



CO-OPERATIVE EDUCATION REPORT

**Building Brands in Modern Lifestyle Industries:
A Digital Marketing and Consumer Engagement Experience at Vaidya Group**

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**This report is submitted in partial fulfillment of the requirements for Cooperative Education,
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Siam University

Title: Building Brands in Modern Lifestyle Industries: A Digital Marketing and Consumer Engagement Experience at Vaidya Group

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ABSTRACT

This report presents my 16-week Cooperative Education Internship experience at Vaidya Group, where I worked as a Marketing Intern across VITÀVIE Aesthetics & Anti-Aging Clinic, VIRTÚ Authentic, and VETRA Motor. The internship provided practical exposure to digital marketing, content creation, brand communication, e-commerce support, website planning, and market research.

At VITÀVIE, I supported social media content, campaign planning, educational video concepts, and personal branding for Dr. Garima Shrestha. At VIRTÚ, I assisted with the ongoing Daraz store setup, product listings, skincare content, and digital branding. During the second half of the internship, I also contributed to VETRA Motor through early-stage market research on Nepal's electric scooter market.

Overall, this internship helped me apply classroom knowledge to real business situations and strengthened my technical, creative, analytical, and professional skills in marketing.

Keywords: *Cooperative Education, Vaidya Group, Digital Marketing, Content Creation, E-commerce, Brand Communication, Aesthetic Healthcare, Skincare Marketing, Market Research.*

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I am deeply thankful to my academic advisor, Mr. Ashutosh Mishra, for his guidance, encouragement, and valuable feedback throughout my internship.

I would also like to thank Vaidya Group for giving me the opportunity to intern at VITÀVIE Aesthetic & Anti-Aging Clinic, VIRTÚ Authentic, and VETRA Motor. I am especially grateful to my supervisor, Mr. Karan Vaidya, Vice-President of Vaidya Group, CEO and Co-Founder of VITÀVIE, VIRTÚ, and VETRA, for his mentorship, trust, and support, which enhanced my understanding of digital marketing and business operations.

I sincerely appreciate Dr. Garima Shrestha, Co-founder of VITÀVIE and VIRTÚ, and board-certified aesthetic doctor, for her guidance and insights into the aesthetic and healthcare industry. I am also thankful to the nurses and support staff at VITÀVIE for their cooperation throughout my internship.

I would also like to thank Mr. Manish Shrestha, Co-founder of Vetra Motors, for his vision and contribution to the brand, and my fellow intern, Mr. Bivaw Gurung, for his support and collaboration.

Lastly, I am grateful to my family and friends for their constant encouragement. This internship has contributed greatly to my professional and personal growth.

Thank you,

Sincerely,

Kriti Chaudhary

Student ID: 6508040043

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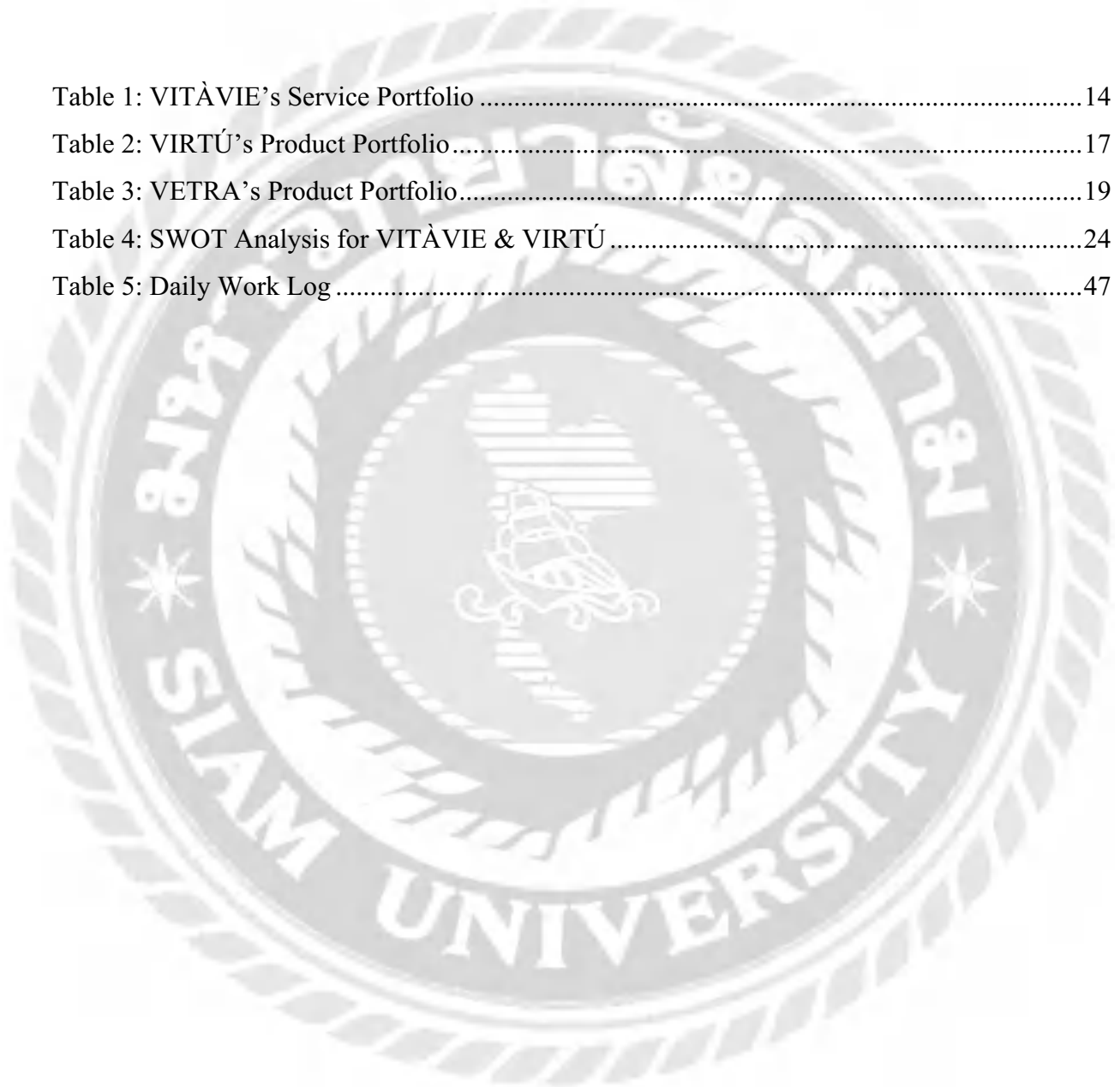
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LIST OF ACRONYMS

DNA: Deoxyribonucleic Acid
PN: Polynucleotide
GFC: Growth Factor Concentrate
PRP: Platelet-Rich Plasma
RF: Radio Frequency
HIFU: High-Intensity Focused Ultrasound
PLLA: Poly-L-Lactic Acid
BOTOX: Botulinum Toxin
BPC: Body Protection Compound
GHK-Cu: Glycyl-L-Histidyl-L-Lysine Copper Peptide
MOTS-c: Mitochondrial Open Reading Frame of the 12S rRNA-c
SWOT: Strengths, Weaknesses, Opportunities, Threats
FAQ: Frequently Asked Questions
DDA: Department of Drug Administration
SEO: Search Engine Optimization
AI: Artificial Intelligence
IMC: Integrated Marketing Communication
AMWC: Aesthetic and Anti-Aging Medicine World Congress
SIME: Italian Society of Aesthetic Medicine
EV: Electric Vehicle
WFH: Work From Home



CHAPTER 1: INTRODUCTION

This chapter provides an overview of Vaidya Group, a diverse business group, and its subsidiaries, VITÀVIE Aesthetics & Anti-Aging Clinic, VIRTÚ Authentic and VETRA Motor. The organization's vision, mission, core values, and strategic direction are summarized in this section. Next, the organizational structure of the company and my position within it during the internship are described. This chapter also explains why I chose Vaidya Group for my Co-operative Education placement, emphasizing my interest in e-commerce development, digital marketing, aesthetic healthcare sector and the growing demand for electric vehicles. In order to gain a better understanding of the business environment and competitive landscape, it also includes strategic analysis of the organization using SWOT analysis. This chapter concludes by summarizing the primary goals of my cooperative education study and offering a basis for comprehending my internship experience, learning objectives, and contributions to the company.

1.1 COMPANY'S PROFILE

Vaidya Group is one of Nepal's leading diversified conglomerates, established with a vision to contribute to the development of the nation while delivering high-quality services across multiple industries. Over the past twenty-five years, the group has grown significantly, expanding its presence in sectors such as automobiles, water supply, hospitality, and food production. Through its continuous efforts, Vaidya Group has played an important role in supporting economic growth and improving the quality of life in Nepal, while maintaining a strong commitment to innovation, sustainability, and national progress.

With a forward-looking approach, the group continues to diversify into emerging industries, focusing on creating value through modern business practices and customer-centric services. Its long-term vision remains centered on positioning Nepal on the global map while delivering excellence across all its business ventures.

Among its subsidiaries, **VITÀVIE Aesthetics & Anti-Aging Clinic** represents the group's entry into the healthcare and aesthetics sector. VITÀVIE is a modern aesthetic clinic that focuses on regenerative medicine, skin rejuvenation, and non-surgical cosmetic treatments. Guided by an American Academy of Aesthetic Medicine board-certified physician, the clinic offers advanced services such as injectables, IV drip therapy, exosome therapy, and preventive longevity programs.

With a strong emphasis on personalized care, VITÀVIE combines scientific innovation with aesthetic expertise to promote long-term skin health and overall vitality.

Another emerging venture under the group is **VIRTÚ Authentic**, a skincare retail business that offers authentic Korean and Indonesian beauty products. The brand focuses on providing high-quality, globally recognized skincare solutions to the local market, both through physical availability at the clinic and through digital platforms. VIRTÚ Authentic reflects the group's expansion into e-commerce and modern retail, aiming to meet the growing demand for premium skincare products in Nepal.

VETRA Motor is another developing venture under Vaidya Group, representing the group's involvement in Nepal's automobile and mobility sector. The brand focuses on electric mobility solutions, particularly electric scooters designed for modern urban transportation. As a part of the group's broader business ecosystem, VETRA Motor reflects Vaidya Group's interest in innovation, sustainability, and future-oriented transportation. Although the brand was still in its development and pre-launch phase during my internship, it provided me with exposure to market research, competitor analysis, and branding activities within Nepal's growing electric vehicle industry. Its inclusion in the group's portfolio highlights Vaidya Group's continuous effort to adapt to emerging market trends and contribute to sustainable mobility in Nepal.

Overall, Vaidya Group continues to evolve as a dynamic organization, integrating traditional values with modern innovation while contributing to both economic development and lifestyle enhancement in Nepal.

Figure 1: Official Logo of Vaidya Group



Figure 2: Official Logo of *VITÀVIE* Aesthetics and Anti-Aging Clinic



Figure 3: Official Logo of *VIRTÚ* Authentic



Figure 4: Official Logo of *VETRA* Motor



1.1.1 Vision of the Company

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

1.1.2 Mission of the Company

Vaidya Group aims to create value through innovation, quality, and customer-centric services across its business sectors. The group operates across a wide range of industries, including automobiles, pharmaceutical manufacturing, real estate, hotels and resorts, turnkey projects and government supplies, medical education, trade, water works, as well as emerging sectors such as healthcare, aesthetics, and e-commerce. It is committed to introducing global standards to the market and enhancing customer experience through modern solutions.

