



Cooperative Education Report

Enhancing Brand Engagement and Digital Presence Through Social Media Marketing

Strategies at Trisara Restaurant and Bar Pvt. Ltd.

Submitted by:
Kushal Maharjan
6508040053

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Siam University

Title: Enhancing Brand Engagement and Digital Presence Through Social Media

Marketing Strategies at Trisara Restaurant and Bar Pvt. Ltd.

Written by: Mr. Kushal Maharjan

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Mr. BIKASH DAHAL

We have approved this cooperative education report as partial fulfilment of the cooperative education program semester 2022-2026.

Oral Presentation Committee



(Mr. Bikash Dahal)
Academic Advisor



(Mr. Sagar Tajale)
Job Supervisor

Ashutosh Mishra

(Mr. Ashutosh Mishra)
Cooperative Education Committee/academic advisor



(Asst. Prof. Maruj Limpawattana, Ph.D.)
Vice- President and Director of Cooperative Education Department

Project Title: Enhancing Brand Engagement and Digital Presence Through Social Media Marketing Strategies at Trisara Restaurant and Bar Pvt. Ltd.

Credit: 5

Prepared by: Mr. Kushal Maharjan

Academic Advisor: Mr. Bikash Dahal

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Abstract

The report entitled “Enhancing Brand Engagement and Digital Presence Through Digital Marketing Strategies at Trisara Restaurant and Bar Pvt. Ltd.” focuses on the practical experience gained while working as a Digital Marketing Intern at Trisara Restaurant and Bar Pvt. Ltd. This cooperative education report highlights the different tasks and responsibilities carried out within the Digital Marketing Department, mainly involving content creation, campaign coordination, social media branding, and public relations activities within the hospitality and lifestyle industry. The objectives of the study include: (1) to implement theoretical knowledge learned in marketing and digital communication into practical workplace situations, (2) to gain a deeper understanding of digital branding, customer engagement, and promotional strategies in the hospitality sector, and (3) to analyze the effectiveness of digital content and influencer marketing in increasing brand visibility and audience interaction.

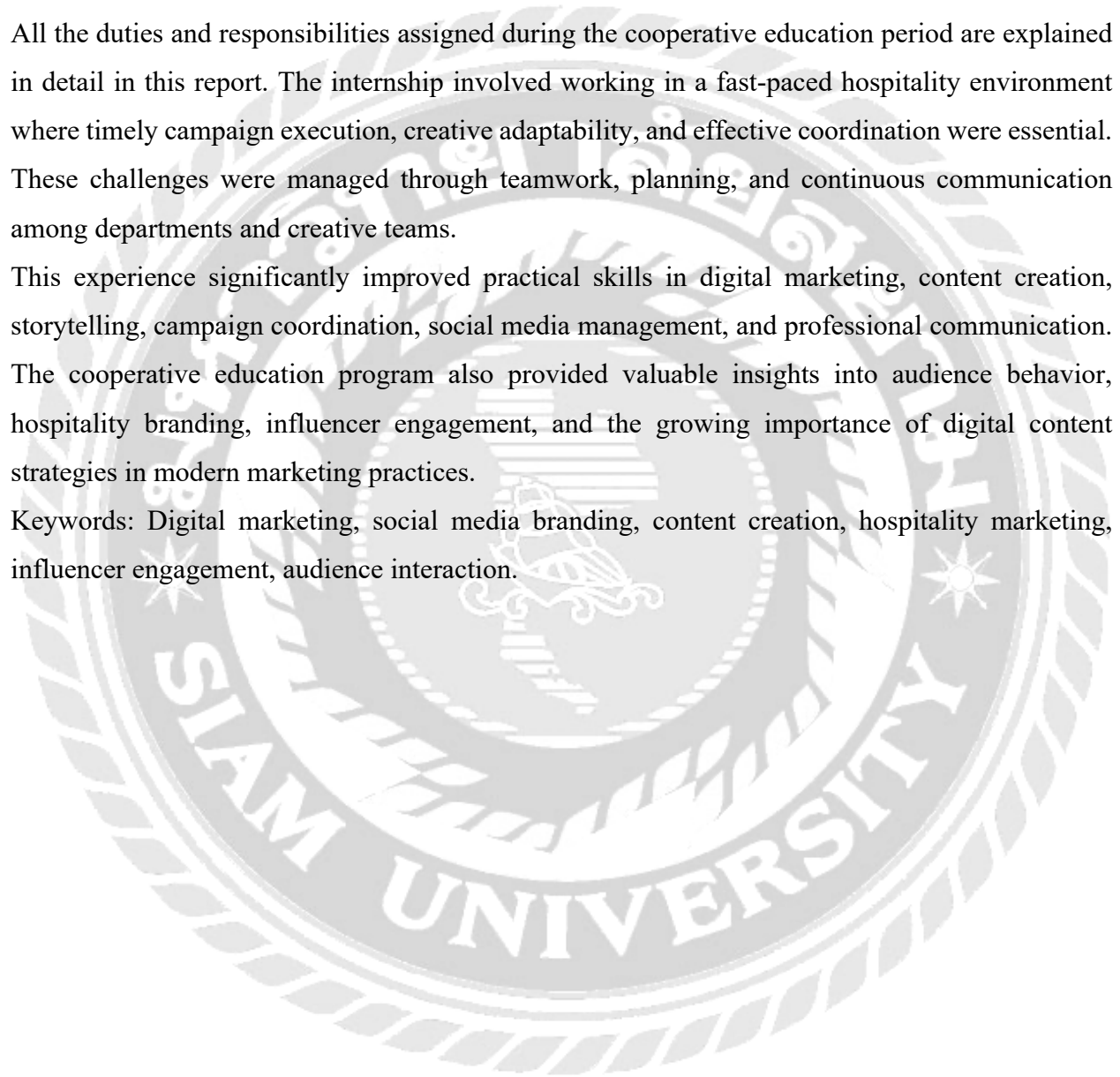
Working as a Digital Marketing Intern for two months, the primary duties performed included creating engaging digital content for various social media platforms while maintaining the brand’s identity and communication style. The internship also involved coordinating with content creators, photographers, and videographers to ensure the smooth execution of campaigns and creative

