



## **CO-OPERATIVE EDUCATION REPORT**

### **Bridging Craftsmanship and Commerce: Strengthening Operations and International B2B Marketing at Narayani Rug**

WRITTEN BY

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**This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, Academic Semester 2/2025**

**Siam University**

**Title:** Bridging Craftsmanship and Commerce: Strengthening Operations and International B2B Marketing at Narayani Rug

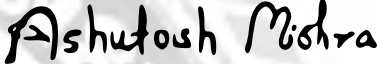
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### ***ABSTRACT***

This cooperative education report titled "Bridging Craftsmanship and Commerce: Operations and Marketing at Narayani Rug" documents my experiential learning as an Operations and Marketing Intern at Narayani Rug, a Kathmandu-based manufacturer and exporter of premium handmade interior textiles. The internship was undertaken as part of my cooperative education program under the Faculty of Business Administration at Siam University, with the primary aim of bridging academic learning with real-world industry exposure in the fields of operations management, supply chain coordination, and international marketing.

Narayani Rug, founded in 2022 and headquartered in Mulpani-Kageshwori Manohara, Kathmandu, Nepal, specializes in the production and export of handcrafted interior textiles including rugs, fabric, and cushions. The company operates through seven dedicated manufacturing hubs and three supporting facilitation hubs, employing approximately eighteen in-house professionals. Its products are exclusively exported to high-value international markets across Europe, the United Kingdom, and the United States of America, targeting premium interior design brands, trade buyers, and luxury lifestyle retailers.

Over the course of my sixteen-week internship, spanning from January 25 to May 14, I worked under the direct supervision of Mr. Anand Bhandari, Owner and Operations Manager of Narayani Rug. My responsibilities were broad and hands-on in nature, encompassing supply chain

audits, quality control assistance, inventory management support, logistics optimization, B2B outreach to international designers and trade buyers, content creation, and digital marketing initiatives. These responsibilities gave me comprehensive exposure to how a small but globally oriented handmade textile company manages its end-to-end operations while simultaneously building its presence in competitive international markets.

Throughout the internship, I identified several operational and marketing challenges faced by the company, including limited digital infrastructure for inventory tracking, the complexities of maintaining consistent quality across multiple manufacturing hubs, communication gaps in coordinating between production and export processes, and the challenges of building brand credibility in highly competitive Western markets. To address these, I have proposed a series of recommendations including the adoption of digital operations management tools, a structured quality assurance framework, a systematic B2B outreach strategy, and investment in brand storytelling focused on the ethical and artisanal identity of Narayani Rug's products.

This internship proved to be a deeply enriching professional experience that allowed me to apply academic knowledge from my marketing and business administration coursework to real operational and commercial challenges. It strengthened my analytical, communication, and strategic thinking skills while giving me a nuanced understanding of the handmade textile industry, export-oriented business models, and the intersection of craft, culture, and commerce. The experience has significantly reinforced my interest in pursuing a career at the intersection of international marketing and sustainable business operations.

**Keywords:** *Operations Management, Supply Chain, B2B Marketing, International Export, Handmade Textiles, Interior Design, Quality Control, Digital Marketing.*

## ***ACKNOWLEDGMENT***

I would like to express my sincere gratitude to Narayani Rug for providing me with the opportunity to undertake my cooperative education internship within its Operations and Marketing team. This internship has been an invaluable experience that has allowed me to grow both professionally and personally, and I am deeply thankful to everyone at Narayani Rug who made this possible.

My heartfelt appreciation goes to my **Academic Advisor, Mr. Ashutosh Mishra**, for his continued guidance, encouragement, and unwavering support throughout the duration of this cooperative education program. His valuable feedback and constructive advice have been instrumental in shaping both the direction and quality of this report.

I am deeply grateful to my **Job Supervisor and Owner of Narayani Rug, Mr. Anand Bhandari**, for his mentorship, patience, and willingness to involve me in meaningful and challenging responsibilities from the very beginning of my internship. His openness in sharing his industry knowledge, business insights, and practical experience gave me a depth of understanding that no classroom could fully replicate. Working under his supervision has been one of the most formative professional experiences of my academic journey.

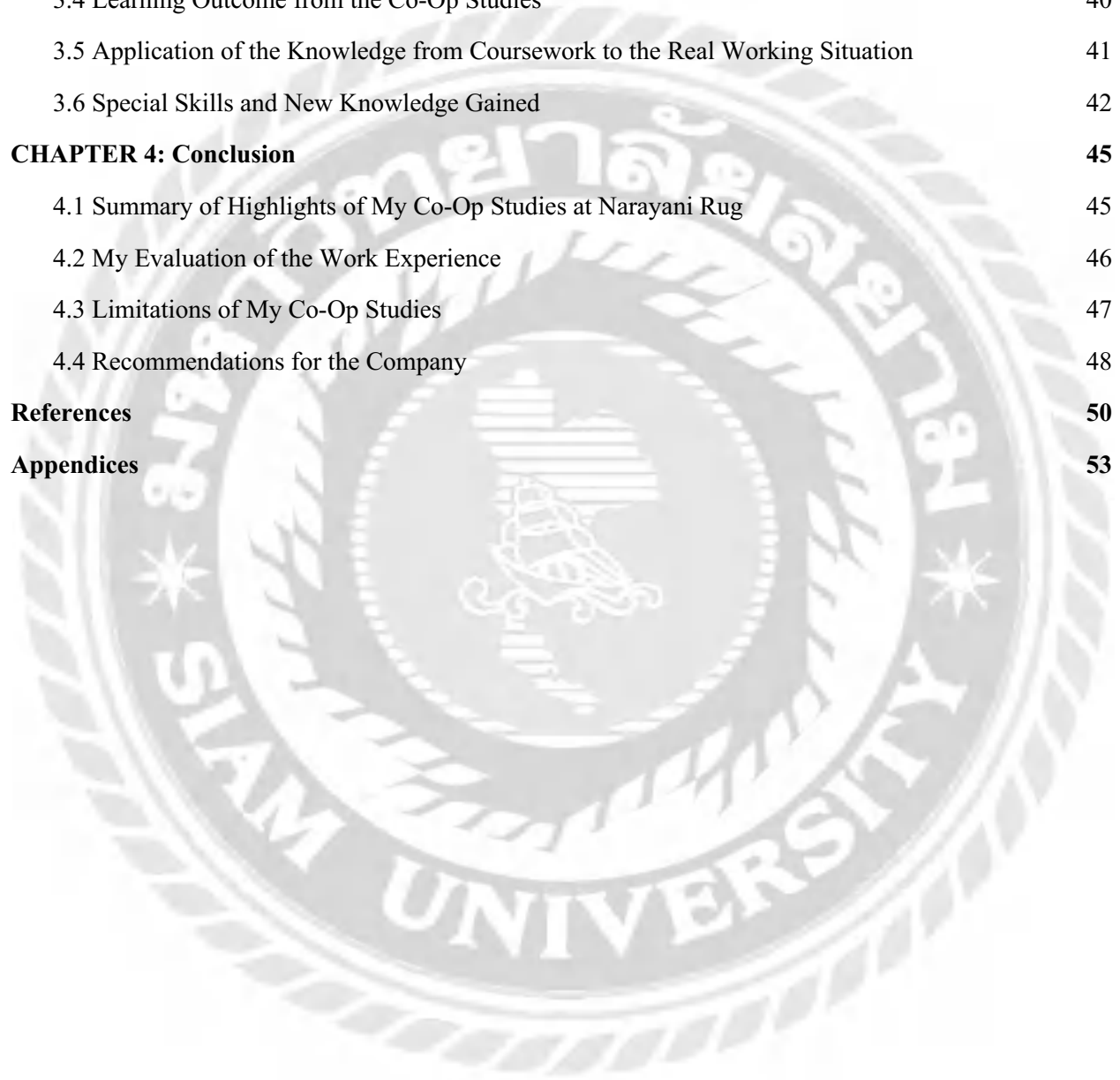
I would also like to extend my sincere thanks to the entire team at Narayani Rug — the skilled artisans, production staff, and administrative team across the manufacturing hubs — whose dedication, craftsmanship, and cooperative spirit made my day-to-day learning experience both productive and inspiring. Observing their commitment to quality and handmade excellence gave me a profound appreciation for the artisanal textile industry.

Finally, I would like to thank my family, friends, and the faculty members at **Siam University** and **Kathmandu College of Management** for their constant encouragement, motivation, and belief in my potential throughout this journey. This report stands as a reflection of the collective support and inspiration I have received from all of them, and I dedicate this work to everyone who has contributed to my growth as a student and as a future business professional.

## TABLE OF CONTENTS

<b>ABSTRACT</b>	<b>3</b>
<b>ACKNOWLEDGMENT</b>	<b>5</b>
<b>TABLE OF CONTENTS</b>	<b>6</b>
<b>LIST OF TABLES</b>	<b>7</b>
<b>LIST OF FIGURES</b>	<b>8</b>
<b>LIST OF ACRONYMS</b>	<b>9</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>11</b>
1.1 Company Profile	11
1.1.1 Company Vision	13
1.1.2 Company Mission	13
1.1.3 Product Portfolio	14
1.1.4 Company's Core Objectives	15
1.1.5 Strategies of the Company	16
1.2 Organizational Structure	18
1.2.1 Diagram of the Organizational Structure	18
1.2.2 My Job Position	19
1.2.3 My Job Position in the Company's Organizational Structure	19
1.3 My Intention and Motivation to Choose This Company as My Co-Op Studies Workplace	20
1.4 Strategic Analysis of the Company	21
1.5 Objectives of this Co-Operative Studies	23
<b>CHAPTER 2: Co-Op Study Activities</b>	<b>24</b>
2.1 My Job Description	24
2.2 My Job Responsibilities	25
2.3 Activities in Coordinating with Co-Workers	27
2.4 Job Process Diagram	28
2.5 Contributions as a Co-Op Student in the Company	33
<b>CHAPTER 3: Learning Process</b>	<b>34</b>
3.1 Problems/Issues of the Company	34

	7
3.1.1 Problem Statement	35
3.1.2 Major Problems Identified	35
3.2 Proposed Solutions to the Identified Problems	37
3.3 Recommendations to the Company	38
3.4 Learning Outcome from the Co-Op Studies	40
3.5 Application of the Knowledge from Coursework to the Real Working Situation	41
3.6 Special Skills and New Knowledge Gained	42
<b>CHAPTER 4: Conclusion</b>	<b>45</b>
4.1 Summary of Highlights of My Co-Op Studies at Narayani Rug	45
4.2 My Evaluation of the Work Experience	46
4.3 Limitations of My Co-Op Studies	47
4.4 Recommendations for the Company	48
<b>References</b>	<b>50</b>
<b>Appendices</b>	<b>53</b>



### ***LIST OF TABLES***

Table 1: Product Portfolio of Narayani Rug	13
Table 2: Organizational Structure of Narayani Rug	17
Table 3: My Job Position in the Organizational Structure	18
Table 4: SWOT Analysis of Narayani Rug	20
Table 5: Daily Work Update Diary	55