Through its subsidiary, the group further aligns with the vision to bring the best of the world in aesthetics and anti-aging to South Asia, focusing on cellular optimization, regenerative aesthetics, and long-term vitality.

1.1.3 Core Values

- *Quality and Excellence:* Delivering high-standard products and services across all sectors
- *Innovation:* Continuously adapting modern technologies and global practices
- *Customer-Centric Approach:* Prioritizing customer needs and personalized experiences
- *Integrity and Responsibility:* Maintaining ethical practices and contributing to society
- *Sustainability:* Supporting long-term growth and responsible business operations

1.1.4 Company Strategies

Vaidya Group adopts a diversified growth strategy by expanding into multiple industries while maintaining a unified vision.

Key strategic approaches include:

- **Market Diversification:** Expanding across industries such as automobiles, healthcare, real estate, hospitality, and e-commerce
- **Global Integration:** Bringing internationally recognized products, technologies, and services into the Nepali market
- **Digital Transformation:** Leveraging digital marketing, social media, and e-commerce platforms such as Daraz to enhance business reach
- **Customer Experience Focus:** Providing personalized services to build long-term customer relationships
- **Brand Positioning:** Establishing premium and trustworthy brand identities

1.1.5 VITÀVIE's Service Portfolio

VITÀVIE offers a comprehensive range of advanced aesthetic treatments focusing on skin health and rejuvenation. Their treatments are categorized into specialized areas to address different client needs.

Table 1: VITÀVIE's Service Portfolio

Treatment		Description
AESTHETIC & REGENERATIVE MEDICINE	Skin Rejuvenation and Clinical Facials	Skin Rejuvenation & Clinical Facials include treatments such as Lactic Peel, Salicylic + Azelaic Peel, and Oxy-Gluta Medi Facial, which help improve skin texture, treat acne, reduce pigmentation, and promote a brighter, healthier complexion.
	Advanced Skin Boosters and Injectable Therapies	Advanced Skin Boosters & Injectable Skin Therapies feature targeted solutions like Under-Eye Salmon DNA Skin Booster, Salmon DNA (PN) Skin Booster, Anti-Aging Skin Booster, Brightening Skin Booster, and Whitening Skin Booster. These therapies deeply hydrate the skin, enhance elasticity, and address concerns like dullness, fine lines, and uneven tone.
	Regenerative Aesthetic Medicine	Regenerative Aesthetic Medicine includes innovative treatments such as Exosomes + Microneedling (Face) and GFC / PRP, which stimulate natural healing and collagen production to restore youthful skin.
	Energy-Based Skin	Energy-Based Skin Tightening & Lifting

	Tightening & Lifting	options like RF Lift and RF Lift + HIFU use advanced technology to tighten skin, improve firmness, and provide non-surgical lifting effects.
	Advanced Lifting & Structural Rejuvenation	Advanced Lifting & Structural Rejuvenation treatments, including Thread Lift, PLLA (Collagen Biomodulators), and Endolift, focus on deeper structural support, enhancing facial contours and stimulating long-term collagen regeneration.
	Injectable Aesthetic Procedures	Injectable Aesthetic Procedures such as Botox and Fillers are used to reduce wrinkles, restore volume, and enhance facial features for a more youthful appearance.
	Body Contouring & Fat Reduction	Body Contouring & Fat Reduction is addressed through Fat Lipolysis, a treatment designed to break down and reduce localized fat deposits.
	Hair Restoration Therapies	Hair Restoration Therapies include Exosomes + Microneedling (Hair) and GFC / PRP, which help stimulate hair growth and improve scalp health.
	Laser & Device-Based Treatments	Laser & Device-Based Treatments, such as Laser Hair Removal, provide long-term solutions for unwanted hair using advanced laser technology.
IV DRIP THERAPY		IV Drip Therapy delivers essential nutrients directly into the bloodstream for quick absorption, helping boost immunity, restore

	<p>energy, and improve overall wellness. Options include the Flu-Fighter for recovery, Energizer for instant refreshment, and Hangover Cure for rapid rehydration. Treatments like Liver Detox, Beauty, and Anti-Aging focus on cleansing, skin enhancement, and rejuvenation. Advanced formulations such as Glutathione, NAD, and Antioxidant drips further support detoxification, reduce oxidative stress, and promote vitality.</p>
<p>PEPTIDE THERAPY</p>	<p>Peptide Therapy focuses on advanced, targeted treatments that support cellular repair, regeneration, and overall wellness. Options include BPC for recovery and gut health, BPC-157 for injury support and healing, and GHK-CU to enhance hair, skin, and nail health. For metabolic and fitness goals, Tirzepatide aids in weight management, while MOTS-C supports brain function and improves focus. These therapies work at a cellular level to promote healing, optimize body functions, and enhance both health and aesthetic outcomes.</p>

1.1.6 VIRTÚ's Product Portfolio

VIRTÚ offers a curated portfolio of innovative skincare solutions designed to promote healthy, radiant, and well-balanced skin. The brand features a selection of high-performance products from internationally recognized lines, including Korean skincare brand V'ANHALLA and Indonesian skincare brand SOMETHINC, each known for their advanced formulations and targeted results. This diverse range is thoughtfully organized to address key skin concerns such as aging, hydration, acne, pigmentation, and sun protection, providing effective solutions tailored to different skin types and needs.

Table 2: VIRTÚ's Product Portfolio

V'ANHALLA	
Product Name	Description
V'ANHALLA Retinol 3R Serum	An advanced anti-aging serum formulated with retinol, bakuchiol, and peptides to reduce fine lines, improve elasticity, and enhance overall skin texture for a smoother, more youthful appearance.
V'ANHALLA Niacinamide 15 Triple Power Booster	A high-strength brightening booster with 15% niacinamide that helps minimize pores, regulate excess oil, and improve uneven skin tone while providing soothing hydration.
V'ANHALLA Blemish Care Tranexamic Acid Serum	A targeted brightening treatment with 3% tranexamic acid, niacinamide, and alpha-arbutin to reduce dark spots, hyperpigmentation, and promote a clearer, more even complexion.
V'ANHALLA Cica Calm Serum in Cream	A soothing serum-cream hybrid enriched with Centella Asiatica and panthenol to calm irritation, strengthen the skin barrier, and deliver deep hydration for sensitive or acne-prone skin.
V'ANHALLA Cica Calm Mist Toner	A refreshing mist toner that hydrates, soothes, and revitalizes skin using Centella Asiatica and hyaluronic acid, helping improve moisture retention and skin comfort throughout the day.
V'ANHALLA Ceramide Moisturizing Serum in Cream	A deeply nourishing moisturizer with ceramides that strengthens the skin barrier, locks in hydration, and improves

	skin softness and resilience.
V'ANHALLA Ceramide Moisturizing Essence in Toner	A hydrating toner enriched with ceramides that enhances moisture retention, improves skin texture, and leaves the skin feeling smooth, supple, and refreshed.
V'ANHALLA Allday UV Barrier Sunscreen SPF50+ PA++++	A lightweight, broad-spectrum sunscreen that protects against UVA/UVB damage while hydrating and soothing the skin, leaving no white cast and suitable for daily use.
SOMETHINC	
Product	Description
SOMETHINC Niacinamide + Moisture Sabi Beet Serum	A pore-refining and skin-balancing serum enriched with niacinamide, centella, and beet extract to improve texture, regulate oil, and support hydration for a clearer, healthier complexion. Available in 2 variants (5% and 10% niacinamide).
SOMETHINC Low pH Jelly Cleanser	A gentle daily cleanser with a low pH formula that effectively removes impurities while maintaining skin hydration and balance, leaving the skin fresh, clean, and comfortable.
SOMETHINC Dark Spot Reducer Ampoule	A lightweight brightening ampoule designed to reduce dark spots, hyperpigmentation, and uneven skin tone, promoting a clearer and more radiant complexion with regular use.
SOMETHINC Holyshield! UV Watery Sunscreen Gel SPF50+ PA++++	A lightweight gel sunscreen that provides high broad-spectrum protection against UV rays while hydrating and soothing the skin without a greasy finish.
SOMETHINC Holyshield! Sunscreen Shake Mist SPF46 PA+++	A convenient, refreshing sunscreen mist that allows easy reapplication throughout the day while delivering reliable UV protection and maintaining skin hydration.

SOMETHINC Glow Maker AHA BHA PHA Clarifying Treatment Toner	A multi-acid exfoliating toner that helps unclog pores, remove dead skin cells, and improve skin clarity for a smoother, brighter, and more refined complexion.
SOMETHINC Supple Power Hyaluronic 9+ Onsen Essence Toner	A deeply hydrating essence toner formulated with multiple types of hyaluronic acid to boost moisture, improve elasticity, and enhance overall skin smoothness and radiance.
SOMETHINC Copy Paste Tinted Sunscreen SPF40 PA++++	A multifunctional tinted sunscreen that combines broad-spectrum UV protection with lightweight coverage to even out skin tone while keeping skin hydrated and comfortable. Available in 3 variants.

1.1.7 VETRA's Product Portfolio

VETRA Motor's product portfolio currently focuses on electric mobility solutions, with its main product being an fleet electric scooter designed for urban transportation. The brand aims to provide a modern, efficient, and sustainable alternative to traditional fuel-powered scooters in Nepal. Its product direction reflects the growing demand for electric vehicles, especially among customers seeking cost-effective, eco-friendly, and convenient mobility options for daily commuting.

Table 3: VETRA's Product Portfolio

Product	Description
Aeron	Aeron is an electric fleet scooter by VETRA Motor to support efficient urban mobility and commercial transportation needs. Designed as a practical and sustainable alternative to fuel-powered scooters, it focuses on reliability, ease of use, and operational efficiency. The scooter is suitable for fleet-based applications such as delivery services, business mobility, and shared transportation, aligning with the growing demand for electric vehicles in Nepal's urban market.

1.2 ORGANIZATIONAL STRUCTURE

Vaidya Group follows a hierarchical organizational structure with clear lines of authority and responsibility. At the top is Mr. Kiran Vaidya, Chairman and Founder of Vaidya Group, whose long-term vision and leadership have played a central role in developing the group into a respected diversified conglomerate in Nepal. His commitment to business growth and national development continues to guide the group's overall direction.

Supporting him at the strategic level is Mrs. Rita Vaidya, Vice-Chairperson of Vaidya Group. With extensive experience in hospitality and management, including her long involvement with Dhulikhel Mountain Resort, she brings strong operational expertise to the organization. Her leadership has contributed significantly to the group's stability, expansion, and continued growth.

At the executive level, Mr. Karan Vaidya, Vice-President of Vaidya Group and CEO and Co-founder of VITÀVIE, VIRTÚ, and VETRA Motor, plays a key role in managing emerging business units and driving innovation, operations, partnerships, and business development. During my internship, I worked mainly under his supervision across these three brands, gaining exposure to aesthetic medicine, premium skincare, and electric mobility.