projects. Additional responsibilities included scriptwriting, brainstorming promotional ideas, shooting and editing visual content, handling task distribution among creative teams, and assisting in public relations activities through communication and collaboration with celebrities, influencers, and public figures.

All the duties and responsibilities assigned during the cooperative education period are explained in detail in this report. The internship involved working in a fast-paced hospitality environment where timely campaign execution, creative adaptability, and effective coordination were essential. These challenges were managed through teamwork, planning, and continuous communication among departments and creative teams.

This experience significantly improved practical skills in digital marketing, content creation, storytelling, campaign coordination, social media management, and professional communication. The cooperative education program also provided valuable insights into audience behavior, hospitality branding, influencer engagement, and the growing importance of digital content strategies in modern marketing practices.

Keywords: Digital marketing, social media branding, content creation, hospitality marketing, influencer engagement, audience interaction.



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I would like to express my sincere gratitude to Trisara Restaurant and Bar Pvt. Ltd. for providing me with the opportunity to undertake my cooperative education internship within its Digital Marketing Department. My heartfelt appreciation goes to my Academic Advisor, Mr. Bikash Dahal, for his valuable guidance, encouragement, and continuous support throughout this internship period.

I am deeply thankful to my Job Supervisor and the entire marketing and creative team at Trisara Restaurant and Bar Pvt. Ltd. for their mentorship, cooperation, and for creating a professional and engaging learning environment that greatly enhanced my practical knowledge and skills in digital marketing and hospitality branding.

I would also like to extend my sincere appreciation to the photographers, videographers, content creators, and colleagues who supported me during various projects, campaigns, and creative activities throughout the internship journey.