### ***LIST OF FIGURES***

Fig 1: Official Logo of NR Rug	14
Fig 2: Carpet Photoshoot 1	66
Fig 3: Carpet Photoshoot 2	67

### ***LIST OF ACRONYMS***

**BBA:** Bachelor of Business Administration

**B2B:** Business to Business

**B2C:** Business to Consumer

**UK:** United Kingdom

**USA:** United States of America

**EU:** European Union

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

**QC:** Quality Control

**SKU:** Stock Keeping Unit

**ERP:** Enterprise Resource Planning

**CRM:** Customer Relationship Management

**MOQ:** Minimum Order Quantity

**LC:** Letter of Credit

**RFQ:** Request for Quotation

**NFT:** Natural Fiber Textile

**USD:** United States Dollar

**GBP:** British Pound Sterling

**SEO:** Search Engine Optimization

**ROI:** Return on Investment

**KPI:** Key Performance Indicator

**SOP:** Standard Operating Procedure

**POD:** Proof of Delivery

**ETD:** Estimated Time of Departure

**ETA:** Estimated Time of Arrival

**CO:** Certificate of Origin



## ***CHAPTER 1: INTRODUCTION***

Narayani Rug is a Kathmandu-based manufacturer and exporter of premium handcrafted interior textiles, specializing in the production of rugs, fabric, and cushions for high-value international markets. Founded in 2022 and headquartered in Mulpani-Kageshwori Manohara, Kathmandu, Nepal, Narayani Rug operates at the intersection of traditional Nepali craftsmanship and contemporary global interior design trends. The company was established with a clear and deliberate focus on the international market, targeting premium interior design brands, trade buyers, and luxury lifestyle retailers across Europe, the United Kingdom, and the United States of America.

Despite being a relatively young company, Narayani Rug has built a robust operational infrastructure consisting of seven dedicated manufacturing hubs and three supporting facilitation hubs, all coordinated through a lean but highly skilled in-house team of approximately eighteen professionals. This unique structure allows the company to maintain the artisanal integrity of its handmade products while managing the scale and consistency required to serve demanding international clients.

What sets Narayani Rug apart in the competitive global textile landscape is its unwavering commitment to handmade quality, ethical production, and the use of premium natural and traditional fibers. The company's products are not mass-produced commodities but carefully crafted pieces that carry the cultural heritage of Nepali textile artisanship into the living rooms, hotels, and commercial spaces of clients across the Western world. This positioning as a premium, ethically made, and artisanally crafted brand forms the core of Narayani Rug's commercial identity and long-term growth strategy.

### **1.1 Company Profile**

Narayani Rug was founded in 2022 by Mr. Anand Bhandari, with the vision of bringing Nepal's rich tradition of handmade textile craftsmanship to the global stage. Headquartered in Mulpani-Kageshwori Manohara, Kathmandu, Nepal, the company was conceived as an export-first business from its very inception, with its entire commercial strategy oriented toward serving premium interior design markets in Europe, the United Kingdom, and the United States of America. Unlike many textile companies that begin domestically and expand internationally over time, Narayani

Rug was built from the ground up with global buyers, international quality standards, and cross-cultural design sensibilities at the forefront of its operational and marketing philosophy.

The company operates through a distinctive multi-hub model, comprising seven dedicated manufacturing hubs and three supporting facilitation hubs, all located within and around the Kathmandu Valley. This decentralized yet coordinated structure enables Narayani Rug to leverage the specialized skills of artisan communities while maintaining centralized oversight of quality, production timelines, and export logistics. The in-house team of approximately eighteen professionals manages everything from production coordination and quality control to client communication, B2B outreach, and export documentation.

Narayani Rug's product range encompasses three primary categories of interior textiles: handcrafted rugs, premium fabric, and designer cushions. These products are crafted using a variety of high-quality natural and traditional materials, and are designed to meet the aesthetic and functional requirements of high-end interior design projects. The company works closely with interior designers, trade buyers, and luxury lifestyle brands across its target markets, offering both custom design capabilities and ready collections that reflect contemporary global design trends while honoring the artisanal traditions of Nepal.

In just a short period since its founding, Narayani Rug has established itself as a credible and ambitious player in the premium handmade textile export industry. The company's commitment to quality, ethical sourcing, artisanal production, and relationship-driven international business development positions it well for sustained growth in its target markets. Narayani Rug represents not just a business enterprise but a bridge between the rich textile heritage of Nepal and the sophisticated interior design needs of the modern global consumer.

**Fig 1: Official Logo of NR Rug**



### **1.1.1 Company Vision**

To become a globally recognized brand in premium handmade interior textiles by showcasing the finest traditions of Nepali craftsmanship, delivering exceptional quality and design innovation to discerning buyers across the world's most demanding markets.

### **1.1.2 Company Mission**

To create beautifully crafted, ethically produced interior textiles that connect the artisanal heritage of Nepal with the aesthetic aspirations of global interior design, while building lasting relationships with international trade partners through transparency, quality, and creative excellence.

### **1.1.3 Product Portfolio**

Narayani Rug's product portfolio is centered around three core categories of premium handmade interior textiles, each designed to meet the sophisticated aesthetic and functional requirements of high-end international markets. The company's offerings span a wide range of styles, materials, and construction techniques, allowing it to cater to diverse client preferences while maintaining the hallmark of handmade artisanal quality in every piece.

The product range is crafted using premium natural fibers and traditional materials sourced from within Nepal and the broader Himalayan region, including Tibetan Wool, New Zealand Wool, Silk, Himalayan Nettle (Allo), Hemp, Alpaca, and Matka Silk, among others. The use of these distinctive and often Nepal-exclusive materials gives Narayani Rug's products a unique character that cannot be easily replicated by mass-market manufacturers, making them highly appealing to buyers in the premium segment who value authenticity, sustainability, and artisanal heritage.

**Table 1: Product Portfolio of Narayani Rug**

Product Category	Construction Techniques	Key Materials Used
Handcrafted Rugs	Handknotted, Handwoven, Hand-tufted, Handloom	Tibetan Wool, New Zealand Wool, Silk, Nettle, Hemp, Alpaca, Matka Silk
Premium Fabric	Handwoven, Handloom	Wool, Silk, Hemp, Nettle, Cotton Blends
Designer Cushions	Handwoven, Hand-tufted	Wool, Silk, Cotton, Alpaca, Mixed Fibers

Each product category is developed with a deep understanding of international interior design trends and the specific requirements of trade buyers, interior designers, and luxury lifestyle brands operating in the European, UK, and US markets. Narayani Rug's ability to offer custom design services alongside its ready collections gives it a competitive advantage in serving clients who require bespoke solutions for high-end residential and commercial interior projects.

The rugs, which form the cornerstone of the company's product range, are produced using multiple handcrafting techniques — each yielding a distinct texture, weight, and visual character. Handknotted rugs represent the highest level of craftsmanship and are particularly valued in the luxury segment for their durability and intricate detailing. Handwoven and handloom rugs offer a more contemporary aesthetic with a lighter construction, while hand-tufted rugs provide a versatile

and relatively faster production option that still retains the warmth and character of a handmade piece.

The fabric range complements the rug collection by offering coordinating interior textiles for upholstery, drapery, and decorative applications. The cushion collection, meanwhile, serves as a high-margin, accessible entry point for buyers who may be exploring the Narayani Rug range for the first time, offering the same handmade quality and material richness as the larger pieces in a more compact and commercially versatile format.

#### *1.1.4 Company's Core Objectives*

- **Deliver Uncompromising Handmade Quality:** To consistently produce interior textiles that meet and exceed the quality expectations of premium international buyers, ensuring that every rug, fabric, and cushion reflects the highest standards of handmade craftsmanship, material quality, and design integrity.
- **Build a Distinctive International Brand Identity:** To establish Narayani Rug as a recognizable and respected brand in the premium interior textile markets of Europe, the UK, and the USA, by communicating a clear and compelling brand story centered on Nepali artisanal heritage, ethical production, and design innovation.
- **Develop and Sustain Long-Term B2B Trade Relationships:** To proactively identify, approach, and build lasting relationships with interior designers, trade-only rug companies, luxury lifestyle brands, and premium retail buyers across target international markets, positioning Narayani Rug as a trusted and preferred manufacturing partner.
- **Expand and Diversify the Manufacturing Network:** To continue developing the multi-hub manufacturing model by strengthening existing hubs, onboarding new artisan communities, and investing in production capabilities that allow the company to scale output without compromising on artisanal quality.
- **Champion Ethical and Sustainable Production Practices:** To ensure that all production activities across the manufacturing and facilitation hubs adhere to fair labor practices, safe working conditions, and environmentally responsible sourcing and production methods.

- **Leverage Nepal's Unique Material Heritage as a Competitive Advantage:** To actively promote and utilize Nepal-exclusive natural fibers such as Himalayan Nettle (Allo), Tibetan Wool, and Himalayan Hemp as key differentiators in the international market.
- **Optimize Operations for Export Efficiency:** To continuously improve the operational processes that support export readiness, including quality control, inventory management, logistics coordination, and documentation, ensuring that Narayani Rug can fulfill international orders accurately, on time, and in full.

### 1.1.5 Strategies of the Company

Narayani Rug's strategic framework is shaped by its identity as a premium, export-oriented, artisanal textile manufacturer operating in highly competitive international markets. Every strategic decision the company makes is guided by the need to balance the authenticity and craftsmanship that define its products with the commercial rigor and professionalism required to succeed in the European, UK, and US markets. The core strategies of the company are as follows:

- **Positioning as a Premium Artisanal Alternative:** Narayani Rug strategically positions itself as a superior alternative to mass-produced or semi-industrialized textile manufacturers, particularly those operating out of India and other regional competitors. By emphasizing the handmade nature of its products, the use of Nepal-exclusive materials, and the cultural heritage embedded in every piece, the company appeals to buyers who are seeking something genuinely unique, ethically made, and creatively distinctive for their high-end interior projects.
- **Export-First, Relationship-Driven Market Development:** Rather than pursuing volume-based sales through generic channels, Narayani Rug adopts a targeted, relationship-driven approach to market development. The company focuses on identifying and directly engaging with interior design firms, trade-only rug buyers, luxury lifestyle brands, and premium retailers in its target markets, building long-term partnerships based on trust, quality consistency, and creative collaboration.
- **Multi-Hub Production Model for Artisanal Scale:** Narayani Rug's seven manufacturing hubs and three facilitation hubs represent a deliberate strategic choice

to preserve the artisanal nature of its production while achieving the scale necessary to meet international demand.

- **Material Differentiation through Nepal-Exclusive Fibers:** A key pillar of Narayani Rug's competitive strategy is its use of distinctive natural fibers that are either exclusive to or strongly associated with Nepal and the broader Himalayan region. By prominently featuring materials such as Himalayan Nettle (Allo), Tibetan Wool, and Himalayan Hemp, the company creates a point of differentiation that is difficult for competitors to replicate.
- **Digital Marketing and Brand Storytelling:** Narayani Rug invests in digital marketing and content creation as a strategic tool for building brand awareness and credibility in international markets. Through compelling storytelling about the artisans, materials, and cultural heritage behind its products, the company aims to create an emotional connection with potential buyers.
- **Continuous Operational Improvement:** Narayani Rug recognizes that operational excellence is a prerequisite for sustained success in international export markets. The company continuously evaluates and refines its supply chain, quality control, inventory management, and logistics processes to ensure consistent and reliable delivery to international clients.