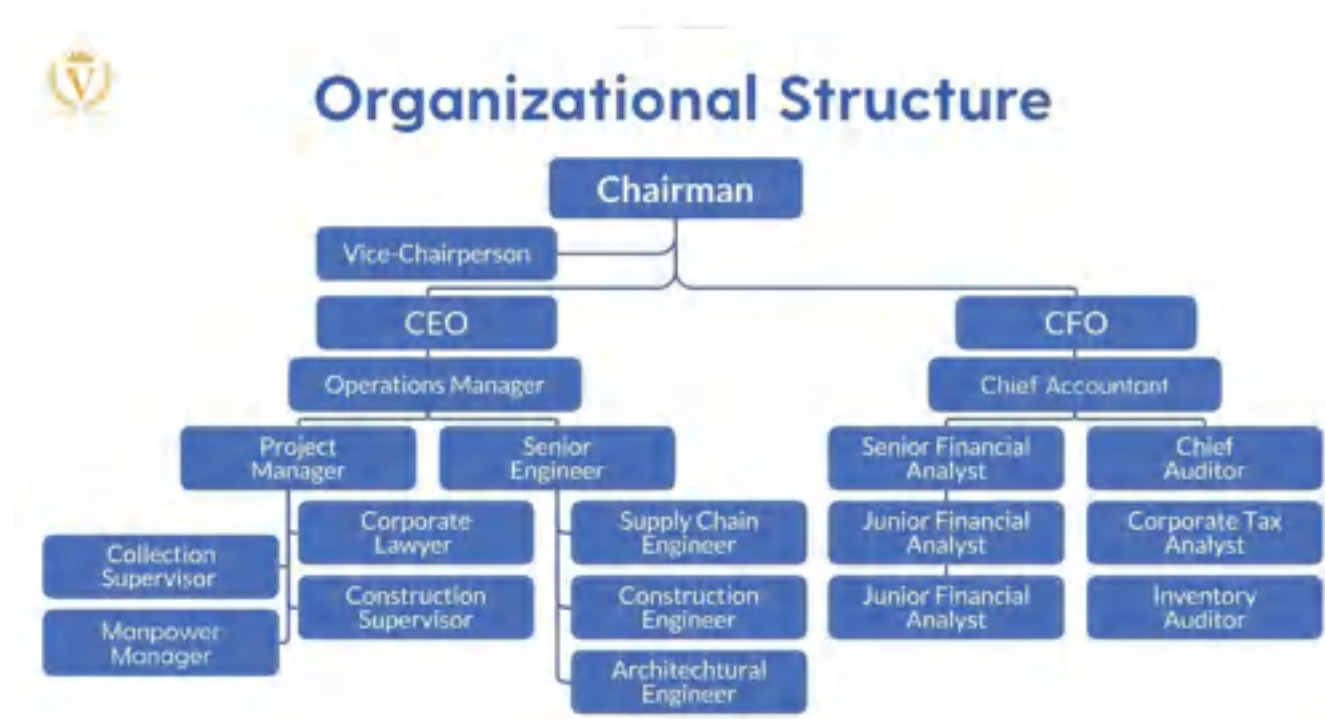
Within VITÀVIE, Dr. Garima Shrestha, Board-Certified Aesthetic Physician, Co-founder, and Medical Director, leads the clinical and technical aspects of the clinic. Her expertise in advanced aesthetic and regenerative treatments strengthens VITÀVIE's credibility, service quality, and premium positioning.

At VETRA Motor, Mr. Manish Shrestha, Co-founder of VETRA Motor, contributes to the brand's strategic direction and development. His vision supports VETRA's positioning in Nepal's emerging electric mobility sector, especially as a fleet scooter brand focused on practical and sustainable transportation solutions.

Based on the organizational structure, Vaidya Group is divided into key operational and financial functions. The operational side manages project execution, manpower, legal support, construction, engineering, and supply chain activities, while the financial side oversees reporting, analysis, auditing, taxation, and inventory control.

Overall, Vaidya Group’s structure reflects visionary leadership, professional expertise, and collaborative management. The work culture encourages innovation, precision, and continuous learning, allowing even interns to participate actively and contribute meaningfully.

Figure 5: Organizational Structure of Vaidya Group



1.2.1 Diagram of the Organizational Structure

Figure 6: My line working structure at Vaidya Group



Note: This figure illustrates my reporting line and daily working relationships within the company.

1.2.2 My Job Position

Role Title: Intern, Marketing Department

Company: Vaidya Group

Duration: 4 months (16 weeks)

Department: Marketing (Digital Marketing, Marketing Strategies & E-Commerce Operations)

Reporting To: Mr. Karan Vaidya

Objectives of the Role: During my Co-Operative Education studies, my role as a marketing intern at Vaidya Group focused on supporting digital marketing, social media management, content creation, brand communication, and e-commerce activities across its subsidiaries, mainly VITÀVIE Aesthetics & Anti-Aging Clinic and VIRTÚ Authentic. My responsibilities included assisting in content planning, campaign execution, audience engagement, and promotional activities for VITÀVIE, while also supporting VIRTÚ Authentic's digital presence through product listings, online store management, and e-commerce activities on Daraz.com.

During the second half of my internship, I was also introduced to VETRA Motor, which was still in its initial development and pre-launch phase. My role in VETRA involved supporting early-stage marketing activities such as market research, competitor analysis, and branding-related tasks for its electric fleet scooter. Through these responsibilities, I gained practical exposure to marketing across three different business areas: aesthetic healthcare, skincare e-commerce, and electric mobility. This helped me understand how digital marketing strategies are adapted according to the nature, audience, and development stage of each brand.

1.2.3 My Job Position in the Company's Organizational Structure

During my four-month Cooperative Education Internship at Vaidya Group, my job position was **Marketing Intern**. I was mainly involved in digital marketing, social media management, brand communication, and e-commerce support for VITÀVIE Aesthetics & Anti-Aging Clinic and VIRTÚ Authentic. During the second half of my internship, I was also introduced to VETRA Motor, which was in its initial development and pre-launch phase.

I worked under the supervision of Mr. Karan Vaidya, Vice-President of Vaidya Group and CEO and Co-founder of VITÀVIE, VIRTÚ, and VETRA. I also received clinical and brand-related guidance from Dr. Garima Shrestha, Co-founder of VITÀVIE and VIRTÚ, and board-certified aesthetic doctor. Their guidance helped me understand how marketing activities are planned and executed across different business sectors.

My daily responsibilities included supporting social media content, promotional campaigns, audience engagement, and consistent brand communication. At VITÀVIE, I helped create educational and brand-focused content for aesthetic and anti-aging services. At VIRTÚ, I assisted with Daraz product listings, online store organization, product descriptions, and digital branding.

During the later phase of my internship, I supported VETRA Motor through early-stage marketing activities such as market research, competitor analysis, and branding-related support for its electric fleet scooter. Overall, my role as a Marketing Intern allowed me to gain practical experience in service marketing, product marketing, e-commerce, and early-stage brand development.

1.2.4 My Intention and Motivation to choose Vaidya Group for Co-op Education Internship

Vaidya Group attracted me as a Co-Operative Education placement because of its diversified presence across multiple industries and its expansion into emerging sectors such as healthcare, aesthetics, e-commerce, and mobility. As a marketing student, I was interested in gaining exposure to businesses that operate in different market environments and require different branding and communication approaches. The opportunity to work with VITÀVIE Aesthetics & Anti-Aging Clinic and VIRTÚ Authentic made the internship especially relevant to my academic background and career interests.

I was particularly motivated to understand how marketing strategies are applied in the aesthetic healthcare sector, where trust, personalization, credibility, and brand perception play an important role. Through VITÀVIE, I was able to observe how advanced aesthetic and anti-aging treatments are communicated to a specific target audience through digital platforms. This helped me understand the importance of educational content, professional brand tone, and consistent communication in building customer confidence.

Alongside this, VIRTÚ Authentic provided me with exposure to the e-commerce side of marketing. As online shopping and international skincare products are becoming increasingly popular

in Nepal, I was eager to learn how digital branding, product positioning, and online platforms such as Daraz.com are used to reach customers effectively. Working with VIRTÚ allowed me to understand how product-based marketing differs from service-based marketing, especially in terms of product descriptions, visuals, promotions, and customer engagement.

During the second half of my internship, I was also introduced to VETRA Motor, which was still in its initial development and pre-launch phase. What interested me most about VETRA was the opportunity to observe the market-entry stage of a new brand. This gave me exposure to early-stage marketing activities such as competitor research, positioning analysis, and understanding how a brand prepares itself before entering the market. It helped me see how marketing work begins even before a product is fully launched, especially through research, planning, and brand direction.

Overall, I viewed this internship as an opportunity to connect academic concepts in marketing with real-world business application. The experience allowed me to work across service marketing, product marketing, e-commerce, and early-stage brand development. It helped me build practical skills in digital marketing, content creation, brand communication, and market research, while also giving me clearer direction regarding my future career interests in the marketing field.

1.3 STRATEGIC ANALYSIS

Organizations need to continuously evaluate their internal capabilities and external environment to remain competitive in a changing market. To assess the strategic position of Vaidya Group's emerging subsidiaries, I have applied SWOT Analysis, focusing mainly on VITÀVIE Aesthetics & Anti-Aging Clinic, VIRTÚ Authentic, and VETRA Motor. This analysis helps identify the strengths, weaknesses, opportunities, and threats that influence these businesses within the aesthetic healthcare, skincare e-commerce, and electric mobility sectors in Nepal.

1.3.1 SWOT Analysis

Table 4: SWOT Analysis for VITÀVIE & VIRTÚ

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ● Strong Brand Backing ● Premium Positioning 	<ul style="list-style-type: none"> ● New Market Presence ● Limited Customer Awareness

<ul style="list-style-type: none"> ● Expert Leadership ● Growing Market Demand ● Digital Presence ● E-Commerce Integration ● Diverse Offerings 	<ul style="list-style-type: none"> ● Dependence on Digital Marketing ● Operational Scale ● E-commerce Challenges ● Niche Target Market
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ● Rising Beauty & Wellness Industry ● Digital Growth ● Market Education ● Expansion Potential ● Strategic Partnerships ● Global Product Demand ● Emerging EV market trend 	<p>THREATS</p> <ul style="list-style-type: none"> ● High Competition ● Price Sensitivity ● Regulatory Factors ● Market Misconceptions ● Platform Dependency ● Economic Conditions ● Rapid Trend Changes

Strengths

- **Strong Brand Backing:** Supported by Vaidya Group, a well-established diversified conglomerate in Nepal.
- **Premium Positioning:** VITÀVIE is positioned as a high-end aesthetic and anti-aging clinic.
- **Expert Leadership:** Qualified professionals, including a board-certified aesthetic doctor, enhance trust and credibility.
- **Growing Market Demand:** Rising interest in skincare, wellness, and aesthetic treatments.
- **Digital Presence:** Active use of social media for brand awareness and audience engagement.
- **E-commerce Integration:** VIRTÚ uses Daraz to expand online reach and accessibility.
- **Diverse Offerings:** Combination of aesthetic services and skincare products supports cross-promotion.

Weaknesses

- **New Market Presence:** VITÀVIE and VIRTÚ are still building brand recognition.
- **Limited Awareness:** Aesthetic treatments may still be unfamiliar or seen as luxury services.
- **Digital Dependence:** Heavy reliance on social media for visibility and engagement.

- **Limited Scale:** Smaller operational scale compared to established clinics and retail brands.
- **E-commerce Challenges:** Daraz listing, logistics, inventory, and competition require continuous management.
- **Niche Target Market:** Premium pricing may limit access to a smaller customer segment.