Finally, I would like to thank my family, friends, and faculty members at Siam University and Kathmandu College of Management for their constant motivation, encouragement, and support during this learning experience. This report stands as a reflection of their continuous belief in my abilities and professional growth

Mr. Kushal Maharjan

Table of Contents

Chapter 1: Introduction	1
1.1 Company Profile	1
1.1.1 Company Vision	2
1.1.2 Company Mission	2
1.1.3 Product Portfolio	2
1.1.4 Company’s Core Objectives	4
1.1.5 Strategies of the Company	4
1.2 Organizational Structure	5
1.2.1 Diagram of the Organizational Structure	6
1.2.2. My Job Position	9
1.2.3. My Job Position in the Company's Organizational Structure	9
1.3. My Intention and Motivation to Choose This Company as My Co-Op Studies Workplace	10
1.4. Strategic Analysis of the Company	11
1.5. Objectives of this Co-Operative Studies	14
Chapter 2: Co-Op Study Activities	15
2.1 My Job Description	15
2.2 My Job Responsibilities	15
2.3. Job Process Diagram	18
2.3. Contributions as a Co-Op Student in the Company	19
Chapter 3: Learning Process	21
3.1 Problems/Issues of the Company	21
3.2 Proposed solutions to the identified Problems	21
3.3 Recommendations to the Company	22
3.4 Learning Outcome from the Co-Op Studies	22
3.5 Application of the Knowledge from Coursework to the Real Working Situation	22
3.6 Special Skills and New Knowledge Gained	24
Chapter 4: Conclusion	25
4.1 Summary of Highlights of My Co-Op Studies at trisara restaurant & bar pvt.ltd.	25
4.2 My Evaluation of the Work Experience	25
4.3 Limitations of My Co-Op Studies	26
4.4 Recommendations for the Company	26
References	27
Appendices	28

List of Tables

Table 1: SWOT analysis of Trisara

Table 2: Job Process Diagram

Table 3: My Daily Work Update Log

Table 4: Picture gallery

List of Figures

Fig 1: Trisara Logo

Fig 2: Organizational Structure of Trisara

Fig 3: Picture after a promotional shoot with Niti shah and Oshin sitaula

Fig:4 BTS during bakery shoot

Fig:5 Behind the scenes during cocktails shoot

Fig:6 Presentation of final report

Fig:7 Social media page



Chapter 1: Introduction

Trisara Restaurant and Bar Pvt. Ltd. is a leading and rapidly growing hospitality and lifestyle brand in Nepal, widely recognized for its premium dining experiences, nightlife culture, and customer-centered services. Established in 2012, the organization has continuously expanded its presence within the hospitality industry by combining quality food, entertainment, ambience, and digital branding strategies. Through its strong focus on customer experience and lifestyle-oriented services, Trisara has positioned itself as one of Kathmandu's most recognized hospitality brands.



Fig 1: Trisara Logo

1.1 Company Profile

Trisara Restaurant and Bar Pvt. Ltd. operates across multiple sectors within the hospitality and lifestyle industry, including restaurant services, bakery products, wellness facilities, and event-based experiences. The organization is known for delivering premium dining and entertainment experiences while maintaining a strong brand identity among youths, tourists, influencers, and lifestyle-focused audiences.

Over the years, Trisara has built a strong reputation through its commitment to service quality, customer satisfaction, and innovative marketing strategies. The company has also strengthened its digital presence through active engagement across social media platforms, influencer collaborations & creative campaigns.

1.1.1 Company Vision

The vision of Trisara Restaurant and Bar Pvt. Ltd. is to become Nepal's most loved experiential lifestyle and hospitality brand, expand beyond food and beverage into diversified hospitality and wellness services, deliver world-class customer experiences through innovation, ambience, and premium service standards & continuously evolve with changing consumer preferences and digital trends

1.1.2 Company Mission

The mission of Trisara Restaurant and Bar Pvt. Ltd. is:

- To provide premium hospitality and dining experiences to customers
- To maintain high standards of quality, service, and customer satisfaction
- To build strong brand engagement through creativity and digital innovation
- To create memorable experiences through food, entertainment, and lifestyle services
- To adapt to modern hospitality trends and audience preferences through effective marketing strategies

1.1.3 Product Portfolio

Trisara offers a diverse range of hospitality and lifestyle services across different sectors:

Restaurant and Dining Services

- Multi-cuisine food and beverages
- Fine dining and nightlife experiences
- Live music and entertainment events

Bakery and Café Services

- Bakery products and desserts
- Specialty coffee and café experiences

Wellness and Lifestyle Services

- Gym and fitness facilities
- Lifestyle and customer experience-based services

Digital and Promotional Activities

- Social media marketing campaigns
- Influencer and celebrity collaborations
- Digital branding and audience engagement strategies
- Musical entertainment