Through these strategies, Narayani Rug aims to build a sustainable, globally respected business that not only generates commercial success but also contributes meaningfully to the preservation and promotion of Nepal's extraordinary handmade textile heritage.

## 1.2 Organizational Structure

Understanding the organizational structure of Narayani Rug is essential to appreciating how a lean, export-oriented artisanal textile company coordinates its operations across multiple manufacturing hubs while simultaneously managing international client relationships and business development activities. Despite its relatively small in-house team of approximately eighteen professionals, Narayani Rug operates with a clear and functional hierarchy that ensures accountability, operational efficiency, and strategic alignment across all areas of the business.

The company's structure reflects its dual focus on production excellence and international market development. At the leadership level, the Owner and Operations Manager provides overarching strategic direction and operational oversight, working closely with the production, quality control, logistics, and marketing functions to ensure that the company's activities are aligned with its export goals and brand values.

The multi-hub manufacturing model adds an additional layer of complexity to the organizational structure, as the seven manufacturing hubs and three facilitation hubs each require coordination and oversight to ensure consistent quality and timely production. Hub coordinators at each location serve as the critical link between the artisan communities and the central management team.

### 1.2.1 Diagram of the Organizational Structure

The following diagram represents the simplified organizational structure of Narayani Rug:

**Table 2: Organizational Structure of Narayani Rug**

Anand Bhandari — Owner & Operations Manager			
Production & Manufacturing Dept.	Quality Control Department	Export & Logistics Dept.	Marketing & Business Dev. Dept.
Hub Coordinators   7 Manufacturing Hubs + 3 Facilitation Hubs			
Artisan & Production Teams			

The departments function in close coordination with one another, ensuring that production schedules align with export timelines, quality standards are maintained across all hubs, and marketing efforts accurately reflect the capabilities and capacity of the production team.

### 1.2.2 My Job Position

During my internship at Narayani Rug, I served as an **Operations and Marketing Intern**, working directly under the supervision of Mr. Anand Bhandari, Owner and Operations Manager of the company. My position sat at the intersection of two critical functional areas of the business

— operations and marketing — giving me an unusually broad and integrated view of how the company functions as a whole.

On the operations side, my responsibilities included conducting supply chain audits to evaluate operational efficiency, assisting with quality control processes across the manufacturing hubs, supporting inventory management by organizing stock records and monitoring product availability, and participating in logistics optimization by coordinating with teams to improve workflow and product movement.

On the marketing side, my responsibilities included engaging in B2B outreach by researching and connecting with international designers, interior design firms, trade buyers, and potential business partners in the European, UK, and US markets. I also contributed to content creation and digital marketing initiatives, developing promotional materials and supporting the company's efforts to build its online presence and brand visibility in international markets.

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

Within Narayani Rug's organizational structure, my position as Operations and Marketing Intern placed me under the direct reporting line of Mr. Anand Bhandari, the Owner and Operations Manager. This direct reporting relationship was particularly valuable as it gave me access to strategic-level thinking and decision-making from the very top of the organization.

**Table 3: My Job Position in the Organizational Structure**

<b>Anand Bhandari — Owner &amp; Operations Manager</b>	
<b>Tejash Baranwal — Operations &amp; Marketing Intern</b>	
<p><b>Operations Side</b></p> <ul style="list-style-type: none"> <li>• Supply Chain Audits</li> <li>• Quality Control</li> <li>• Inventory Management</li> <li>• Logistics Coordination</li> </ul>	<p><b>Marketing Side</b></p> <ul style="list-style-type: none"> <li>• B2B International Outreach</li> <li>• Content Creation</li> <li>• Digital Marketing</li> <li>• Market Research</li> </ul>

My internship position, while entry-level in its formal designation, was anything but peripheral in terms of the scope and significance of the responsibilities I was entrusted with. From the earliest weeks of my internship, I was involved in substantive tasks that had real implications for the company's operational efficiency and international marketing efforts.

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

The decision to undertake my cooperative education internship at Narayani Rug was both deliberate and deeply aligned with my academic background, personal interests, and long-term career aspirations. As a BBA student majoring in Marketing at Siam University, I was particularly drawn to opportunities that would allow me to apply international marketing concepts in a real-world context, and Narayani Rug offered precisely that — with the added dimension of operating within the unique and culturally rich landscape of Nepal's handmade textile industry.

Several factors shaped my decision to choose Narayani Rug as my co-op workplace. First and foremost was the company's international market orientation. Unlike many Nepali businesses that operate primarily in the domestic market, Narayani Rug is exclusively focused on export to Europe, the UK, and the USA — markets that are among the most sophisticated and demanding in the world for premium interior textiles. The opportunity to work within an export-driven business and gain direct exposure to international B2B marketing, cross-cultural communication, and global trade dynamics was exceptionally compelling from a learning perspective.

Secondly, I was drawn to the unique nature of Narayani Rug's products and the industry it operates in. The handmade textile industry sits at a fascinating intersection of craft, culture, commerce, and sustainability — themes that are increasingly relevant in today's global marketplace and that align strongly with the kind of marketing challenges I am most passionate about exploring.

Thirdly, the breadth of the internship role itself was a major draw. The dual focus on operations and marketing meant that I would not be confined to a single functional silo but would instead gain a holistic understanding of how a business actually operates from production floor to international client. For someone with ambitions in international marketing and business development, this kind of integrated exposure is invaluable.

Finally, I was motivated by the opportunity to contribute to the growth of a young and ambitious Nepali company. Narayani Rug, having been founded in 2022, is at an exciting and formative stage of its development, and the prospect of being part of that journey — and potentially making a meaningful contribution to its marketing and operational capabilities — was a powerful motivating factor in my decision.

#### 1.4 Strategic Analysis of the Company

To develop a comprehensive understanding of Narayani Rug's current market position, internal capabilities, and external environment, a SWOT Analysis was conducted during the course of my internship. This analysis draws on direct observations made during my time at the company, conversations with Mr. Anand Bhandari and other team members, and independent research into the international premium handmade textile market.

**Table 4: *SWOT Analysis of Narayani Rug***

##### SWOT Analysis of Narayani Rug

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Genuine handmade products — handknotted, handwoven, hand-tufted, handloom</li> <li>• Nepal-exclusive fibers: Himalayan Nettle, Tibetan Wool, Himalayan Hemp</li> <li>• Multi-hub model: 7 manufacturing + 3 facilitation hubs</li> <li>• Export-first strategic orientation (Europe, UK, USA)</li> <li>• Strong owner-led quality and relationship management</li> </ul>	<ul style="list-style-type: none"> <li>• Limited international brand recognition as a young company (est. 2022)</li> <li>• Small in-house team creates capacity constraints</li> <li>• Manual operational systems limit scalability</li> <li>• Heavy dependency on a few key artisan hubs</li> <li>• Limited digital marketing presence</li> </ul>

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Growing global demand for ethical, artisanal, sustainable textiles</li> <li>• GoodWeave, Fair Trade certifications for market credibility</li> <li>• Trade fairs: Domotex Hannover, Maison &amp; Objet, High Point Market</li> <li>• Digital B2B platforms and social media for international outreach</li> <li>• Nepal diaspora markets in target geographies</li> </ul>	<ul style="list-style-type: none"> <li>• Established competitors from India, Turkey, Morocco, Iran</li> <li>• Currency fluctuations and international shipping cost volatility</li> <li>• Design imitation risks from larger manufacturers</li> <li>• Tightening trade policies between Nepal and target markets</li> <li>• Supply chain disruptions from geopolitical or logistical factors</li> </ul>

Narayani Rug possesses genuine and distinctive competitive strengths in its handmade quality, Nepal-exclusive materials, and multi-hub production model. While the company enjoys strong product-market fit in the premium international segment, it must address its digital infrastructure limitations, capacity constraints, and brand recognition challenges as it grows. Investing in ethical certifications, digital presence, and structured international outreach can help the company overcome its current weaknesses and capitalize on the significant opportunities that exist in its target markets.

### 1.5 Objectives of this Co-Operative Studies

This cooperative education report represents a comprehensive documentation of my learning journey as an Operations and Marketing Intern at Narayani Rug, undertaken as a partial fulfillment of the requirements of the cooperative education program at the Faculty of Business Administration, Siam University.

The main objectives of this Co-Op study are as follows:

1. **To apply academic knowledge from my BBA Marketing program to real-world business challenges:** Through my active involvement in both the operational and

marketing functions of Narayani Rug, I aimed to translate theoretical concepts from subjects such as marketing management, supply chain management, international business, and consumer behavior into practical strategies and actions that created genuine value for the company.

2. **To gain comprehensive exposure to the operations of an export-oriented artisanal textile business:** By working across supply chain audits, quality control, inventory management, logistics coordination, and export processes, I sought to develop a thorough and nuanced understanding of how a premium handmade textile company manages its end-to-end operations in service of its international clients.
3. **To develop practical competencies in international B2B marketing and business development:** Through my direct involvement in researching, identifying, and reaching out to potential international clients and trade partners, I aimed to build the skills, knowledge, and professional confidence required to succeed in international marketing and business development roles in my future career.
4. **To contribute meaningfully to the growth and development of Narayani Rug:** Beyond personal learning, I was committed to making a genuine and positive contribution to the company during my internship, whether through improving operational processes, developing marketing materials, identifying new business opportunities, or supporting the team in delivering on its commitments to international clients.
5. **To develop a holistic understanding of the handmade textile industry and its international market dynamics:** By immersing myself in the day-to-day realities of Narayani Rug's business, I sought to build a comprehensive understanding of the global premium handmade textile market, including its key players, buyer behaviors, competitive dynamics, and emerging trends.

## *CHAPTER 2: Co-Op Study Activities*

### **2.1 My Job Description**

During my internship at Narayani Rug, I served in the position of Operations and Marketing Intern, working directly under the supervision and mentorship of Mr. Anand Bhandari, Owner and Operations Manager of the company. My role was designed to provide comprehensive exposure to both the operational backbone and the international marketing frontier of a premium handmade textile export business, reflecting the company's recognition that in a lean, export-oriented organization, operations and marketing are not separate silos but deeply interconnected functions that must work in close alignment to deliver value to international clients.

My primary mandate as an intern was to assist the company in strengthening its operational processes and expanding its international marketing reach, while simultaneously developing my own professional competencies through active, hands-on participation in the real challenges and opportunities facing Narayani Rug during this critical early phase of its growth. Unlike internship roles that are largely observational or administrative in nature, my position at Narayani Rug was genuinely functional — meaning that from the earliest weeks of my internship, I was entrusted with responsibilities that had real implications for the company's operations and business development.