Opportunities

- **Rising Beauty and Wellness Industry:** Growing focus on skincare, self-care, and anti-aging solutions.
- **Digital Growth:** Online shopping and social media create strong opportunities for expansion.
- **Market Education:** Educational content can increase awareness and reduce misconceptions.
- **Expansion Potential:** Scope to introduce new treatments, products, and service categories.
- **Strategic Partnerships:** Collaborations with influencers, dermatologists, and beauty professionals can increase visibility.
- **Global Skincare Demand:** Popularity of Korean and Indonesian skincare supports VIRTÚ's positioning.
- **Emerging EV Market:** Growing EV interest creates an opportunity for VETRA's fleet scooter positioning.

Threats

- **High Competition:** Rising competition from clinics, dermatology centers, and online skincare sellers.
- **Price Sensitivity:** Premium services and products may be affected by customer price-consciousness.
- **Regulatory Factors:** Healthcare, cosmetics, and mobility sectors may face compliance requirements.
- **Market Misconceptions:** Limited understanding of aesthetic treatments may affect adoption.
- **Platform Dependency:** Reliance on Daraz exposes VIRTÚ to commissions and policy changes.
- **Economic Conditions:** Reduced spending may affect demand for premium services and products.
- **Rapid Trend Changes:** Beauty, skincare, and lifestyle trends require constant adaptation.

1.4 Objectives of the Co-operative Study

The objective of this cooperative education report is to present and reflect on the practical knowledge and professional experience I gained during my 16-week internship at Vaidya Group. My internship mainly focused on VITÀVIE Aesthetic & Anti-Aging Clinic and Virtú Authentic, with additional exposure to VETRA Motor during the second half of the internship. This report aims to connect the theoretical concepts learned in my marketing studies with their real-world application in digital marketing, branding, content creation, e-commerce, and market research.

This report is significant because it highlights my learning journey across different business areas, including aesthetic healthcare, skincare retail, and the early-stage market development of an electric mobility brand. Through my involvement in social media marketing, campaign planning, audience engagement, Daraz product listing, and competitor research, I was able to understand how brands communicate value, build visibility, and adapt their strategies according to their target audience.

The internship also allowed me to observe the difference between service-based marketing at VITÀVIE, product-based marketing at Virtú Authentic, and market-entry planning at VETRA Motor. This helped me develop a broader understanding of how marketing strategies are applied across businesses at different stages of growth. Overall, this report serves as a reflection of my professional development, practical contributions, and growing interest in pursuing a career in marketing.

CHAPTER 2: CO-OPERATIVE STUDY ACTIVITIES

This chapter presents an overview of my work experience during the 16-week Cooperative Education Internship at Vaidya Group. It explains my involvement across its subsidiaries, mainly VITÀVIE Aesthetics & Anti-Aging Clinic and VIRTÚ Authentic, with additional exposure to VETRA Motor. The chapter focuses on my responsibilities in digital marketing, social media management, content creation, brand communication, e-commerce support, and market research. It also highlights my daily tasks, coordination with team members, workflow processes, and the practical knowledge I gained while contributing to the company's marketing activities.

2.1 Job Description

During my internship at Vaidya Group, I worked as a **Marketing Intern** under the supervision of Mr. Karan Vaidya. My role focused on supporting digital marketing, social media management, brand communication, and e-commerce activities for VITÀVIE Aesthetics & Anti-Aging Clinic and VIRTÚ Authentic. During the second half of the internship, I was also introduced to VETRA Motor, which was in its initial development and pre-launch phase.

At VITÀVIE, I assisted with content creation, campaign planning, audience engagement, and digital communication for aesthetic and anti-aging services. Since the clinic operates in the aesthetic healthcare sector, the content required a professional, credible, and informative tone. At VIRTÚ, my work focused on skincare e-commerce, including Daraz product listings, product descriptions, online store organization, and promotional content.

For VETRA Motor, I supported early-stage marketing activities such as market research, competitor analysis, and brand positioning before launch.

Overall, my role provided practical exposure to service marketing, product marketing, e-commerce support, digital communication, and early-stage brand development.

2.2 Job Responsibilities and Work Duties

My roles and responsibilities were divided across three business units under Vaidya Group: VITÀVIE Aesthetics & Anti-Aging Clinic, VIRTÚ Authentic, and VETRA Motor. Each brand required a different marketing approach. VITÀVIE focused on aesthetic healthcare communication and trust-building, VIRTÚ emphasized e-commerce and skincare product marketing, while VETRA

involved early-stage market research for an electric fleet scooter brand.

2.2.1 Responsibilities at VITÀVIE

At VITÀVIE Aesthetics & Anti-Aging Clinic, my main responsibility was to support the clinic's digital marketing, content strategy, and brand communication. Since VITÀVIE operates in the aesthetic healthcare sector, all content had to balance medical credibility, professionalism, and audience-friendly messaging.

I contributed to monthly social media content calendars by planning posts around treatment awareness, patient education, promotional campaigns, and seasonal themes. I also assisted in creating social media content that aligned with the clinic's premium and science-backed brand identity, helping maintain consistency across digital platforms.

I was involved in campaign planning for aesthetic services, including themed campaigns such as wedding-focused skincare preparation. These campaigns helped position treatments around real customer needs and occasions, making the clinic's services more relatable to the target audience.

Another major responsibility was supporting the personal branding of Dr. Garima Shrestha as a credible aesthetic medicine expert. I helped develop educational content formats such as "Clinic Conversations with Dr. Garima," FAQ sessions, rapid-fire videos, and myth-versus-fact content. These formats simplified complex aesthetic procedures and helped build audience trust.

I also assisted with presentation-related materials for Dr. Garima's representation of Koru Pharma at platforms such as AMWC Monaco and SIME Congress. This included organizing case-based content and supporting the visual and communication direction of transformational cases from VITÀVIE.

In addition, I supported collaboration planning with public figures and personalities to increase brand reach and awareness. I also worked with aesthetic nurses and support staff to create treatment-related and behind-the-scenes content that reflected patient care, clinic processes, and service transparency.

Beyond social media, I contributed to website-related planning by helping organize website content, brand assets, service information, and professional photoshoot materials. I also coordinated with the website development team regarding domain, hosting, and website setup.

On the research side, I explored SEO planning, live selling through social media, DDA-related considerations for new treatments, the possibility of an aesthetic medicine society in Nepal, and the connection between hospitality and longevity. I also participated in discussions related to magazine-based marketing, which helped me understand how traditional media can support premium brand positioning.

Finally, I monitored engagement metrics to understand audience behavior and refine content strategies. This helped support VITAVIE's goal of building long-term visibility, credibility, and trust in the aesthetic healthcare sector.

2.2.2 Responsibilities at VIRTÚ

At VIRTÚ Authentic, my responsibilities focused on supporting the development of the brand's digital retail presence, mainly through Daraz. Since the Daraz store setup was still ongoing during my internship, I assisted with the foundational tasks required to prepare the brand for online selling.

My work included organizing product information, structuring categories, preparing product descriptions, selecting suitable visuals, and maintaining consistency across listings. I also supported the layout of the digital storefront to ensure that the products were presented clearly and professionally. This helped me understand how product presentation, categorization, and visual consistency influence customer trust and purchase decisions in an online marketplace.

In terms of branding, I helped align product descriptions, visuals, and messaging with VIRTÚ's identity as a provider of authentic Korean and Indonesian skincare products. I also supported social media and promotional content, including seasonal skincare campaigns and unboxing-style videos that highlighted product authenticity and quality.

Although the Daraz setup was not fully completed by the end of my internship, my involvement contributed to the early development of VIRTÚ Authentic's online presence. This experience gave me practical exposure to e-commerce setup, skincare product marketing, digital storefront organization, and online customer engagement.

2.2.3 Responsibilities at VETRA

At VETRA Motor, my responsibilities focused on early-stage market research and digital

presence support during the second half of my internship. Since VETRA was still in its development and pre-launch phase, my work involved studying Nepal's electric scooter market to support the brand's market-entry positioning.

Along with my fellow intern, I visited competitor showrooms to collect information on scooter range, battery performance, pricing, product features, and customer positioning. I then supported the compilation of these findings into a consumer insights report, which helped provide a clearer understanding of the competitive EV market in Nepal.

I also assisted my fellow intern in supporting VETRA's early social media presence. This experience helped me understand how marketing begins before a brand launch through research, competitor analysis, positioning, and early-stage brand communication.

2.3 Activities in Coordinating with Co-workers

Coordination was an important part of my internship at Vaidya Group, as my work involved digital marketing, content creation, e-commerce support, and market research across different brands. I regularly communicated with supervisors, team members, external teams, and my fellow intern to ensure that tasks were accurate, consistent, and aligned with brand objectives.

I worked under the guidance of Mr. Karan Vaidya, who provided direction on marketing priorities, campaign ideas, brand communication, and business objectives for VITÀVIE, VIRTÚ, and VETRA Motor. At VITÀVIE, I coordinated closely with Dr. Garima Shrestha to ensure that clinic-related content was medically accurate, professional, and appropriate for the brand. I also worked with aesthetic nurses and support staff while planning treatment-related and behind-the-scenes content.

I collaborated regularly with my fellow intern, Mr. Bivaw Gurung, on content planning, campaign ideas, scheduling, shoots, and task division. During the second half of the internship, we also worked together on VETRA's market research by visiting competitor showrooms and discussing findings related to pricing, battery performance, scooter range, and positioning.

For VIRTÚ Authentic, coordination focused on product information, visuals, descriptions, and Daraz listing preparation. Since the Daraz setup was ongoing, regular communication was necessary to keep the product details organized and aligned with the brand identity.

I also coordinated with external teams for VITÀVIE's website-related tasks, including website

content, brand assets, domain, hosting, and setup. In addition, I participated in discussions related to photoshoots, website visuals, magazine marketing, and promotional activities.

Overall, this coordination helped me improve my communication, teamwork, time management, and adaptability. It also taught me that effective marketing execution depends on clear communication, regular feedback, and alignment with the brand's goals.