1.1.4 Company's Core Objectives

The core objectives of **Trisara Restaurant and Bar Pvt. Ltd.** include:

- Establishing Trisara as a premium dining and lifestyle destination in Kathmandu
- Delivering high-quality food, beverages, and consistent hospitality experiences
- Creating a vibrant atmosphere that blends food, music, and social interaction
- Attracting diverse audiences, including families, young professionals, and tourists
- Ensuring sustainable growth through innovation in menu offerings and customer experience

1.1.5 Strategies of the Company

Trisara Restaurant and Bar Pvt. Ltd. adopts several strategic approaches to strengthen its position in Nepal's competitive hospitality industry:

Experience-Centric Hospitality

Trisara focuses on creating a complete dining experience rather than just serving food. This includes live music, themed ambiance, and visually appealing food presentation, making it a lifestyle destination for social gatherings and events.

Menu Innovation & Fusion Cuisine

The restaurant continuously experiments with new dishes and fusion flavors, combining local Nepali tastes with international cuisines. This helps in attracting food enthusiasts who seek unique and memorable dining experiences.

Ambience and Brand Identity Development

Trisara emphasizes a strong visual identity through aesthetic interiors, lighting, music, and cultural elements. The environment is designed to feel premium yet approachable, enhancing overall customer satisfaction and brand recall.

Digital Marketing & Social Media Engagement

The brand actively uses platforms like Instagram, TikTok, and Facebook to showcase food

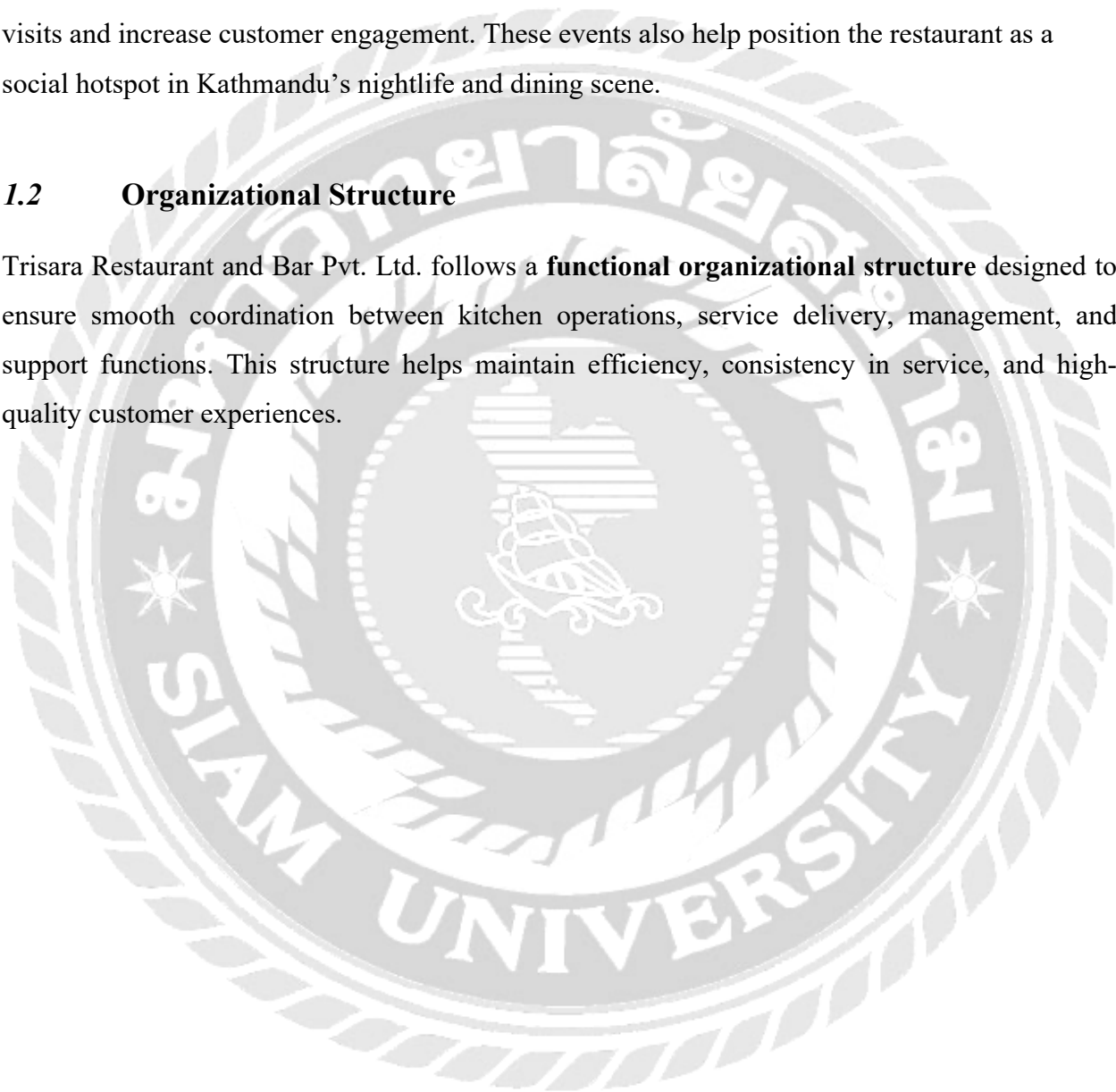
visuals, customer experiences, and events. Short-form video content, reels, and influencer collaborations help increase reach and engagement among younger audiences.