On the operations side, my role centered on evaluating and supporting the efficiency of Narayani Rug's supply chain, production coordination, quality control, and inventory management processes across its network of manufacturing and facilitation hubs. This required me to develop a thorough understanding of how handmade textile production works in practice — from the sourcing and preparation of raw materials to the coordination of artisan teams, the monitoring of production progress, the inspection of finished goods, and the preparation of products for export.

On the marketing side, my role centered on supporting and advancing Narayani Rug's efforts to build its presence and client base in its target international markets of Europe, the UK, and the USA. This involved conducting market research to identify potential clients and trade partners, developing and executing B2B outreach campaigns, creating marketing content and promotional materials, and contributing to the company's digital marketing strategy.

## 2.2 My Job Responsibilities

My responsibilities as an Operations and Marketing Intern at Narayani Rug were broad, varied, and deeply interconnected. Rather than being confined to a narrow set of repetitive tasks, I was involved in a wide range of activities that collectively covered the full operational and marketing cycle of the business. The key responsibilities I held during my internship are outlined below in detail:

- Supply Chain Audits and Operational Efficiency Evaluation

One of my primary operational responsibilities was conducting regular supply chain audits to evaluate the efficiency and effectiveness of Narayani Rug's production and procurement processes. These audits involved systematically reviewing the flow of raw materials from sourcing through to finished product delivery, identifying bottlenecks, inefficiencies, and areas where process improvements could enhance productivity and reduce waste. I developed audit checklists and reporting frameworks that allowed for structured and consistent evaluation of operational performance across the company's manufacturing hubs. The findings from these audits were regularly discussed with Mr. Anand Bhandari, and several recommendations I made were incorporated into operational improvement initiatives during my internship period.

- Quality Control Assistance

Ensuring consistent product quality across seven manufacturing hubs and three facilitation hubs is one of the most critical and complex operational challenges facing Narayani Rug. As part of my responsibilities, I assisted the quality control process by participating in product inspections, checking finished goods against established quality standards, documenting quality observations, and flagging items that required rework or correction before being cleared for export. I also assisted in developing quality control checklists and inspection protocols that could be standardized across the manufacturing hubs to improve consistency and reduce the subjectivity of quality assessments.

- Inventory Management Support

Effective inventory management is essential for an export-oriented business that must balance production planning, raw material procurement, work-in-progress tracking, and finished goods readiness across multiple locations. My responsibilities in this area included organizing and updating stock records, monitoring raw material and finished product availability across the

manufacturing hubs, identifying inventory discrepancies, and supporting the team in ensuring that stock levels were accurately reflected in the company's records.

- **Logistics Optimization and Coordination**

I participated actively in the company's logistics coordination activities, working with the team to improve the workflow and movement of products from manufacturing hubs to the central quality control and packing area, and from there through the export documentation and shipping process. This involved coordinating with hub coordinators to align production completion schedules with export deadlines, tracking the progress of shipments, and assisting in the preparation of export documentation.

- **B2B Outreach and International Business Development**

Perhaps the most strategically significant dimension of my internship responsibilities was my active involvement in Narayani Rug's international B2B outreach and business development efforts. This involved conducting in-depth research to identify potential clients and trade partners in the European, UK, and US markets — including interior design firms, trade-only rug companies, luxury lifestyle brands, and premium retailers who were either already sourcing handmade textiles or who represented strong potential fits for Narayani Rug's product range and brand positioning.

Based on this research, I developed and executed targeted outreach campaigns, crafting personalized and professional communication to introduce Narayani Rug to potential clients, highlight the unique value proposition of its handmade products, and explore opportunities for collaboration or trade partnership. I also assisted in identifying and evaluating relevant trade fairs, industry events, and digital platforms where Narayani Rug could increase its international visibility.

- **Content Creation and Digital Marketing**

To support Narayani Rug's efforts to build brand awareness and credibility in international markets, I contributed extensively to the company's content creation and digital marketing activities. This included developing promotional materials such as product descriptions, company profiles, brand narratives, and marketing copy tailored to the expectations and sensibilities of premium international buyers. I assisted in creating content for the company's digital channels,

ensuring that the brand voice, visual identity, and messaging were consistent, compelling, and aligned with the aesthetic standards of the high-end interior design market.

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

Throughout my internship at Narayani Rug, effective coordination and communication with colleagues across different functional areas of the business were essential to the successful execution of my responsibilities. Given the lean organizational structure of the company and the interconnected nature of its operations and marketing activities, collaboration was not merely encouraged but was a fundamental necessity of daily working life at Narayani Rug.

My most frequent and significant working relationship was naturally with Mr. Anand Bhandari, who served as both my direct supervisor and the primary strategic decision-maker for the company. My interactions with Mr. Bhandari were regular and substantive, encompassing daily operational briefings, strategic discussions about international marketing priorities, joint reviews of supply chain audit findings, and collaborative problem-solving sessions around the operational and commercial challenges facing the business.

In the area of operations, I coordinated closely with the hub coordinators responsible for managing production activities at Narayani Rug's seven manufacturing hubs and three facilitation hubs. These coordinators served as my primary points of contact for gathering production data, conducting quality assessments, and understanding the day-to-day realities of artisan-scale textile manufacturing. Effective communication with hub coordinators required cultural sensitivity, clarity of purpose, and the ability to build rapport with individuals who were primarily focused on the practical craft of textile production.

In the area of quality control, I worked alongside the quality control team to conduct product inspections and develop standardized quality assessment protocols. These collaborative quality control activities required clear communication about standards and expectations, a shared commitment to the quality values that define Narayani Rug's brand, and the ability to deliver constructive feedback to production teams when quality issues were identified.

In the area of marketing and business development, I coordinated with Mr. Bhandari and other team members to align my outreach and content creation activities with the company's broader strategic priorities. This involved regular sharing of research findings, outreach results,

and content drafts for review and feedback, ensuring that my marketing activities were consistent with the company's brand identity and commercial objectives.

Toward the later stages of my internship, I also played a coordinating role in supporting the onboarding and briefing of other team members on the operational improvement frameworks and marketing tools I had developed during my time at the company, ensuring that the work I had done would continue to add value beyond the duration of my internship.

## **2.4 Job Process Diagram**

Below is a detailed step-by-step breakdown of each of my primary job responsibilities and their associated workflows during my internship at Narayani Rug.

### **1. Supply Chain Audit Workflow**

- Identify the specific manufacturing hub or operational process to be audited and define the scope and objectives of the audit.
- Develop or review the audit checklist, ensuring it covers all critical dimensions of the supply chain including raw material sourcing, material quality and quantity verification, production scheduling, workflow efficiency, inter-hub coordination, and finished goods readiness.
- Conduct on-site or remote review of the relevant supply chain activities, gathering data through direct observation, interviews with hub coordinators and production staff, and review of existing records and documentation.
- Document audit findings systematically, noting areas of strong performance as well as inefficiencies, bottlenecks, compliance gaps, or risks identified during the audit process.
- Analyze the collected data to identify root causes of identified issues and develop practical, actionable recommendations for improvement.
- Present audit findings and recommendations to Mr. Anand Bhandari for review, discussion, and decision-making on corrective or improvement actions.

- Follow up on the implementation of agreed improvement actions and monitor progress against established benchmarks over subsequent audit cycles.
- Update audit documentation and maintain a running record of audit findings and improvement actions for future reference and trend analysis.

## 2. Quality Control Workflow

- Receive notification from hub coordinator or production team that a batch of finished goods is ready for quality inspection.
- Review the product specifications, design requirements, and quality standards applicable to the batch being inspected, including material type, construction technique, dimensions, color accuracy, and finishing quality.
- Conduct physical inspection of finished products against the established quality checklist, examining each item for defects, inconsistencies, or deviations from specified standards.
- Categorize inspected items as either approved for export, requiring minor rework, or rejected for significant quality failures, and document the inspection outcomes clearly and consistently.
- Communicate inspection results to the hub coordinator and production team, providing specific and constructive feedback on any quality issues identified and the corrective actions required.
- Re-inspect reworked items to verify that quality issues have been satisfactorily addressed before granting export clearance.
- Update quality control records and compile inspection data for reporting to management and for use in ongoing quality improvement initiatives.
- Contribute findings to the development and refinement of standardized quality control checklists and inspection protocols applicable across all manufacturing hubs.

### 3. Inventory Management Workflow

- Conduct regular stock counts at manufacturing hubs and the central storage facility, recording quantities of raw materials, work-in-progress items, and finished goods on hand.
- Compare physical stock counts against recorded inventory levels to identify discrepancies, overages, or shortfalls that require investigation and correction.
- Update inventory records to reflect current stock positions accurately, ensuring that management has a reliable and up-to-date view of material availability and finished goods readiness at all times.
- Monitor raw material consumption rates against production schedules to anticipate replenishment needs and flag potential material shortages before they impact production timelines.
- Coordinate with hub coordinators to gather production progress updates and incorporate work-in-progress data into the overall inventory picture.
- Generate inventory status reports for review by Mr. Anand Bhandari, highlighting key stock positions, upcoming replenishment requirements, and any inventory-related risks or issues.
- Assist in the development of improved inventory tracking templates and systems designed to make stock monitoring more efficient, accurate, and accessible for the entire team.

### 4. Logistics Optimization and Export Coordination Workflow

- Review upcoming export orders to understand delivery deadlines, shipment requirements, destination details, and any specific client requirements related to packaging, labeling, or documentation.

- Coordinate with hub coordinators to align production completion schedules with export deadlines, identifying any production timing risks and working proactively to address them before they impact shipment readiness.
- Oversee the movement of finished and quality-approved goods from manufacturing hubs to the central packing and export preparation area, ensuring that items are handled carefully.
- Assist in the preparation of export documentation, including packing lists, commercial invoices, certificates of origin, and any other documents required for international shipment to the destination country.
- Coordinate with freight forwarders and shipping agents to confirm shipment bookings, obtain shipping rates, and ensure that all logistical arrangements are in place for timely dispatch of export orders.
- Track the progress of outgoing shipments and maintain updated records of shipment status, estimated departure and arrival dates, and tracking information for communication to clients as required.
- Identify and document logistics inefficiencies or recurring challenges observed during the export coordination process, and develop recommendations for process improvements.

#### 5. B2B Outreach and International Business Development Workflow

- Define the target client profile for each outreach campaign, specifying the type of company, market segment, geographic focus, and key characteristics that make a potential client a strong fit for Narayani Rug's products and capabilities.
- Conduct in-depth market research to identify specific companies and individuals within the target client profile, using online directories, industry databases, trade fair exhibitor lists, interior design publications, and social media platforms to build a targeted prospect list.

- Research each identified prospect in detail to understand their business model, product range, sourcing preferences, brand positioning, and any publicly available information about their supply chain or buying behavior.
- Draft personalized outreach emails and messages for each prospect, clearly introducing Narayani Rug, articulating the unique value proposition of its handmade products, and inviting the recipient to explore a potential trade relationship. Ensure all communications reflect a professional, warm, and non-salesy tone.
- Send outreach communications through appropriate channels — primarily email, with follow-up through LinkedIn or other professional platforms where relevant — and maintain a detailed record of all outreach activity.
- Follow up with non-responsive prospects after an appropriate interval, using varied and value-adding follow-up communications rather than generic reminder messages.
- Manage responses from interested prospects, answering queries, providing product information, sharing samples or lookbooks as requested, and advancing conversations toward concrete trade discussions.
- Document all outreach outcomes and pipeline developments in a structured tracking system, providing Mr. Anand Bhandari with regular updates on outreach progress and emerging business opportunities.