2.4 Job Process Diagram

2.4.1 Job Process Diagram at VITÀVIE

Figure 7: General Job Process Diagram at VITÀVIE

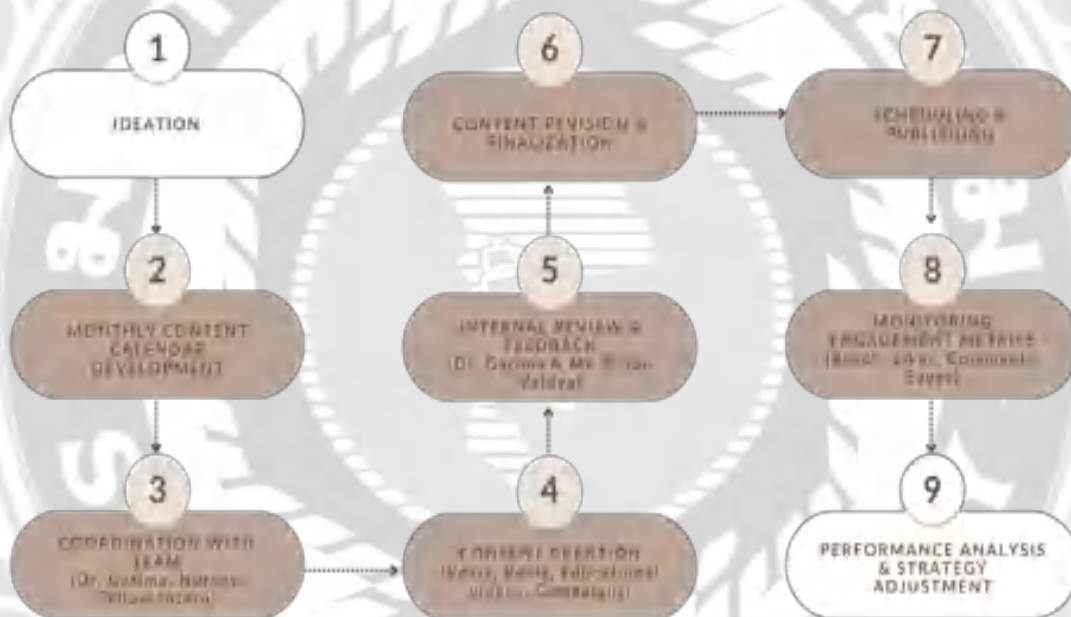
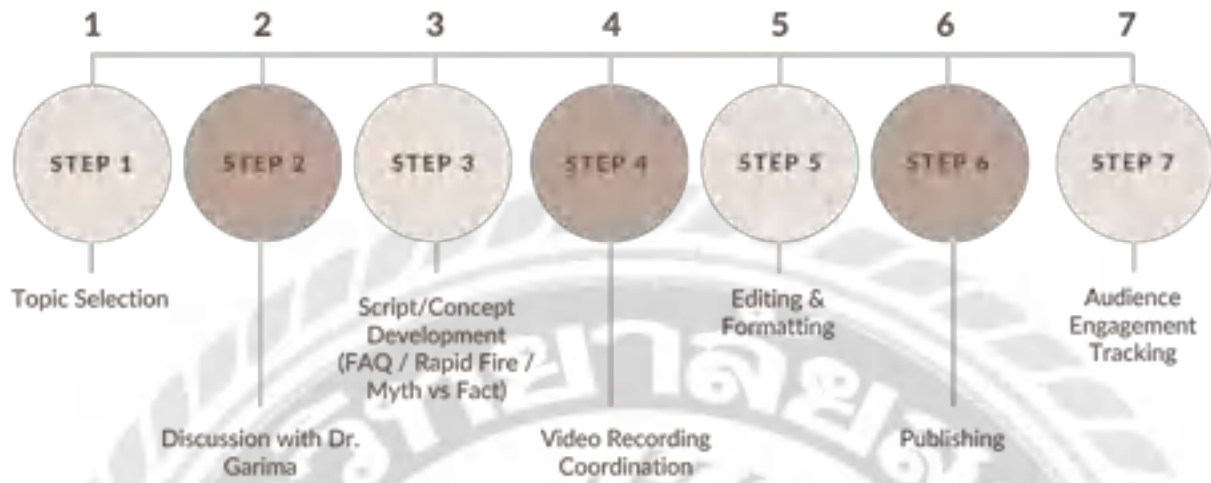


Figure 8: Job Process Diagram at VITÀVIE for Clinic Conversations



2.4.2 Job Process Diagram at VIRTÚ

Figure 9: General Job Process Diagram at VIRTÚ

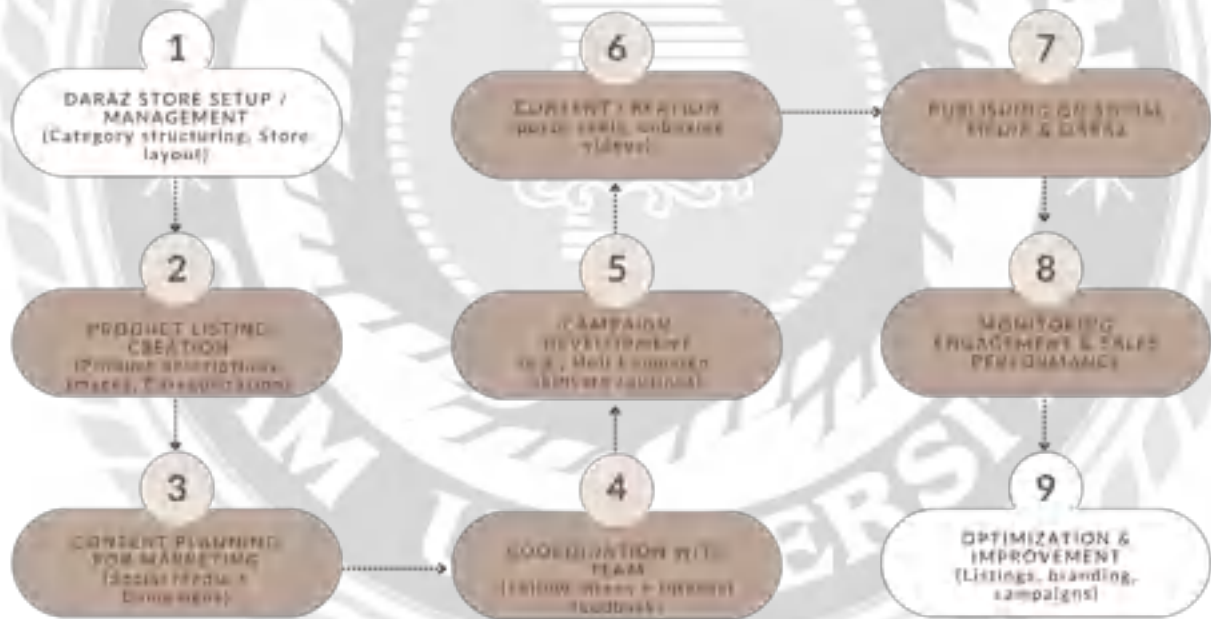


Figure 10: Job Process Diagram at VIRTÚ for Social Media Posts



2.4.3 Job Process Diagram at VETRA

Figure 11: Job Process Diagram at VETRA



2.5 Contribution as a Co-operative Student in the Company

During my internship at Vaidya Group, I contributed to digital marketing, content creation, e-commerce support, brand communication, and market research across VITAVIE Aesthetics & Anti-Aging Clinic, VIRTÚ Authentic, and later VETRA Motor. My role involved both creative and operational responsibilities, allowing me to support the growth and digital presence of the brands.

At VITÀVIE, my main contribution was strengthening the clinic's digital presence through social media content, content calendars, campaign planning, and educational posts related to aesthetic and anti-aging services. I helped maintain a professional and medically credible brand image while supporting audience engagement across digital platforms.

I also contributed to trust-building and educational content by working closely with Dr. Garima Shrestha. I supported content formats such as FAQ videos, rapid-fire discussions, myth-versus-fact content, and the "Clinic Conversations with Dr. Garima" series. These helped simplify aesthetic treatments for the audience and supported the clinic's goal of building credibility in the aesthetic healthcare sector.

In addition, I supported Dr. Garima's personal branding and assisted with presentation-related materials for her representation of Koru Pharma at platforms such as AMWC Monaco and SIME Congress. I also contributed to broader brand development through website content planning, brand assets, photoshoot coordination, and discussions related to magazine marketing.

For VIRTÚ Authentic, my contribution focused on supporting its e-commerce foundation. I assisted with the ongoing Daraz setup by organizing product information, preparing descriptions, supporting categorization, and helping structure the online storefront. I also contributed to social media content, promotional campaigns, and unboxing-style videos that highlighted product authenticity and strengthened the brand's digital presence.

During the second half of my internship, I contributed to VETRA Motor through early-stage market research. Along with my fellow intern, I visited competitor showrooms to collect information on pricing, scooter range, battery performance, product features, and market positioning. I also helped compile research findings and supported VETRA's early social media presence.

Overall, my contribution as a Co-operative student was centered on improving digital visibility, supporting brand communication, assisting e-commerce development, and contributing to market research. Working across three different brands helped me understand how marketing strategies differ across service-based, product-based, and early-stage businesses.

CHAPTER 3: LEARNING PROCESS

This chapter presents the challenges, problem-solving approaches, learning outcomes, and skills developed during my internship at Vaidya Group. It reflects how working across digital marketing, aesthetic healthcare, e-commerce, and early-stage market research helped me apply academic knowledge in real business situations and strengthen my professional capabilities.

3.1 Problems Faced

During my internship at Vaidya Group, one major challenge was managing responsibilities across three subsidiaries: VITÀVIE Aesthetics & Anti-Aging Clinic, VIRTÚ Authentic, and VETRA Motor. Each brand had a different audience, communication style, and stage of development. VITÀVIE required medically accurate content, VIRTÚ involved e-commerce setup and skincare marketing, while VETRA required early-stage market research and digital presence support.

At VITÀVIE, one of the main challenges was creating content that followed Instagram and Meta platform policies. Since aesthetic healthcare content can be sensitive, captions, visuals, claims, and treatment-related posts had to be framed carefully to avoid exaggerated results, negative self-perception, or misleading communication.

Another challenge was simplifying technical medical information for a general audience. Treatments related to anti-aging and regenerative aesthetics involved complex terms, which had to be converted into clear and engaging content without losing accuracy.

Content planning and consistency were also challenging because I had to manage educational posts, campaigns, reels, and engagement-based content while maintaining a consistent brand tone.

For VIRTÚ, the main challenge was e-commerce setup, especially because it was my first time working on Daraz store development. Product descriptions, images, categorization, and listing consistency required close attention. Since the skincare market is already competitive, building trust and highlighting product authenticity was also important.

For VETRA, the main challenge was understanding the brand's unique selling proposition during its early development stage. Since it was still in the pre-launch phase, research was needed to understand how the brand could be positioned in the electric scooter market.

Another overall challenge was time management. Working across three brands required balancing content creation, campaign planning, e-commerce tasks, market research, and coordination with different team members within limited time.

3.2 Problem Solving

To manage the sensitivity of VITÀVIE’s content, I regularly coordinated with Dr. Garima Shrestha to ensure that the messaging was accurate, professional, and aligned with clinical standards. I focused more on educational and value-driven content rather than purely promotional communication.

To simplify technical medical information, I used formats such as FAQs, short videos, myth-versus-fact posts, and the “Clinic Conversations with Dr. Garima” series. These formats made complex aesthetic topics easier for the audience to understand.

To maintain content consistency, I used monthly content calendars and structured workflows. Regular coordination with my fellow intern and team members helped reduce last-minute confusion and improved task execution.

For VIRTÚ, I focused on improving product clarity and presentation by preparing detailed product descriptions, organizing categories, selecting suitable visuals, and supporting unboxing-style content to highlight authenticity.

For VETRA, I supported market research by visiting competitor showrooms and collecting information on pricing, battery performance, scooter range, and positioning. This helped provide a clearer understanding of the competitive EV market and supported early-stage brand direction.

To manage time effectively, I prioritized urgent tasks, organized my workflow using Notion and Kanban boards, set internal deadlines, and maintained regular communication with my supervisors and fellow intern.

3.3 Recommendations to the company

Based on my internship experience, I would like to propose a few recommendations to improve digital efficiency and strengthen marketing activities for VITÀVIE and VIRTÚ.

For VITÀVIE, a more structured digital marketing plan would be beneficial. Since the clinic

has a busy schedule and Dr. Garima Shrestha has limited availability, content planning should be done in advance through monthly or bi-weekly calendars with pre-approved topics, captions, shoot dates, and posting schedules.

Another recommendation is to implement SEO strategies once the website setup and initial research are completed. Since VITÀVIE provides specialized aesthetic, anti-aging, regenerative, and longevity-focused services, SEO can improve online visibility and help potential clients discover the clinic through search engines.