Event-Based Revenue Strategy

Trisara integrates live music nights, special food festivals, and seasonal events to drive repeat visits and increase customer engagement. These events also help position the restaurant as a social hotspot in Kathmandu's nightlife and dining scene.

1.2 Organizational Structure

Trisara Restaurant and Bar Pvt. Ltd. follows a **functional organizational structure** designed to ensure smooth coordination between kitchen operations, service delivery, management, and support functions. This structure helps maintain efficiency, consistency in service, and high-quality customer experiences.



1.2.1 Diagram of the Organizational Structure

The below given diagram is a simplified Trisara’s organizational structure:

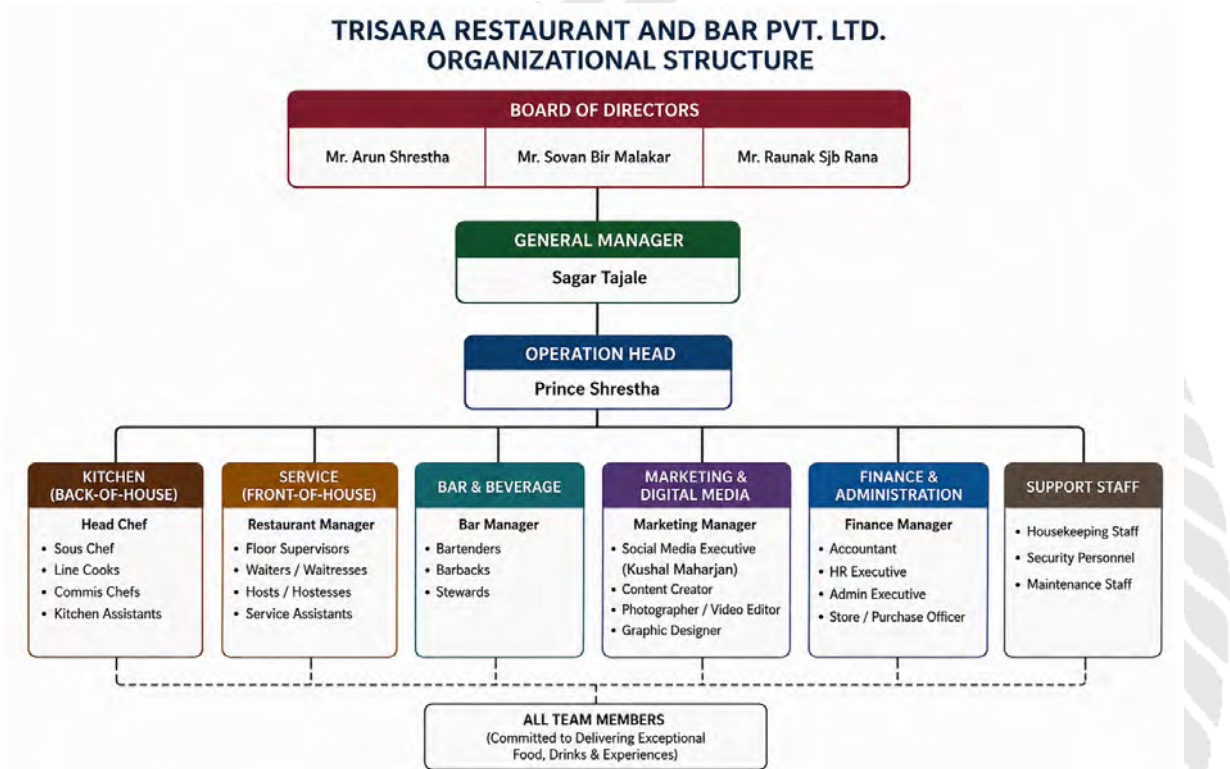


Fig 2: Organizational Structure of Trisara

Board of Directors / Owners

At the top level, the owners or board of directors are Mr. Sovan Bir Malakar, Mr. Arun k. Shrestha, Mr. Raunak SJB Rana responsible for strategic decision-making, long-term planning, investment decisions, and overall business direction. They ensure that the restaurant aligns with its vision of being a premium dining and entertainment destination.

General Manager

The General Manager Mr. Sagar Tajale oversees overall operations of the restaurant and bar. This role is responsible for coordinating all departments, managing performance, ensuring customer satisfaction, and implementing strategic goals set by ownership.

Operations Department

This department manages day-to-day restaurant activities and is typically led by an Operations Manager Mr. Prince Shrestha assisted by Mr. Binod Adhikari, Mr. Suraj Adhikari and Mr. Bishnu Gaire. It ensures smooth coordination between kitchen and service staff, handles scheduling, and maintains operational efficiency.

Kitchen (Back-of-House) Team

Led by the Head Chef or Executive Chef, this team is responsible for food preparation, menu execution, hygiene standards, and kitchen management. Sub-teams may include:

- Sous Chef
- Line Cooks
- Commis Chefs
- Kitchen Assistants

Service (Front-of-House) Team

This team is responsible for customer interaction and dining experience. It is led by a Restaurant Manager or Floor Manager and includes:

- Waiters / Waitresses
- Hostesses / Hosts
- Bartenders
- Supervisors

They ensure timely service, customer satisfaction, and smooth table management.