#### 6. Content Creation and Digital Marketing Workflow

- Review and understand the company's brand identity, visual style, target audience characteristics, and marketing objectives before commencing any content creation activity.
- Identify content requirements based on the company's marketing calendar, outreach activities, and digital channel strategy, prioritizing content that supports B2B outreach efforts, showcases product quality, and communicates the brand story compellingly.

- Research relevant topics, trends, and reference materials to inform content development, including international interior design trends, sustainability narratives in the luxury goods sector, and competitor content benchmarking.
- Develop content drafts covering a range of formats and purposes, including company profile documents, product descriptions, brand narrative copy, outreach email templates, social media content, and promotional materials.
- Review and refine content drafts in consultation with Mr. Anand Bhandari, incorporating feedback to ensure that all content accurately reflects the company's positioning, values, and commercial objectives.
- Finalize and publish or deploy approved content through the appropriate channels, whether that is the company's website, social media platforms, email outreach campaigns, or trade presentation materials.
- Monitor the performance of published content where measurable data is available, gathering insights on audience engagement, outreach response rates, and other relevant metrics to inform future content strategy.

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

My contributions as an Operations and Marketing Intern at Narayani Rug extended well beyond the execution of assigned tasks. From the outset of my internship, I approached my role with a genuine commitment to adding value to the company, and over the course of my sixteen weeks at Narayani Rug, I was able to make a number of meaningful and lasting contributions to its operational efficiency, marketing capabilities, and strategic development.

- **Operational Contributions**

One of my most significant operational contributions was the development of a structured supply chain audit framework that gave the company a systematic and repeatable methodology for evaluating operational performance across its manufacturing hubs. By developing a structured audit checklist and reporting template, I provided the company with a practical tool that could be

used on an ongoing basis to identify inefficiencies, track improvement progress, and maintain operational standards across all hubs.

In the area of quality control, I contributed to the development of standardized quality inspection checklists tailored to each of Narayani Rug's primary product categories — rugs, fabric, and cushions. These checklists provided hub coordinators and quality inspectors with clear and consistent criteria for evaluating finished goods, reducing the subjectivity and variability that had previously characterized quality assessments across different hubs.

My work on inventory management resulted in improved stock tracking templates that gave the management team a clearer and more reliable view of raw material and finished goods positions across the company's manufacturing network. These improvements in inventory visibility helped reduce the risk of production delays caused by material shortages.

- Marketing Contributions

On the marketing side, my most significant contribution was the development and execution of a targeted B2B outreach campaign directed at potential clients and trade partners in the European, UK, and US markets. Through systematic research and personalized communication, I was able to identify and initiate contact with a substantial number of relevant prospects across the interior design, trade buying, and luxury lifestyle sectors, generating awareness of Narayani Rug among potential clients who had not previously encountered the brand.

I also made a substantial contribution to the quality and consistency of Narayani Rug's marketing materials and brand communications. The company profile documents, product descriptions, brand narratives, and outreach email templates I developed during my internship gave the company a stronger and more professional marketing toolkit for use in its ongoing international business development activities.

- Strategic Contributions

Beyond the specific operational and marketing contributions described above, I believe my most enduring strategic contribution to Narayani Rug was the introduction of a more structured and systematic approach to several key business processes that had previously been managed informally. By developing frameworks, checklists, templates, and tracking systems across supply chain auditing, quality control, inventory management, and B2B outreach, I helped lay the

groundwork for the kind of organized, scalable, and professionally managed operations that Narayani Rug will need as it grows its international client base and expands its production capacity.



## ***CHAPTER 3: Learning Process***

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

During my sixteen-week internship at Narayani Rug, my close involvement in both the operational and marketing functions of the business gave me a privileged and detailed view of the real challenges facing the company at this stage of its development. As a young company founded in 2022 and operating in the highly competitive premium international textile export market, Narayani Rug faces a distinctive set of challenges that reflect both the general difficulties of building an export-oriented business from the ground up and the specific complexities of managing artisanal production across a distributed multi-hub manufacturing network.

#### **3.1.1 Problem Statement**

Narayani Rug, despite possessing genuinely exceptional handmade products and a clear strategic vision for international market development, faces significant operational and marketing challenges that, if left unaddressed, could limit the company's ability to scale its export operations, build lasting client relationships, and establish a credible and competitive presence in the premium international interior textile market. These challenges span the domains of operational systems and digital infrastructure, quality management consistency, international brand visibility, B2B market development capacity, and supply chain resilience.

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

##### **1. Limited Integration of Digital Procurement and Operations System**

One of the most immediately apparent operational challenges at Narayani Rug was the limited use of digital tools and systems for managing core operational processes. During my involvement in supply chain auditing, inventory management, and logistics coordination, I observed that a significant proportion of operational data — including stock records, production schedules, quality inspection results, and export documentation — was being managed through manual processes, paper-based records, or basic spreadsheet tools that lacked the structure, accessibility, and real-time update capability needed to effectively manage operations across a ten-hub manufacturing network.

## **2. Inconsistent Quality Standards Across Manufacturing Hubs**

Maintaining consistent product quality across seven manufacturing hubs and three facilitation hubs is one of the most complex and critical operational challenges facing Narayani Rug. During my involvement in quality control activities, I observed significant variability in the quality of finished goods coming from different hubs, reflecting differences in artisan skill levels, interpretation of quality standards, availability of quality reference materials, and the level of supervisory oversight at each location.

## **3. Limited International Brand Visibility and Market Recognition**

As a company founded in 2022 with no prior international market presence, Narayani Rug faces the significant challenge of building brand awareness and credibility from scratch in highly competitive and well-established international markets. During my B2B outreach activities, I encountered the practical reality of this challenge firsthand — many potential clients in the European, UK, and US markets are understandably cautious about engaging with suppliers they have not previously heard of, particularly in the premium segment where reputation and track record carry significant weight.

## **4. Capacity Constraints in B2B Market Development**

Effective international B2B market development in the premium interior textile space is a resource-intensive activity that requires sustained investment of time, expertise, and strategic attention. During my internship, it became clear that Narayani Rug's capacity for proactive and systematic international business development was significantly constrained by the small size of its in-house team and the multiple competing demands on team members' time and attention.

## **5. Supply Chain Resilience and Vendor Dependency Risks**

During my supply chain audits, I identified several areas of vulnerability in Narayani Rug's supply chain that could pose risks to production continuity and export reliability. Chief among these was a degree of dependency on a limited number of raw material suppliers for key inputs such as specialty natural fibers, dyes, and other production materials.

## 6. Communication and Coordination Gaps Across Manufacturing Hubs

Effective coordination across a geographically distributed manufacturing network requires robust communication systems, clearly defined roles and responsibilities, and reliable mechanisms for sharing production updates, quality information, and operational instructions between the central management team and individual hub coordinators. During my internship, I observed that communication between the central team and the manufacturing hubs was not always as timely, structured, or consistent as it needed to be.

### 3.2 Proposed Solutions to the Identified Problems

Based on the challenges identified during my internship, the following solutions are proposed to address the key operational and marketing issues facing Narayani Rug and to strengthen the company's capacity for sustainable growth in the international premium textile market:

1. **Implementation of a Digital Operations Management System:** Narayani Rug should invest in implementing a suitable digital operations management system that can centralize and streamline the management of key operational data across its manufacturing network. A cloud-based platform such as Google Workspace combined with purpose-built inventory and production tracking tools, or a lightweight ERP solution designed for small manufacturers, could deliver significant operational improvements at a manageable cost. The digital system should at minimum cover inventory tracking across all hubs, production scheduling and progress monitoring, quality control documentation and reporting, and export documentation management.
2. **Development and Implementation of a Standardized Quality Management System:** Narayani Rug should develop and implement a comprehensive and standardized quality management system covering all aspects of its production and quality control processes. This system should include standardized quality specifications for each product category and construction technique, clearly documented and illustrated quality reference materials for use by artisans and hub coordinators, standardized quality inspection checklists applicable across all hubs, a

structured process for documenting and communicating quality findings, and a clear corrective action protocol for addressing identified quality issues.

3. **Strategic Investment in Digital Presence and Brand Building:** Narayani Rug should make a strategic investment in developing a professional and compelling digital presence that accurately reflects the quality, creativity, and artisanal richness of its products. This should begin with the development of a professionally designed and well-structured company website, complemented by a consistent and engaging social media presence on Instagram, Pinterest, and LinkedIn. The company should also actively pursue internationally recognized ethical sourcing certifications such as GoodWeave and Fair Trade Group Nepal.
4. **Building Dedicated International Marketing Capacity:** To address the capacity constraints in B2B market development, Narayani Rug should consider building a more dedicated and structured international marketing and business development capability within its team. In the short term, this could be achieved by maintaining a consistent internship program that brings in motivated and capable marketing students. In the medium term, the company should consider hiring a dedicated international marketing professional with experience in the premium interior design or luxury goods sector.
5. **Supply Chain Diversification and Resilience Building:** To reduce supply chain vulnerability and vendor dependency risks, Narayani Rug should proactively work to diversify its supplier base for key raw materials, identifying and qualifying alternative suppliers for critical inputs. Long-term supply agreements with key suppliers should be explored where possible, providing greater price stability and supply security for essential materials.
6. **Strengthening Inter-Hub Communication Systems:** Narayani Rug should implement a structured and regular communication framework between the central management team and hub coordinators, including a standardized daily or weekly production update reporting system, a dedicated group communication platform for real-time messaging, and regular scheduled coordination calls or meetings to review production status, address emerging issues, and align priorities across the network.

### 3.3 Recommendations to the Company

Building on the proposed solutions outlined above, the following broader strategic recommendations are offered to Narayani Rug to support its long-term growth, competitiveness, and sustainability as a premium international handmade textile exporter:

- **Pursue Ethical Sourcing Certifications as a Priority:** The acquisition of internationally recognized ethical sourcing certifications such as GoodWeave, Fair Trade Group Nepal, and Label STEP should be treated as a strategic priority. These certifications serve as powerful credibility markers in the premium international market, particularly with the growing segment of buyers who are actively committed to ethical sourcing as a non-negotiable condition of their procurement decisions.
- **Develop a Formal Trade Fair Participation Strategy:** International trade fairs such as Domotex Hannover, Maison & Objet in Paris, and High Point Market in the USA represent some of the most valuable opportunities available to Narayani Rug for building international brand visibility, meeting potential buyers face-to-face, and establishing the company's presence within the global interior design community.
- **Invest in High-Quality Product Photography and Visual Content:** Narayani Rug should invest in professional product photography that captures the beauty, texture, craftsmanship, and material richness of its products in a way that is compelling, aspirational, and consistent with the aesthetic standards of the high-end interior design market.
- **Develop a Structured Internship and Talent Development Program:** Narayani Rug should consider developing a more structured and formalized internship program that consistently attracts motivated and capable students from marketing, business, and design disciplines. A well-designed internship program would provide the company with a reliable pipeline of fresh talent, new ideas, and additional capacity for marketing and operational activities.
- **Leverage Nepal's Unique Textile Heritage as a Brand Narrative:** Nepal's extraordinary textile heritage — encompassing centuries-old weaving and knotting traditions, unique natural fiber resources, and a rich cultural landscape — is one of

Narayani Rug's most powerful and distinctive marketing assets. The company should invest in developing a compelling and authentic brand narrative around this heritage.