VITÀVIE should also remain careful with Meta's community guidelines and advertising policies. Treatment claims, before-and-after visuals, captions, and promotional wording should be reviewed before posting or boosting content to reduce the risk of content restrictions.

For VIRTÚ Authentic, the main recommendation is to complete and optimize the Daraz store setup. Product listings should be clear, consistent, visually appealing, and keyword-friendly. Standardized product descriptions, proper categorization, and high-quality visuals can improve product visibility and customer trust.

VIRTÚ should also review Daraz listings regularly based on customer response, competitor activity, and platform performance. Since skincare is a competitive market, maintaining a professional online storefront is important for improving credibility and sales potential.

Since my involvement with VETRA Motor was limited to its initial development phase, I would not provide specific operational recommendations for the brand. My contribution mainly focused on market research and early digital presence support.

Overall, VITÀVIE and VIRTÚ can benefit from stronger planning, consistent execution, and regular analysis of engagement, customer response, and campaign performance.

3.4 Learnings

My internship at Vaidya Group helped me understand how marketing strategies differ across service-based, product-based, and early-stage businesses. VITÀVIE required trust-based service marketing, VIRTÚ required product-focused e-commerce communication, and VETRA required market-entry research.

One of my most important learnings was that marketing should focus on “selling the problem

you solve” rather than only promoting the product or service. This principle was often emphasized by my supervisors. At VITÀVIE, this meant addressing concerns such as skin health, aging, confidence, and preventive care. At VIRTÚ, it meant focusing on skincare concerns such as acne, pigmentation, dryness, sensitivity, and maintenance.

I also learned the importance of responsible and credible communication in aesthetic healthcare marketing. Content had to be accurate, professional, and sensitive because the industry involves medical procedures and customer trust.

Through digital marketing tasks, I learned how content calendars, campaign planning, engagement tracking, and consistent visuals contribute to a stronger brand identity.

At VIRTÚ, I learned how e-commerce depends on product presentation, descriptions, categorization, visuals, and customer trust. This gave me practical exposure to the operational side of online retail.

Through VETRA, I learned that marketing begins before a product is launched. Competitor research, pricing comparison, product positioning, and USP identification are essential parts of market-entry planning.

Overall, the internship helped me bridge academic knowledge with practical marketing execution and gave me a clearer understanding of how brands communicate value to customers.

3.5 Application of Coursework Knowledge to Real Working Situation

As a marketing student, I was able to apply several classroom concepts during my internship at Vaidya Group.

The **7Ps of service marketing** were especially relevant at VITÀVIE. The service itself represented the Product, while Price reflected the clinic’s premium positioning. Place included the clinic location and digital platforms. Promotion was applied through content, campaigns, educational videos, and collaborations. People included Dr. Garima Shrestha, nurses, and support staff, whose credibility influenced customer trust. Process was reflected in consultations, treatment explanations, appointments, and follow-ups. Physical Evidence included the clinic environment, service catalogue, website visuals, photoshoots, and social media branding.

I applied **consumer behavior** concepts by understanding how customers respond to aesthetic

treatments and skincare products. At VITÀVIE, customers were concerned with safety, trust, and results. At VIRTÚ, customers focused more on authenticity, ingredients, skin concerns, price, and reviews.

I applied **digital marketing** concepts through content calendars, social media posts, campaign planning, engagement tracking, and SEO planning. These activities helped me understand how digital strategies are implemented in real business settings.

I also applied **branding and positioning** concepts. VITÀVIE required a premium, credible, and medically professional identity, while VIRTÚ focused on authenticity, product trust, and skincare education.

For VETRA Motor, I applied concepts related to **market entry strategy**. Competitor showroom visits and market research helped me understand how a new brand studies pricing, battery performance, range, positioning, and differentiation before launch.

The internship also allowed me to apply **Integrated Marketing Communication (IMC)** by maintaining consistent messaging across social media, e-commerce platforms, website content, service catalogues, and promotional materials.

Lastly, I applied basic analytical skills by reviewing engagement metrics, customer responses, and campaign performance to understand what type of content performed better.

Overall, this internship helped me understand how marketing theories such as the 7Ps, consumer behavior, digital marketing, branding, IMC, and market-entry strategy are applied in real working situations.

3.6 Special Skills and New Knowledge Learnt

During my 16-week internship at Vaidya Group, I developed technical, professional, and industry-specific skills that supported my growth in digital marketing, branding, e-commerce, website planning, and market research.

1. Digital Design and Content Creation

- Improved my Canva skills by designing social media posts, campaign visuals, posters, and brand-related content.

- Gained exposure to Adobe Creative Suite for creating more polished marketing materials.
- Learned to use CapCut for editing reels, short-form videos, unboxing content, and educational videos.
- Used AI-based tools for caption writing, content ideation, design support, and workflow efficiency.
- Learned how visuals, captions, and video formats influence audience engagement.

2. Digital Marketing and Social Media Management

- Learned to plan monthly social media content calendars for different brands.
- Developed campaign ideas for treatment awareness, skincare promotion, seasonal content, and engagement.
- Monitored reach, impressions, likes, comments, saves, and shares.
- Used engagement data to understand audience preferences and refine content.
- Gained experience in maintaining brand consistency across digital platforms.

3. Website and Digital Presence Development

- Assisted in planning website content for VITÀVIE and VETRA.
- Helped organize brand assets, service information, and photoshoot materials for website use.
- Coordinated with the website team regarding domain, hosting, and website setup.
- Learned how websites support credibility, search visibility, and brand presentation.
- Gained understanding of SEO planning and online discoverability.

4. Organization and Workflow Management

- Used Notion to organize tasks and track workflow.
- Learned to use a Kanban board with sections such as “To Do,” “In Progress,” “Review,” and “Completed.”
- Managed content ideas, campaign tasks, Daraz work, research activities, and deadlines.
- Improved task prioritization across VITÀVIE, VIRTÚ, and VETRA.
- Strengthened time management and multitasking skills.

5. E-commerce Operations

- Gained exposure to e-commerce through VIRTÚ’s ongoing Daraz setup.
- Assisted with product listings, descriptions, visuals, and categorization.

- Learned how product presentation affects customer trust and purchase decisions.
- Understood the importance of consistency, clarity, and authenticity in skincare listings.
- Learned how digital storefronts are prepared before full online launch.

6. Industry-Specific Knowledge

- Learned about aesthetic and anti-aging treatments through VITÀVIE.
- Gained knowledge of skin boosters, IV drip therapy, peptide therapy, regenerative aesthetics, and longevity-focused care.
- Developed understanding of skincare products, ingredients, routines, and customer preferences through VIRTÚ.
- Learned the importance of responsible communication in aesthetic healthcare marketing.
- Gained awareness of DDA-related research and Meta content policies.

7. Research and Market Understanding

- Gained market research exposure through VETRA Motor.
- Visited competitor showrooms to study scooter range, battery performance, pricing, and positioning.
- Learned how competitor analysis supports market-entry planning.
- Understood the importance of identifying a clear USP before launch.
- Developed stronger analytical thinking through comparison and research.

8. Professional and Interpersonal Skills

- Improved communication through coordination with supervisors, nurses, support staff, external teams, and my fellow intern.
- Learned to receive feedback and revise work professionally.
- Strengthened teamwork through campaigns, shoots, content planning, and research tasks.
- Improved adaptability by working across three brands with different requirements.
- Developed problem-solving skills while handling content restrictions, e-commerce setup challenges, and time-sensitive tasks.

9. Creativity and Strategic Thinking

- Learned to create content that is both visually appealing and strategically relevant.
- Developed campaign concepts based on customer needs and seasonal relevance.

- Supported educational content formats such as “Clinic Conversations with Dr. Garima.”
- Learned to balance creativity with accuracy in aesthetic healthcare communication.
- Understood the importance of focusing on the customer problem being solved, not only the service or product.

Overall, this internship helped me combine creative, technical, analytical, and professional skills in a real business environment. It gave me practical exposure to service marketing, e-commerce, and early-stage brand development, which will be valuable for my future career in marketing.



CHAPTER 4: CONCLUSION

The final chapter of my internship report provides a comprehensive overview of my experience at Vaidya Group, reflecting on the highlights, learning outcomes, and professional growth achieved during the 16-week cooperative education program. It also includes a critical self-assessment of my contributions, the limitations I faced, and recommendations to improve future internship programs.

4.1 Summary

My 16-week Cooperative Education Internship at Vaidya Group provided practical exposure to digital marketing, content creation, brand communication, e-commerce support, and market research. I primarily worked with VITÀVIE Aesthetic & Anti-Aging Clinic and Virtú Authentic, with additional exposure to VETRA Motor during the second half of the internship.

At VITÀVIE, I supported social media content, campaign planning, educational communication, and personal branding for Dr. Garima Shrestha. This helped me understand the importance of accurate, responsible, and trust-based marketing in the aesthetic healthcare sector.

At Virtú Authentic, I assisted with the ongoing Daraz store setup, product descriptions, product categorization, listings, and promotional content. This gave me practical exposure to skincare e-commerce and the role of product presentation in building customer trust.

At VETRA Motor, I supported early-stage market research by studying Nepal's electric scooter market, visiting competitor showrooms, and analyzing pricing, battery performance, scooter range, and positioning. This helped me understand how marketing begins before a brand formally enters the market.

Overall, the internship helped me apply classroom knowledge in a real business environment and understand how marketing strategies differ across service-based, product-based, and early-stage businesses. It also strengthened my skills in content creation, social media planning, e-commerce operations, research, communication, teamwork, and time management.

4.2 Evaluation of the work experience

Reflecting on my 16-week Co-Operative Education Internship at Vaidya Group, I can say that the experience was highly valuable for both my academic and professional development. The internship allowed me to apply the concepts I had learned as a marketing student in a real business environment while gaining practical exposure to digital marketing, branding, e-commerce, and market research.

During the internship, I worked mainly with VITÀVIE Aesthetic & Anti-Aging Clinic and Virtú Authentic, with additional involvement in VETRA Motor during the second half of the internship. Each brand provided a different learning experience. VITÀVIE helped me understand service-based marketing in the aesthetic healthcare industry, where trust, accuracy, and professional communication are extremely important. Virtú Authentic gave me exposure to product-based marketing and e-commerce operations, especially through the ongoing Daraz store setup. VETRA Motor introduced me to the early-stage market-entry process of a new brand, where research, competitor analysis, and positioning play an important role.

Before joining Vaidya Group, my understanding of marketing was mostly based on classroom learning. Through this internship, I gained hands-on experience in planning social media content, developing campaign ideas, creating educational and promotional materials, supporting website-related work, assisting with Daraz product listings, and conducting market research. These responsibilities helped me understand how marketing decisions are made and implemented in real business situations.

The work environment at Vaidya Group was collaborative and supportive. I had the opportunity to work under the guidance of Mr. Karan Vaidya and Dr. Garima Shrestha, while also coordinating with aesthetic nurses, support staff, external teams, and my fellow intern. This improved my communication, teamwork, adaptability, and time management skills. Since I was working across multiple subsidiaries, I also learned how to prioritize tasks and manage different responsibilities at the same time.

A particularly important part of my learning was understanding the sensitivity of marketing in the aesthetic healthcare industry. At VITÀVIE, content had to be medically accurate, professional, and aligned with platform policies. This taught me that effective marketing is not only about creativity, but also about responsibility, credibility, and audience trust. I also learned an important principle repeatedly emphasized by my supervisors: marketing should focus on selling the problem being

solved, not just the product or service being offered.

