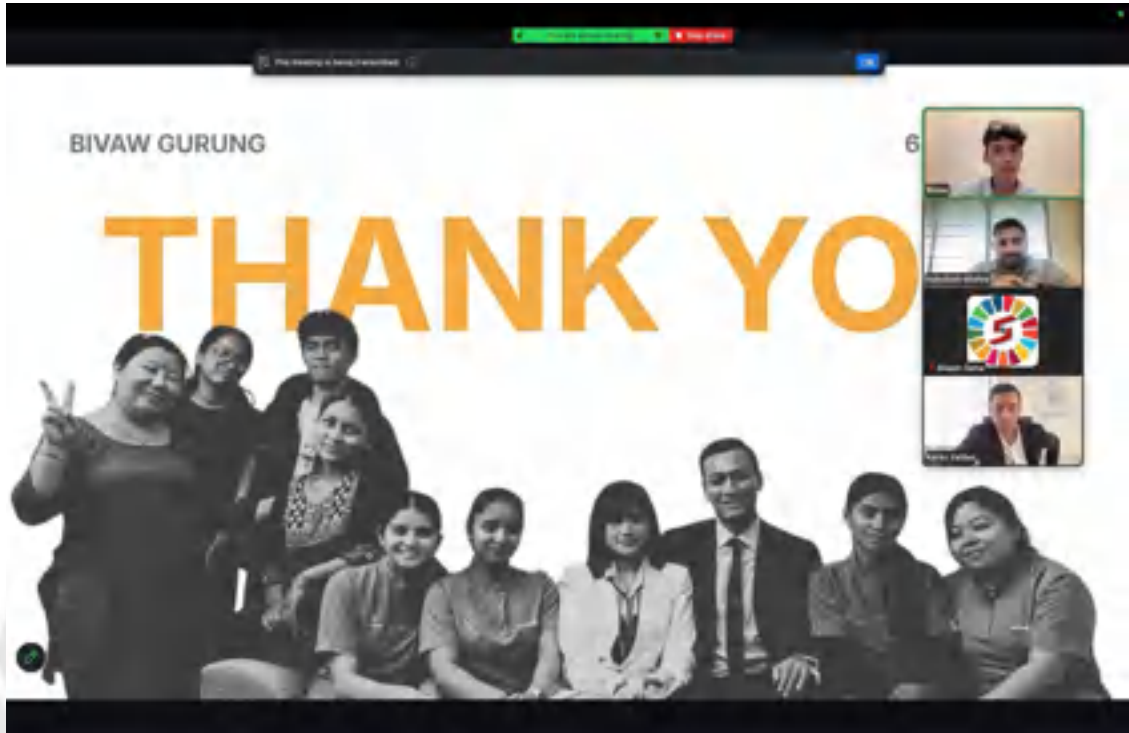
*Photo 4: Photoshoot Behind the Scenes*



*Photo 4: Lunch with Clinic Co-workers*



*Photo 5: Group Photo with Co-workers*



*Photo 6: Co-op Internship Reflection Presentation*