- **Establish a Customer Feedback and Relationship Management System:** As Narayani Rug builds its international client base, the management of client relationships and the systematic collection of client feedback will become increasingly important. The company should establish a structured approach to client relationship management, including regular check-ins with existing clients and systematic collection of feedback on product quality and service experience.

### 3.4 Learning Outcome from the Co-Op Studies

My sixteen-week internship at Narayani Rug was one of the most professionally and personally enriching experiences of my academic journey to date. The depth and breadth of my involvement across both the operational and marketing functions of the business gave me a quality of learning that simply cannot be replicated in a classroom environment — learning that was grounded in real challenges, real consequences, and real professional relationships.

- **Understanding the End-to-End Operations of an Export-Oriented Artisanal Business:** Perhaps the most fundamental and comprehensive learning outcome of my internship was developing a thorough and nuanced understanding of how a premium handmade textile export business actually operates from the inside. My internship transformed theoretical knowledge into lived, practical understanding by immersing me directly in the operational realities of a business that is navigating all of these challenges simultaneously, in real time, with real consequences.
- **The Practical Realities of International B2B Marketing:** My active involvement in Narayani Rug's international B2B outreach and business development activities gave me a deeply practical understanding of what international B2B marketing actually looks like in practice — and how different it is from the relatively clean and structured frameworks presented in academic marketing courses.
- **The Critical Importance of Operational Excellence in Supporting Marketing Promises:** One of the most important and perhaps surprising learning outcomes of my internship was the deepened understanding I gained of the intimate relationship

between operational excellence and marketing effectiveness. Marketing is not simply about crafting compelling messages — it is about making promises that the entire organization must be capable of delivering on.

- **Building Professional Confidence and Workplace Competencies:** Working in a real professional environment — with real responsibilities, real deadlines, and real professional relationships — pushed me to develop a level of professional maturity, self-reliance, and problem-solving capability that I had not previously needed to exercise in an academic setting.
- **Understanding the Intersection of Culture, Craft, and Commerce:** Working within the handmade textile industry in Nepal gave me a profound and personal appreciation for the extraordinary intersection of culture, craft, and commerce that defines this sector. I came to understand that the rugs, fabrics, and cushions produced by Narayani Rug are not merely commercial products but cultural artifacts.

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

One of the most rewarding aspects of my internship at Narayani Rug was the opportunity to see theoretical concepts from my BBA Marketing coursework come to life in real professional situations. Across every dimension of my internship responsibilities, I found myself drawing on knowledge and frameworks from my academic studies to inform my thinking, guide my actions, and make sense of the challenges I was encountering.

- **Marketing Management:** The marketing management frameworks I had studied throughout my BBA program were directly applicable to my work on Narayani Rug's B2B outreach and brand development activities. Concepts such as market segmentation, targeting, and positioning were practical tools that I used daily to define the right prospects for outreach. The STP framework proved particularly useful in helping me structure the company's B2B outreach strategy in a systematic and coherent way.
- **International Business and Trade:** My coursework in international business provided essential foundational knowledge that was directly relevant to the export-oriented context of Narayani Rug. Understanding concepts such as international trade

documentation, export procedures, Incoterms, and cross-cultural business communication gave me a working framework for engaging with the logistics, documentation, and client communication dimensions of my internship responsibilities.

- **Supply Chain Management:** The supply chain management concepts I had encountered in my coursework — including supplier relationship management, inventory control, logistics coordination, and supply chain risk management — were directly applicable to my operational responsibilities at Narayani Rug. The concept of supply chain vulnerability and the importance of supplier diversification was particularly relevant to my analysis of Narayani Rug's raw material sourcing risks.
- **Consumer Behavior:** My coursework in consumer behavior provided valuable conceptual tools that I was able to adapt to the B2B buyer behavior context of Narayani Rug's international market. Understanding the role of perceived quality, brand trust, social proof, and relationship factors in purchase decisions helped me appreciate why building credibility and reputation is so critical for a young supplier trying to break into the premium international market.
- **Business Communication:** My training in professional written communication, presentation, and interpersonal communication was put to daily use throughout my internship — in drafting B2B outreach emails, developing marketing materials, preparing reports and documentation, and communicating effectively with colleagues, hub coordinators, and external contacts.
- **Strategic Management:** My coursework in strategic management provided a useful framework for analyzing Narayani Rug's competitive position and strategic challenges. Tools such as SWOT analysis, Porter's Five Forces, and competitive positioning frameworks helped me structure my thinking about the company's strategic situation and develop more insightful and well-grounded recommendations.

### 3.6 Special Skills and New Knowledge Gained

My internship at Narayani Rug resulted in the development of a rich and diverse range of both technical and soft skills. These skills represent some of the most tangible and lasting outcomes of my cooperative education experience.

#### **Technical Skills Learned:**

- **Supply Chain Auditing:** I developed a practical and structured approach to supply chain auditing, including the ability to design audit checklists, conduct systematic operational reviews across multiple production locations, analyze findings to identify root causes of inefficiency or risk, and develop actionable improvement recommendations.
- **Quality Control Management:** Through my active involvement in quality inspection activities at Narayani Rug, I developed a working knowledge of quality control principles as applied to handmade textile production, including an understanding of the key quality parameters for different product categories and construction techniques.
- **Inventory Management:** My responsibilities in inventory management gave me practical experience in stock counting, inventory record keeping, discrepancy identification and resolution, and the development of improved inventory tracking systems.
- **International B2B Outreach and Business Development:** Perhaps the most commercially valuable technical skill I developed during my internship was the ability to conduct effective international B2B outreach and business development. This encompasses the ability to research and identify target prospects systematically, craft professional and compelling B2B communication, and manage outreach pipelines and follow-up processes.
- **Export Documentation and Logistics Coordination:** My involvement in Narayani Rug's export processes gave me practical familiarity with international trade

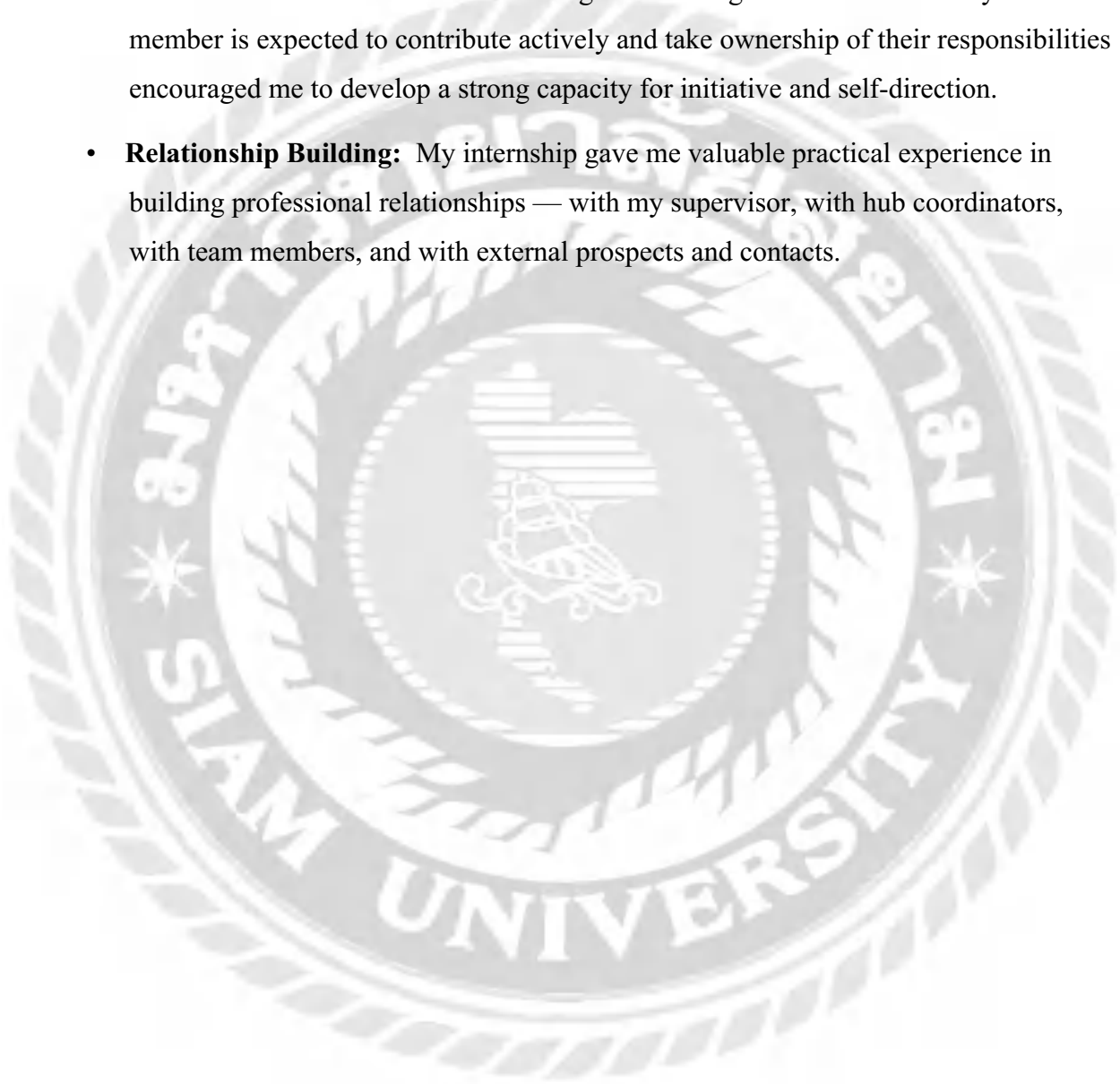
documentation, including commercial invoices, packing lists, certificates of origin, and other key export documents.

- **Content Creation and Digital Marketing:** My extensive work on marketing content for Narayani Rug developed my skills in professional copywriting, brand narrative development, and digital marketing content creation. I gained practical experience in crafting content for multiple purposes and audiences.
- **Market Research and Competitive Intelligence:** Through my B2B outreach and business development activities, I developed strong market research skills, including the ability to identify and evaluate target market segments, research individual companies and buyer profiles, and analyze competitive dynamics and market trends.