Overall, this internship strengthened my interest in digital marketing and brand management. It helped me develop technical skills in content creation, social media planning, e-commerce support, website coordination, and research, while also improving my confidence in handling professional responsibilities. The experience gave me clearer direction for my future career and helped me understand how marketing functions across service-based, product-based, and early-stage business environments.

4.3 Limitations of Co-operative Studies

Although the 16-week Co-Op internship at Vaidya Group provided valuable practical experience, there were inherent limitations in the scope and depth of learning. The relatively short duration made it challenging to implement long-term strategies or fully observe the outcomes of marketing campaigns and e-commerce initiatives. Projects such as SEO optimization, influencer collaborations, and brand growth tracking required more time to produce measurable results. Additionally, many tasks depended on approvals and inputs from multiple stakeholders, including senior management, doctors, and marketing supervisors, which sometimes caused delays and limited the speed of execution. The sensitive nature of the aesthetic healthcare industry also constrained creative freedom, as all content and campaigns needed to maintain ethical and medically accurate messaging. Furthermore, balancing multiple responsibilities, ranging from social media management and content creation to e-commerce support and campaign planning within tight deadlines occasionally restricted deeper learning on individual tasks and limited the opportunity to engage in more complex projects.

4.4 Recommendations for the Company in terms of Co-operative Studies

Based on my experience at Vaidya Group, the Co-operative internship program was well-structured and provided meaningful learning opportunities. However, from a marketing student's perspective, there are a few areas where minor improvements could further enhance the overall effectiveness of the program while maintaining its current strengths.

Firstly, providing interns with greater exposure to performance analytics and campaign evaluation tools. While I was involved in monitoring engagement metrics, deeper access to structured data and insights would enhance learning, especially in understanding return on investment (ROI) and data-driven decision-making in marketing.

Secondly, assigning small independent projects or ownership-based tasks could further strengthen the learning experience. Allowing interns to manage a campaign or content segment from planning to execution would build confidence and provide a clearer sense of contribution.

Additionally, encouraging regular feedback and reflection sessions between interns and supervisors would be beneficial. These sessions could help track progress, address challenges, and align learning objectives with organizational goals, ensuring a more structured development process.

Overall, my experience at Vaidya Group was highly positive, and these recommendations are intended to further enhance an already valuable Co-operative Education program by making it even more structured, efficient, and enriching for future interns.



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Appendices

Table 5: Daily Work Log

WEEK 1			
Day	Date	Day	Task Assigned
1	Feb 1 2026	Sunday	Creating a Daraz Seller account and social media handle for VIRTÚ
2	Feb 2 2026	Monday	Writing Product Description for both V'anhalla and Somethinc
3	Feb 3 2026	Tuesday	Daraz Product Listing, Upasana Singh Thakuri Shoot Exosomes + Micro-Needling, Rachana Gurung Sharma Shoot IV Drip + Cleopatra Peel
4	Feb 4 2026	Wednesday	Daraz Product Listing
5	Feb 5 2026	Thursday	Daraz Product Listing
6	Feb 6 2026	Friday	Instagram Feed Plan for VIRTÚ, SEO Plan
7	Feb 7 2026	Saturday	-
WEEK 2			
Day	Date	Day	Task Assigned
1	Feb 8 2026	Sunday	Research on Establishing Aesthetic Medicine Society in Nepal
2	Feb 9 2026	Monday	SEO Plan, research on Live Selling

			for beauty brands through TikTok.
3	Feb 10 2026	Tuesday	Research on registering treatments in DDA
4	Feb 11 2026	Wednesday	Initial Content Plan with Social Media Calendar for VIRTÚ
5	Feb 12 2026	Thursday	Initial Content Plan with Social Media Calendar for VITÀVIE (FAQ Fridays, Clinic Tour)
6	Feb 13 2026	Friday	Content Plan with Social Media Calendar for VITÀVIE (FAQ Fridays, Clinic Tour)
7	Feb 14 2026	Saturday	-
WEEK 3			
Day	Date	Day	Task Assigned
1	Feb 15 2026	Sunday	V'anhalla Unboxing Video Shoot
2	Feb 16 2026	Monday	V'anhalla Unboxing Video Shoot
3	Feb 17 2026	Tuesday	WFH: Create Vacancy Announcement Post
4	Feb 18 2026	Wednesday	Instagram Feed Plan for both VITÀVIE and VIRTÚ
5	Feb 19 2026	Thursday	Something Unboxing Video Shoot
6	Feb 20 2026	Friday	How to Plan for your Wedding Day Glow?
7	Feb 21 2026	Saturday	-

WEEK 4			
Day	Date	Day	Task Assigned
1	Feb 22 2026	Sunday	Planning on VITÀVIE Service Catalog, Vacancy Announcement Shoot
2	Feb 23 2026	Monday	FAQ Friday - IV Drip Shoot with Dr. Garima
3	Feb 24 2026	Tuesday	FAQ Friday - IV Drip Edit
4	Feb 25 2026	Wednesday	Designing Before & After Client Transformation Post
5	Feb 26 2026	Thursday	Rapid Fire - Peptide Shoot + Edit with Dr. Garima, Karan Vaidya Post Wedding IV Drip Shoot
6	Feb 27 2026	Friday	Something Holi Shoot
7	Feb 28 2026	Saturday	-
WEEK 5			
Day	Date	Day	Task Assigned
1	Mar 1 2026	Sunday	VITÀVIE Service Catalog revised with Bivaw
2	Mar 2 2026	Monday	Edit Karan Vaidya Post Wedding IV Drip Edit
3	Mar 3 2026	Tuesday	VITÀVIE Service Catalog finalized with Bivaw
4	Mar 4 2026	Wednesday	AMWC Monaco 2026 Introduction

			Dr. Garima Shoot
5	Mar 5 2026	Thursday	Re-edit V'anhalla Unboxing
6	Mar 6 2026	Friday	Captions for VIRTÚ's Instagram
7	Mar 7 2026	Saturday	-
WEEK 6			
Day	Date	Day	Task Assigned
1	Mar 8 2026	Sunday	Something Unboxing Video Shoot
2	Mar 9 2026	Monday	AMWC Monaco 2026 Post
3	Mar 10 2026	Tuesday	Shabana Khatun IV Drip Shoot
4	Mar 11 2026	Wednesday	AMWC Monaco 2026 Presentation with Bivaw, VITAVIE Service Catalog print
5	Mar 12 2026	Thursday	A Day in my Life of an Aesthetic Doctor Shoot, FAQ Friday Shoot - Salmon DNA with Dr. Garima
6	Mar 13 2026	Friday	Myth or Fact Shoot with Dr. Garima, Shabana Khatun Salmon DNA Shoot
7	Mar 14 2026	Saturday	-
WEEK 7			
Day	Date	Day	Task Assigned
1	Mar 15 2026	Sunday	FAQ Friday - Exosomes + Micro-Needling (Hair + Skin) Shoot with Dr. Garima

2	Mar 16 2026	Monday	Myth or Fact Edit, Shabana Khatun's Salmon DNA Edit
3	Mar 17 2026	Tuesday	Lip Booster Treatment Shoot + Edit with Aesthetic Nurses, Somethinc Unboxing Video Shoot
4	Mar 18 2026	Wednesday	FAQ Friday - Exosomes + Micro-Needling Edit with Bivaw
5	Mar 19 2026	Thursday	Book your Consultation with Dr. Garima Post, GFC Micro-Needling Shoot + Edit with Aesthetic Nurses
6	Mar 20 2026	Friday	Chemical Peel Shoot with Aesthetic Nurses
7	Mar 21 2026	Saturday	-
WEEK 8			
Day	Date	Day	Task Assigned
1	Mar 22 2026	Sunday	WFH: Update Instagram and TikTok
2	Mar 23 2026	Monday	WFH: Edit Chemical Peel with Aesthetic Nurses
3	Mar 24 2026	Tuesday	WFH: AMWC Monaco 2026 Instagram Stories
4	Mar 25 2026	Wednesday	Update Instagram and TikTok
5	Mar 26 2026	Thursday	Update Instagram and TikTok, AMWC Monaco 2026 Instagram Stories
6	Mar 27 2026	Friday	Update Instagram and TikTok,

			AMWC Monaco 2026 Instagram Stories
7	Mar 28 2026	Saturday	-
WEEK 9			
Day	Date	Day	Task Assigned
1	Mar 29 2026	Sunday	Update Instagram and TikTok, AMWC Monaco 2026 Instagram Stories
2	Mar 30 2026	Monday	Re-edit V'anhalla Unboxing
3	Mar 31 2026	Tuesday	GFC micro-needling shoot with Client
4	Apr 1 2026	Wednesday	TikTok with aesthetic nurses
5	Apr 2 2026	Thursday	TikTok with aesthetic nurses
6	Apr 3 2026	Friday	TikTok with aesthetic nurses
7	Apr 4 2026	Saturday	-
WEEK 10			
Day	Date	Day	Task Assigned
1	Apr 5 2026	Sunday	TikTok with aesthetic nurses
2	Apr 6 2026	Monday	Edit + Live Selling Research
3	Apr 7 2026	Tuesday	FAQ Friday Pink Glow Skin Booster Script + AMWC Social Media Post
4	Apr 8 2026	Wednesday	Meeting with WOW Magazine Team
5	Apr 9 2026	Thursday	Vaidya Group Brochure + Pink Glow

			Skin Booster Shoot
6	Apr 10 2026	Friday	Brand Asset Creation + Meeting with Website Team
7	Apr 11 2026	Saturday	-
WEEK 11			
Day	Date	Day	Task Assigned
1	Apr 12 2026	Sunday	WFH: AMWC Day 1 Reel Edit
2	Apr 13 2026	Monday	AMWC Day 2 Reel Edit + Website 1st Draft Meeting
3	Apr 14 2026	Tuesday	Nepali New Year
4	Apr 15 2026	Wednesday	GFC Micro-Needling edit + Suzeena Shrestha IV Drip (Client Stories at VITÀVIE shoot)
5	Apr 16 2026	Thursday	Pink Glow Skin Booster Grid Plan
6	Apr 17 2026	Friday	Suzeena Shrestha IV Drip Edit
7	Apr 18 2026	Saturday	-
WEEK 12			
Day	Date	Day	Task Assigned
1	Apr 19 2026	Sunday	Photoshoot for Website Moodboard
2	Apr 20 2026	Monday	Kanban Board Workings + AMWC Day 1 Refine
3	Apr 21 2026	Tuesday	Upasana Singh Thakuri Day at VITÀVIE Shoot + AMWC Day 2

			Refine + Reversal Dual Photoshoot
4	Apr 22 2026	Wednesday	Glow Stack Shoot + AMWC Day 3 Voiceover + Edit
5	Apr 23 2026	Thursday	Market Research for VETRA + VITÀVIE Domain Request Processing
6	Apr 24 2026	Friday	Planning your wedding soon post + Washroom Etiquettes at VITÀVIE poster design
7	Apr 25 2026	Saturday	-
WEEK 13			
Day	Date	Day	Task Assigned
1	Apr 26 2026	Sunday	Shabana Khatun IV Drip (Client Stories at VITÀVIE shoot) + Website Photoshoot Plan
2	Apr 27 2026	Monday	Sajina Khanal Fat Lipolysis SHoot + Koru Pharma Webinar & Live Demo for Pink Glow Skin Booster
3	Apr 28 2026	Tuesday	Anna Sharma x VITÀVIE shoot
4	Apr 29 2026	Wednesday	PLLA Script + Website Development Consult Meeting + SEO Plan for VITÀVIE
5	Apr 30 2026	Thursday	Renasha Bantawa Rai IV Drip (Client Stories at VITÀVIE shoot) + Photoshoot Moodboard Revise