Bar & Beverage Team

The bar section focuses on beverage preparation and service, including cocktails, mocktails, and other drinks. The bartending team also contributes to menu innovation and customer engagement during nightlife events.

Marketing and Digital Media Team

This team handles brand promotion, social media content, photography, influencer collaborations, and event marketing. It plays a key role in attracting younger audiences and maintaining Trisara's online presence.

Finance and Administration

Responsible for budgeting, accounting, payroll, procurement, and financial reporting. This department ensures financial stability and proper resource allocation across the organization.

Support Staff

Includes cleaning staff, security personnel, and maintenance teams who ensure hygiene, safety, and smooth physical operations of the restaurant environment.

1.2.2. My Job Position

During my internship at **Trisara Restaurant and Bar Pvt. Ltd.**, I worked as a **Digital Marketing Intern**, where my primary responsibility was to support the brand's online presence and create engaging digital content for social media platforms. This role required creativity, consistency, and a strong understanding of audience behavior, especially in the hospitality and lifestyle sector.

My work involved planning and creating digital content for platforms such as **Instagram, TikTok, and Facebook**, focusing on promoting Trisara's food, beverages, live music events, and overall dining experience. I assisted in transforming daily restaurant activities into visually appealing posts, reels, and short videos that aligned with the brand's premium yet youthful identity.

In addition to content creation, I was responsible for writing captions, identifying trending formats, and contributing ideas for viral content concepts such as food reels, behind-the-scenes clips, and customer experience highlights. I also supported basic editing work using tools like **Canva** and mobile editing applications to ensure content was engaging and platform-optimized.

The role also involved coordinating with the photography, kitchen, and service teams to capture real-time content during events, live music nights, and special promotions. I helped ensure that content was posted at optimal times and aligned with ongoing campaigns to maximize reach and engagement.