#### **Soft Skills Developed:**

- **Strategic Thinking and Problem Solving:** Working in a real business environment where problems are complex, resources are limited, and consequences are real pushed me to develop a more strategic and structured approach to thinking about challenges and identifying solutions.
- **Professional Communication:** My internship significantly enhanced my professional communication skills across written, verbal, and interpersonal dimensions. Drafting B2B outreach emails to senior decision-makers at premium international companies required a high level of communication sophistication.
- **Cross-Cultural Awareness:** Working within the Nepali artisanal textile industry while simultaneously engaging with potential clients and partners in European, UK, and US markets gave me a heightened awareness of cultural differences in business communication, aesthetic preferences, commercial expectations, and relationship-building norms.
- **Adaptability and Resilience:** The dynamic and sometimes unpredictable environment of a young, growing export business taught me to be adaptable, resourceful, and resilient in the face of changing priorities, unexpected challenges, and operational uncertainties.

- **Attention to Detail:** The precision required in quality control inspections, export documentation preparation, inventory record keeping, and professional communication development cultivated a heightened attention to detail that will serve me well in any professional role.
- **Initiative and Self-Direction:** Working in a lean organization where every team member is expected to contribute actively and take ownership of their responsibilities encouraged me to develop a strong capacity for initiative and self-direction.
- **Relationship Building:** My internship gave me valuable practical experience in building professional relationships — with my supervisor, with hub coordinators, with team members, and with external prospects and contacts.



## *CHAPTER 4: Conclusion*

### **4.1 Summary of Highlights of My Co-Op Studies at Narayani Rug**

My cooperative education internship at Narayani Rug, spanning sixteen weeks from January 25 to May 14, was an experience that exceeded my expectations in virtually every dimension — in the depth and diversity of the responsibilities I was entrusted with, in the quality of the mentorship and professional environment I was fortunate enough to work within, in the breadth of the learning I gained across both operational and marketing domains, and in the genuine sense of contribution and purpose that characterized my day-to-day work at the company.

From the very first week of my internship, it was clear that my role at Narayani Rug would be anything but peripheral. Under the direct supervision and mentorship of Mr. Anand Bhandari, Owner and Operations Manager, I was immediately integrated into the real working life of the company and entrusted with responsibilities that had genuine implications for its operational efficiency and international marketing development. This level of meaningful engagement from the outset set the tone for an internship experience that was consistently substantive, challenging, and rewarding in equal measure.

On the operational side, the experience of conducting supply chain audits across Narayani Rug's manufacturing network — identifying real inefficiencies, developing practical improvement recommendations, and seeing some of those recommendations translated into actual operational changes — was deeply satisfying and gave me a confidence in my analytical and problem-solving capabilities that I had not previously had the opportunity to develop in an academic setting.

My involvement in quality control activities was equally formative, giving me a hands-on appreciation for the extraordinary skill, patience, and attention to detail that goes into the production of every handmade textile piece at Narayani Rug. Developing standardized quality inspection protocols and seeing them adopted by the production team as practical tools for more consistent quality management was one of the most tangible and satisfying contributions I made during my internship.

On the marketing side, my work on international B2B outreach was perhaps the most intellectually stimulating and professionally stretching aspect of my internship experience. Researching potential clients across the European, UK, and US markets, crafting personalized and

professional outreach communications, managing the outreach pipeline, and contributing to the strategic thinking around Narayani Rug's international market development gave me a quality of practical marketing experience that I could not have gained anywhere else at this stage of my career.

In summary, my cooperative education internship at Narayani Rug was a transformative professional and personal experience that has fundamentally enriched my capabilities, my perspectives, and my aspirations as a future business professional. I am deeply grateful to Mr. Anand Bhandari and the entire Narayani Rug team for the opportunity, the trust, and the mentorship that made this experience possible.

#### **4.2 My Evaluation of the Work Experience**

Evaluating my overall work experience at Narayani Rug, I can say with genuine conviction that it was an exceptionally positive, enriching, and formative internship that delivered on every dimension that matters for a high-quality cooperative education experience — meaningful responsibilities, real learning, strong mentorship, and a genuine sense of contribution to the organization.

The quality of the mentorship I received from Mr. Anand Bhandari was, without question, one of the defining features of my internship experience. Mr. Bhandari's willingness to engage with me as a genuine professional contributor rather than merely an intern, to share his strategic thinking and industry knowledge openly, to challenge me with real and significant responsibilities, and to provide constructive and thoughtful feedback on my work created an exceptionally productive and motivating learning environment.

The breadth and depth of the responsibilities I was given throughout my internship were another highlight of my work experience evaluation. Rather than being confined to a narrow range of administrative or support tasks, I was involved in substantive activities across supply chain management, quality control, inventory management, logistics coordination, international B2B outreach, content creation, and digital marketing strategy.

The working environment at Narayani Rug was consistently positive, collaborative, and professionally stimulating. Despite the inevitable challenges and pressures of operating a young and ambitious export business in a competitive international market, the team maintained a

constructive and forward-looking attitude that made the workplace a genuinely enjoyable and energizing place to be.

If I were to identify areas where the work experience could have been even richer, I would note that a longer internship duration — perhaps twenty or twenty-four weeks rather than sixteen — would have allowed me to see the results of some of the longer-term initiatives I contributed to. I would also have welcomed greater exposure to the financial management and pricing dimensions of the export business. Overall, however, my evaluation of my work experience at Narayani Rug is overwhelmingly positive.

### 4.3 Limitations of My Co-Op Studies

While my internship at Narayani Rug was an overwhelmingly positive and valuable experience, it is important to acknowledge honestly the limitations and constraints that affected the depth and scope of my learning during the sixteen-week period.

- **Duration of the Internship:** The sixteen-week duration of my internship, while sufficient to gain a broad and meaningful exposure to the company's operations and marketing activities, was not long enough to fully experience the complete cycle of several key business processes. International B2B outreach, for example, is a relationship-building process that unfolds over months and sometimes years rather than weeks.
- **Limited Exposure to Financial Management:** As an Operations and Marketing Intern, my primary responsibilities were naturally focused on the operational and marketing dimensions of the business. Financial management — including export pricing strategy, foreign currency management, and cost control across the manufacturing network — is deeply intertwined with both operational and marketing decision-making, and my limited exposure to this dimension meant that my understanding of some strategic decisions was necessarily incomplete.
- **Constraints of Working in a Young and Rapidly Evolving Company:** Narayani Rug's status as a young and rapidly evolving company, while one of the most exciting aspects of the internship, also created certain practical limitations. The relatively informal nature of many organizational processes sometimes meant that my own

work was subject to changing priorities, shifting timelines, and evolving organizational requirements that made it challenging to pursue any single initiative to full completion.

- **Language and Cultural Nuances in Hub Coordination:** While I was able to communicate effectively with the central management team and develop productive working relationships with hub coordinators, some nuances of communication and coordination with artisan teams at the manufacturing hubs were occasionally complicated by language differences and cultural factors.
- **Limited Access to Competitor and Market Intelligence:** While I was able to conduct meaningful market research as part of my B2B outreach activities, the depth and breadth of competitive and market intelligence available to me was inevitably constrained by the resources and time available during the internship period.

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

Based on my sixteen weeks of direct experience working within Narayani Rug's operations and marketing functions, I would like to offer the following specific recommendations aimed at enhancing both the effectiveness of the company's internship program and the broader organizational capabilities:

- **Develop a Structured Internship Onboarding Program:** Future interns at Narayani Rug would benefit enormously from a structured and comprehensive onboarding program at the beginning of their internship that provides a thorough introduction to the company's history, vision, strategy, product range, manufacturing processes, quality standards, target markets, and organizational structure.
- **Establish Clear Internship Objectives and Performance Milestones:** The internship experience at Narayani Rug would be strengthened significantly by the establishment of clear, written objectives and performance milestones for each intern at the beginning of the internship period. These objectives should be developed collaboratively between the intern and Mr. Bhandari, should be specific and measurable, and should be reviewed regularly throughout the internship.

- **Create a Dedicated Digital Marketing Role or Function:** Given the critical importance of digital presence and international brand building for Narayani Rug's growth strategy, the company should consider creating a more dedicated and structured digital marketing function within its organizational structure.
- **Invest in Regular Team Training and Capability Development:** As Narayani Rug grows and its operational and marketing requirements become more complex, investing in the regular training and capability development of its team — including hub coordinators, quality control staff, and administrative personnel — will be increasingly important.
- **Formalize the Knowledge Transfer Process at the End of Each Internship:** Narayani Rug should formalize the knowledge transfer process at the end of each internship, requiring departing interns to prepare comprehensive handover documentation covering all ongoing projects, developed tools and frameworks, active outreach pipelines, and key contacts and relationships established during the internship period.
- **Pursue Strategic Partnerships with Universities and Academic Institutions:** Building on the cooperative education partnership with Siam University, Narayani Rug should consider actively developing strategic partnerships with other universities and academic institutions — both in Nepal and internationally — to create a reliable and diverse pipeline of talented and motivated interns.

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*Appendices*

**Table 5: Daily Work Update Diary**

<b>Week 1</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>Day 1</b>	01/25	Monday	Orientation and introduction to Narayani Rug — meeting with Mr. Anand Bhandari, overview of company operations, product range, and internship objectives. Review of company profile documents and existing marketing materials.
<b>Day 2</b>	01/26	Tuesday	Familiarization with the organizational structure and manufacturing hub network. Review of existing inventory records and stock tracking systems. Initial briefing on quality control standards and product specifications.
<b>Day 3</b>	01/27	Wednesday	First visit to manufacturing hub — observation of production processes, artisan techniques, and workflow. Introduction to hub coordinator. Documentation of initial observations and operational notes.
<b>Day 4</b>	01/28	Thursday	Development of supply chain audit checklist — draft version prepared and reviewed with Mr. Bhandari. Research into international premium handmade textile market and key target buyer segments.
<b>Day 5</b>	01/29	Friday	Continued market research on European, UK, and US interior design market. Initial identification of

			potential B2B target prospects. Review and finalization of supply chain audit checklist.
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Week 2	Date	Day	Task Assigned
Day 1	02/01	Monday	Conducted first supply chain audit at primary manufacturing hub. Documented findings and identified initial areas of operational improvement.
Day 2	02/02	Tuesday	Continued supply chain audit documentation and analysis. Began development of audit findings report for presentation to Mr. Bhandari.
Day 3	02/03	Wednesday	Assisted quality control team in product inspection of finished rug batch. Documented quality observations and identified items requiring rework.
Day 4	02/04	Thursday	Presentation of initial supply chain audit findings to Mr. Bhandari. Discussion of improvement recommendations and prioritization of action items.
Day 5	02/05	Friday	Began development of B2B prospect list — research into interior design firms and trade buyers in the UK market. Updated inventory records based on stock count data from hub coordinator.

Week 3	Date	Day	Task Assigned
Day 1	02/08	Monday	Continued B2B prospect research — focus on European market interior design firms and trade-only rug companies. Development of outreach email template — first draft.

<b>Day 2</b>	02/09	Tuesday	Review and refinement of outreach email template with Mr. Bhandari. Research into target companies' product range, sourcing preferences, and brand positioning.
<b>Day 3</b>	02/10	Wednesday	Visit to second manufacturing hub — quality inspection of cushion production batch. Documentation of quality findings and feedback to hub coordinator.
<b>Day 4</b>	02/11	Thursday	Inventory stock count at central storage facility. Identification and documentation of inventory discrepancies. Updated stock tracking records.
<b>Day 5</b>	02/12	Friday	Began first round of B2B outreach emails to identified UK market prospects. Maintained outreach tracking record.