6	May 1 2026	Friday	Website Photoshoot
7	May 2 2026	Saturday	-
WEEK 14			
Day	Date	Day	Task Assigned
1	May 3 2026	Sunday	Research on Medicine meets Hospitality, Emergence of Longevity Resorts
2	May 4 2026	Monday	Devil Wears Prada 2 Trend Video Shoot + Edit
3	May 5 2026	Tuesday	Design Client OPD Form and Client Review Form
4	May 6 2026	Wednesday	Barbie Trend Post, Client Testimonial Shoot
5	May 7 2026	Thursday	MetGala Trend Post + Client Stories at VITAVIE edit
6	May 8 2026	Friday	Pink Glow Skinbooster Webinar Reel + Post Design + VETRA 9 Grid
7	May 9 2026	Saturday	-
WEEK 15			
Day	Date	Day	Task Assigned
1	May 10 2026	Sunday	Akriti Rajbhandari Cytocare Skin Booster Shoot
2	May 11 2026	Monday	SIME 2026 Presentation Modification + WOW Magazine Ad

			Design Draft
3	May 12 2026	Tuesday	Akriti Rajbhandari Video Edit + TikTok Nurse Day
4	May 13 2026	Wednesday	Ssol Gurung IV Drip & Skinbooster Shoot
5	May 14 2026	Thursday	VETRA Instagram Plan
6	May 15 2026	Friday	WFH: Planning on detailed brochures for services at VITÀVIE
7	May 16 2026	Saturday	-
WEEK 16			
Day	Date	Day	Task Assigned
1	May 17 2026	Sunday	VETRA Motor Website first draft content
2	May 18 2026	Monday	VIRTÚ new product plan
3	May 19 2026	Tuesday	VETRA Instagram Update
4	May 20 2026	Wednesday	VETRA Website first draft meeting + Content Shoot for VITÀVIE with nurses
5	May 21 2026	Thursday	Content Writing for different services at VITÀVIE
6	May 22 2026	Friday	Content Writing for different services at VITÀVIE
7	May 23 2026	Saturday	-

Figure 12: How to plan for your wedding day glow?



Figure 13: Personal Branding through Dr. Garima Shrestha

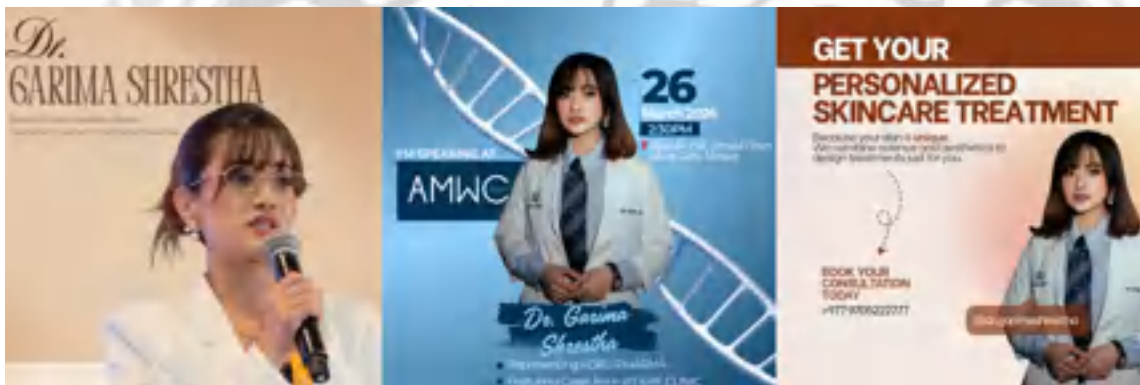


Figure 14: Content Calendar for VITAVIE

MARCH 2026

SABTU	MINGGU	TUJUH	REBUCU	HALWA	WEDU	SABTU
1	2	3	iv drip intro	4	iv drip tag friday	5
6	iv drip benefits	7	8	9	10	11
12	salmon dna benefits	13	shabana khotun	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Figure 15: Content Calendar for VIRTÚ

MARCH 2026

SABTU	MINGGU	TUJUH	REBUCU	HALWA	WEDU	SABTU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Figure 16: Setting up Daraz Seller Center

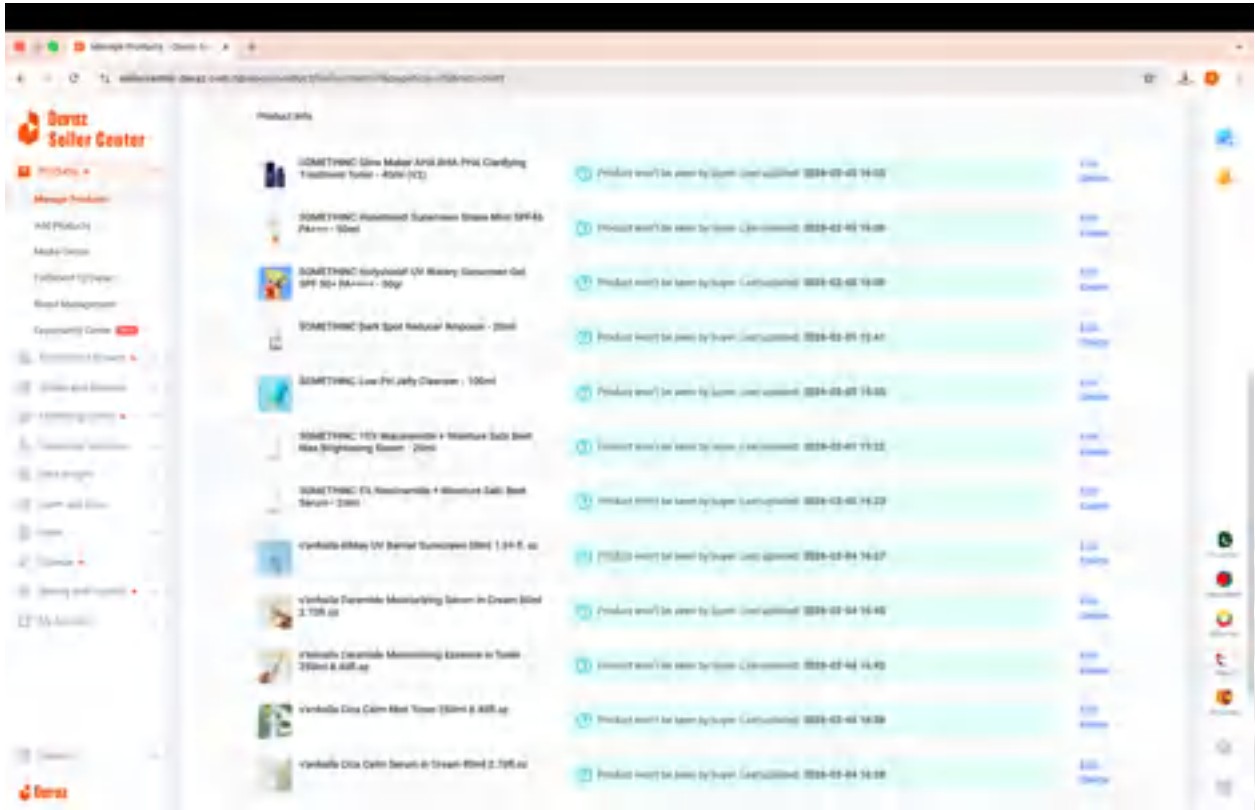


Figure 17: Somethinc and V'anhalla Unboxing Shoot



Figure 18: Kanban Board for optimizing workflow

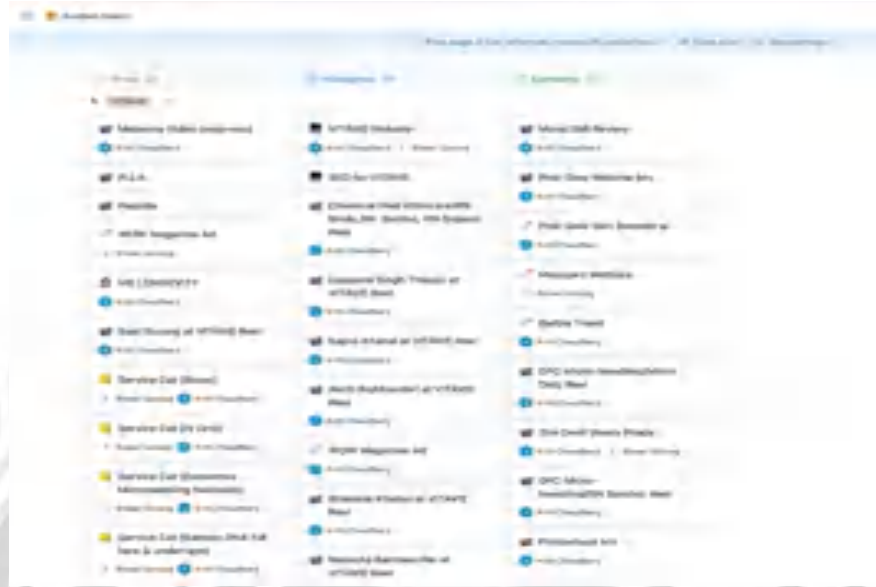


Figure 19: Market Research for VETRA



Figure 20: VITÀVIE Team Lunch.

Figure 21: VITÀVIE Family

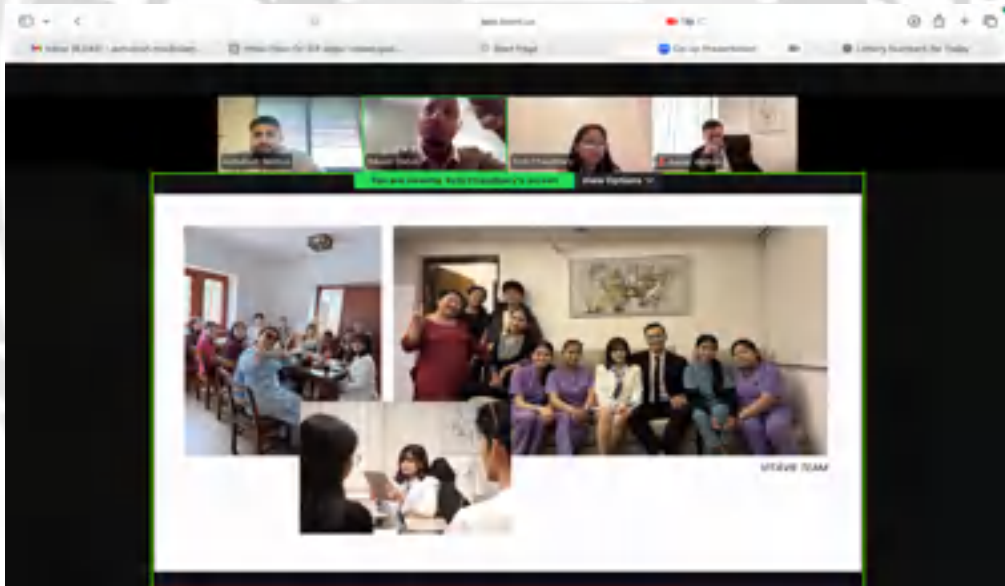


Figure 22. Report Presentation