Overall, this internship helped me develop strong skills in **social media marketing, content strategy, visual storytelling, and brand communication**, while also improving my ability to work in a fast-paced hospitality environment.

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

The Digital Marketer role at Trisara Restaurant and Bar Pvt. Ltd. falls under the marketing

and communications function of the organization. I worked under the supervision of Sagar Tajale, who guided overall digital strategy and ensured that all content aligned with the brand's premium positioning and business objectives.

My position acted as a bridge between traditional hospitality marketing and modern digital storytelling, contributing to Trisara's efforts to strengthen its online presence, engage a wider audience, and attract both local and tourist customers through creative and consistent digital content.

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

The primary motivation for choosing Trisara Restaurant and Bar Pvt. Ltd. as my co-op workplace was its strong brand presence in the hospitality industry and its focus on premium dining and customer experience. As a marketing student with a strong interest in digital content creation and food and lifestyle branding, this internship provided an ideal opportunity to gain practical, hands-on experience in the hospitality sector.

Additionally, the organization's emphasis on visual storytelling, social media engagement, and modern marketing strategies aligned with my academic interests in contemporary digital marketing practices. The opportunity to work in a dynamic restaurant environment and contribute to real-time content creation and promotional campaigns further motivated me to join Trisara.

1.4. Strategic Analysis of the Company

To understand Trisara's position in the industry and identify its areas for improvement or opportunity, a SWOT Analysis was conducted with help of online available information and some senior employees in the office. This strategic analysis tool helps to analyze internal strengths and weaknesses, along with external opportunities and threats influencing the company’s operations and future strategy.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Strong nightlife and experiential dining brand • Strong youth, tourist and influencer appeal • High social media engagement • Multi-outlet brand presence 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Heavily reliance on events and nightlife driven sales
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Expansion into full-scale hospitality services beyond F&B (events, catering, lifestyle spaces) • Strengthening digital marketing and influencer collaborations 	<p>THREATS</p> <ul style="list-style-type: none"> • Economic slowdown reducing discretionary spending • High rental and operational costs in prime locations

Table 1: SWOT analysis of Trisara

SWOT Analysis of Trisara

A basic strategic analysis of **Trisara Restaurant and Bar Pvt. Ltd.** can be understood through the following:

Strengths

Strong Nightlife and Experiential Dining Brand Trisara has established itself as a vibrant nightlife and premium dining destination. Its combination of food, music, and ambience creates a unique experiential value that attracts a loyal customer base seeking entertainment along with dining.

Strong Youth, Tourist, and Influencer Appeal The brand has strong visibility among young customers, tourists, and social media influencers. Its visually appealing setup and event-driven atmosphere make it highly shareable on digital platforms, increasing organic reach and brand awareness.

High Social Media Engagement Trisara maintains active engagement across digital platforms, where event highlights, food visuals, and live music content generate strong audience interaction. This helps in continuous online visibility and customer interest.

Multi-Outlet Brand Presence With multiple outlets and a growing brand identity, Trisara benefits from wider market coverage and increased accessibility for different customer segments.

Weaknesses

Heavy Reliance on Events and Nightlife-Driven Sales A significant portion of revenue is dependent on events, nightlife, and peak-hour traffic. This creates inconsistency in revenue flow and may affect stability during non-event periods or seasonal downturns.

Opportunities

Expansion into Full-Scale Hospitality Services Trisara has strong potential to expand beyond food and beverage into broader hospitality services such as events management, catering, and lifestyle-oriented spaces. This diversification can increase revenue streams and brand value.

Strengthening Digital Marketing and Influencer Collaborations There is a significant opportunity to enhance brand visibility through structured digital marketing campaigns and collaborations with influencers, content creators, and lifestyle personalities to reach a wider audience.

Threats

Economic Slowdown Reducing Discretionary Spending In times of economic uncertainty, customers tend to reduce spending on luxury dining and nightlife experiences, which can directly impact revenue.

High Rental and Operational Costs in Prime Locations Operating in premium locations comes with high fixed costs, including rent, staffing, and event management expenses. This can put pressure on profitability, especially during low-traffic periods.