<b>Week 4</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>Day 1</b>	02/15	Monday	Continued B2B outreach to UK prospects. Research and identification of additional prospects in the European market.
<b>Day 2</b>	02/16	Tuesday	Assisted in preparation of export documentation for outgoing shipment. Coordinated with freight forwarder for shipment booking confirmation.
<b>Day 3</b>	02/17	Wednesday	Quality inspection of fabric production batch at third manufacturing hub. Developed hub-specific quality feedback report.

<b>Day 4</b>	02/18	Thursday	Development of standardized quality control checklist for rug product category — draft prepared and reviewed with quality control team.
<b>Day 5</b>	02/19	Friday	Weekly review meeting with Mr. Bhandari — discussion of outreach progress, quality findings, and operational improvement priorities. Updated outreach tracking records.

<b>Week 5</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>Day 1</b>	02/22	Monday	Began development of Narayani Rug company profile document for international B2B outreach — research and first draft.
<b>Day 2</b>	02/23	Tuesday	Continued company profile development — second draft incorporating Mr. Bhandari's feedback. Research into competitor brand profiles and positioning.
<b>Day 3</b>	02/24	Wednesday	Supply chain audit at fourth manufacturing hub. Documented findings and compared with previous audit results to identify recurring issues.
<b>Day 4</b>	02/25	Thursday	Finalization and review of quality control checklist for rug category. Began development of quality control checklist for cushion category.
<b>Day 5</b>	02/26	Friday	Follow-up outreach to non-responsive UK prospects. Began first round of B2B outreach to European market prospects.

<b>Week 6</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
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<b>Day 1</b>	03/01	Monday	Company profile document finalized and approved by Mr. Bhandari. Began development of product description content for rug collection.
<b>Day 2</b>	03/02	Tuesday	Inventory management — comprehensive stock count across two manufacturing hubs. Updated inventory tracking templates with new data.
<b>Day 3</b>	03/03	Wednesday	Quality inspection at fifth manufacturing hub — rug and fabric batches. Documented findings and coordinated corrective actions with hub coordinator.
<b>Day 4</b>	03/04	Thursday	Research into international trade fairs relevant to Narayani Rug — Domotex Hannover, Maison & Objet, High Point Market. Prepared trade fair research summary for Mr. Bhandari.
<b>Day 5</b>	03/05	Friday	Weekly review with Mr. Bhandari — discussion of trade fair research findings and strategic outreach progress. Updated B2B prospect pipeline records.

<b>Week 7</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>Day 1</b>	03/08	Monday	Began B2B outreach to US market prospects — research and personalized email drafting for first batch of US targets.
<b>Day 2</b>	03/09	Tuesday	Continued US market outreach. Development of product description content for fabric and cushion collections.
<b>Day 3</b>	03/10	Wednesday	Supply chain audit at facilitation hub — documented coordination and logistics findings. Identified inter-

			hub communication gaps and documented recommendations.
<b>Day 4</b>	03/11	Thursday	Development of improved inventory tracking template — draft version created and reviewed with Mr. Bhandari.
<b>Day 5</b>	03/12	Friday	Quality re-inspection of reworked items from previous hub inspections. Updated quality control records with re-inspection outcomes.

<b>Week 8</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>Day 1</b>	03/15	Monday	Mid-internship review meeting with Mr. Bhandari — comprehensive discussion of progress, contributions, and priorities for the second half of the internship.
<b>Day 2</b>	03/16	Tuesday	Development of brand narrative document — research and first draft. Focus on artisan heritage, material provenance, and ethical production story.
<b>Day 3</b>	03/17	Wednesday	Visit to manufacturing hub — observation of handknitting production process. Detailed documentation of process steps and quality parameters for audit purposes.
<b>Day 4</b>	03/18	Thursday	Continued brand narrative development — second draft incorporating Mr. Bhandari's input. Research into luxury brand storytelling best practices.
<b>Day 5</b>	03/19	Friday	Logistics coordination for upcoming export shipment — coordination with hub coordinators on

			production completion timelines and shipment readiness.
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Week 9	Date	Day	Task Assigned
Day 1	03/22	Monday	Finalization of brand narrative document. Began development of social media content calendar and content strategy recommendations.
Day 2	03/23	Tuesday	Supply chain audit at sixth manufacturing hub. Comprehensive operational review covering raw material management, production workflow, and finished goods handling.
Day 3	03/24	Wednesday	Continued social media content strategy development. Research into Instagram and Pinterest best practices for premium interior design brands.
Day 4	03/25	Thursday	Follow-up outreach to all active prospect categories — UK, European, and US markets. Updated pipeline records and flagged priority follow-up targets.
Day 5	03/26	Friday	Weekly review with Mr. Bhandari — discussion of social media strategy recommendations and outreach pipeline status. Inventory update at central storage facility.

Week 10	Date	Day	Task Assigned
Day 1	03/29	Monday	Development of outreach email templates for different prospect categories — luxury lifestyle

			brands, trade-only rug companies, and interior design firms.
<b>Day 2</b>	03/30	Tuesday	Quality inspection at seventh manufacturing hub — comprehensive review of rug, fabric, and cushion production batches. Detailed quality findings documented.
<b>Day 3</b>	03/31	Wednesday	Research into GoodWeave and Fair Trade certification requirements and application processes. Prepared certification research summary for Mr. Bhandari.
<b>Day 4</b>	04/01	Thursday	Logistics optimization review — analysis of inter-hub product movement workflows and identification of efficiency improvement opportunities.
<b>Day 5</b>	04/02	Friday	Continued B2B outreach — new round of personalized emails to identified prospects in all three target markets.

<b>Week</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>11</b>			
<b>Day 1</b>	04/05	Monday	Development of CRM tracking system recommendations — research into suitable tools and platforms for Narayani Rug's B2B pipeline management needs.
<b>Day 2</b>	04/06	Tuesday	Supply chain audit at facilitation hub — focus on coordination and communication processes between hub and central team. Documented findings and recommendations.

<b>Day 3</b>	04/07	Wednesday	Assisted in preparation of export documentation for second outgoing shipment. Coordinated with freight forwarder for booking confirmation and tracking information.
<b>Day 4</b>	04/08	Thursday	Development of digital marketing recommendations document — covering website, social media, SEO, and online B2B outreach strategy.
<b>Day 5</b>	04/09	Friday	Weekly review with Mr. Bhandari — presentation of digital marketing recommendations and CRM system proposals. Discussion of implementation priorities.

<b>Week 12</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>Day 1</b>	04/12	Monday	Comprehensive inventory audit across all manufacturing hubs — coordinated stock counts and reconciliation of records with hub coordinators.
<b>Day 2</b>	04/13	Tuesday	Development of inter-hub communication framework recommendations — standardized reporting templates and communication protocols.
<b>Day 3</b>	04/14	Wednesday	Quality control training support — assisted in briefing hub coordinators on standardized quality inspection checklists and protocols.
<b>Day 4</b>	04/15	Thursday	Continued B2B outreach — third round of follow-up communications to active prospect pipeline. Management of responses and inquiries received.
<b>Day 5</b>	04/16	Friday	Preparation of comprehensive operational improvement recommendations report covering

			supply chain, quality control, inventory management, and logistics findings.
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Week 13	Date	Day	Task Assigned
<b>Day 1</b>	04/19	Monday	Review and finalization of operational improvement recommendations report with Mr. Bhandari. Discussion of implementation roadmap and priorities.
<b>Day 2</b>	04/20	Tuesday	Development of promotional materials for Narayani Rug — product lookbook content outline and visual brief preparation.
<b>Day 3</b>	04/21	Wednesday	Supply chain audit follow-up review — assessment of progress on improvement actions identified in earlier audits. Documentation of improvement outcomes.
<b>Day 4</b>	04/22	Thursday	Continued B2B outreach management — follow-up on active conversations with interested prospects. Preparation of product information materials for prospect inquiries.
<b>Day 5</b>	04/23	Friday	Weekly review with Mr. Bhandari — comprehensive discussion of internship progress, key contributions, and priorities for final weeks.

Week 14	Date	Day	Task Assigned
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<b>Day 1</b>	04/26	Monday	Development of final supply chain audit summary report — consolidation of all audit findings, recommendations, and improvement outcomes across the internship period.
<b>Day 2</b>	04/27	Tuesday	Finalization of all quality control documentation — checklists, inspection protocols, and quality training materials compiled into a comprehensive quality management toolkit.
<b>Day 3</b>	04/28	Wednesday	Final inventory audit and reconciliation — comprehensive stock count and records update across all hubs. Preparation of final inventory status report for Mr. Bhandari.
<b>Day 4</b>	04/29	Thursday	Continued B2B outreach pipeline management — final round of outreach to remaining identified prospects. Updated and finalized outreach tracking records.
<b>Day 5</b>	04/30	Friday	Preparation of comprehensive B2B outreach summary report — documenting all outreach activity, prospect pipeline status, and key learnings for ongoing use by Narayani Rug.

<b>Week</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>15</b>			
<b>Day 1</b>	05/03	Monday	Development of internship handover documentation — comprehensive briefing materials covering all ongoing projects, active outreach pipeline, developed tools and frameworks, and key contacts.

<b>Day 2</b>	05/04	Tuesday	Finalization of all marketing content developed during internship — company profile, brand narrative, product descriptions, outreach templates, and social media content strategy compiled into a complete marketing toolkit.
<b>Day 3</b>	05/05	Wednesday	Handover meeting with Mr. Bhandari — comprehensive review of all internship contributions, handover of documentation, tools, and active projects. Discussion of recommendations for ongoing implementation.
<b>Day 4</b>	05/06	Thursday	Final hub visit — farewell meetings with hub coordinators and artisan teams. Final quality inspection observations and documentation.
<b>Day 5</b>	05/07	Friday	Final review meeting with Mr. Bhandari — overall internship debrief, feedback exchange, and discussion of future career directions. Preparation of internship completion documentation.

<b>Week 16</b>	<b>Date</b>	<b>Day</b>	<b>Task Assigned</b>
<b>Day 1</b>	05/10	Monday	Commencement of cooperative education report writing — consolidation of all internship documentation, notes, and work products as source material for report.
<b>Day 2</b>	05/11	Tuesday	Continued report writing — Chapter 1 development including company profile, SWOT analysis, and co-op objectives.

<b>Day 3</b>	05/12	Wednesday	Continued report writing — Chapter 2 development including job description, responsibilities, and process diagrams.
<b>Day 4</b>	05/13	Thursday	Continued report writing — Chapter 3 development including problems identified, proposed solutions, and recommendations.
<b>Day 5</b>	05/14	Friday	Final report review, editing, and formatting. Submission preparation. Final internship day at Narayani Rug — formal farewell and certificate of completion.

**Fig 2: Carpet Photoshoot 1**



**Fig 3: Carpet Photoshoot 2**



**Fig 4: KCM Faculty Member Visit at Workplace**