1.5. Objectives of this Co-Operative Studies

The objectives of this internship study are outlined as follows:

- **To apply theoretical knowledge from marketing and communication studies in a real-world setting** This objective focuses on bridging the gap between academic learning and practical application. Concepts such as consumer behavior, digital marketing strategies, and content positioning were applied while creating engaging news content. This helped in understanding how theoretical frameworks function in dynamic and real-time environments.

- **To understand digital media operations and content production processes**

The internship provided exposure to the complete workflow of digital content creation, from capturing raw footage to publishing final videos. This includes scripting, editing, platform optimization, and performance tracking. Understanding these processes is essential for operating effectively in modern media industries.

- **To develop skills in scriptwriting, video editing, and storytelling**

A major objective was to enhance creative and technical skills required for content production. Through continuous practice, I improved my ability to write engaging scripts, edit videos efficiently, and present information in a compelling narrative format suitable for short-form media.

- **To analyze audience engagement strategies for short-form content**

This objective involved understanding how different types of content perform on social media platforms. By observing audience reactions, views, and engagement metrics, I gained insights into what drives attention and interaction, particularly among Gen Z audiences.

- **To gain professional experience in a dynamic and fast-paced media environment**

The internship aimed to prepare me for real-world work environments by exposing me to tight deadlines, high- pressure situations, and teamwork. This experience helped develop time management, adaptability, and problem- solving skills, which are essential for a professional career.

Chapter 2: Co-Op Study Activities

2.1 *My Job Description*

During the co-operative study period at **Trisara Restaurant and Bar Pvt. Ltd.**, I worked as a **Digital Marketer**, a role primarily focused on creating and managing digital content to promote the brand across social media platforms.

The job required developing engaging visual and written content related to food, beverages, events, and the overall dining experience. It also involved planning and adapting content strategies based on ongoing promotions, events, and audience engagement trends. The primary objective was to strengthen Trisara's online presence and attract customers by showcasing the brand's premium ambience, nightlife experience, and unique offerings.

This role served as a bridge between traditional hospitality marketing and modern digital storytelling practices, contributing to the organization's goal of increasing brand visibility, customer engagement, and overall digital reach.

2.2 *My Job Responsibilities*

The responsibilities assigned during the internship at **Trisara Restaurant and Bar Pvt. Ltd.** were diverse and required both creative and technical skills. These include:

- ***Content Creation and Planning:***

Developing engaging digital content ideas related to food, beverages, events, live music, and the overall dining experience. This included planning content calendars and aligning posts with ongoing promotions and brand activities.

- ***Visual Content Production:***

Capturing photos and videos of food items, restaurant ambience, customer experiences,

and events. Ensuring that all visual content reflected the premium and vibrant identity of the brand.

- **Video Editing and Design:**

Editing videos using tools such as CapCut and Canva to create visually appealing short-form content. This involved adding transitions, music, captions, and effects to enhance engagement.

- **Social Media Management:**

Managing and optimizing content for platforms such as Instagram, Facebook, and TikTok. This included tailoring posts according to platform trends and audience behavior to maximize reach and engagement.

- **Publishing and Scheduling:**

Uploading and scheduling content through tools such as Meta Business Suite, ensuring consistent posting and timely promotion of events, offers, and brand highlights.

- **Audience Engagement Monitoring:**

Tracking post performance, analyzing engagement metrics, and adjusting content strategies based on audience response to improve overall digital effectiveness.

- **Trend Analysis:**

Observing trending formats, sounds, and audience behavior to continuously improve content performance.

Activities in Coordinating with Co-Workers

Collaboration with team members was an essential part of the internship. Working in a fast-paced media environment required constant communication and coordination with colleagues.

- **Supervisory Guidance:**

Worked under the supervision of Mr. Sovan Bir Malakar, receiving feedback on scripts, tone, and content direction to ensure alignment with the company's strategy.

- **Team Discussions:**

Participated in discussions regarding content ideas, trending topics, and audience engagement strategies.

- **Content Review Process:**

Shared drafts and edited videos with team members for feedback and improvement before publishing.

- **Real-Time Coordination:**

During high-pressure situations such as political events, coordinated closely with the team to ensure quick turnaround and timely content delivery.

2.3. *Job Process Diagram*

Below is a step-by-step breakdown of my job responsibilities and the associated workflows:

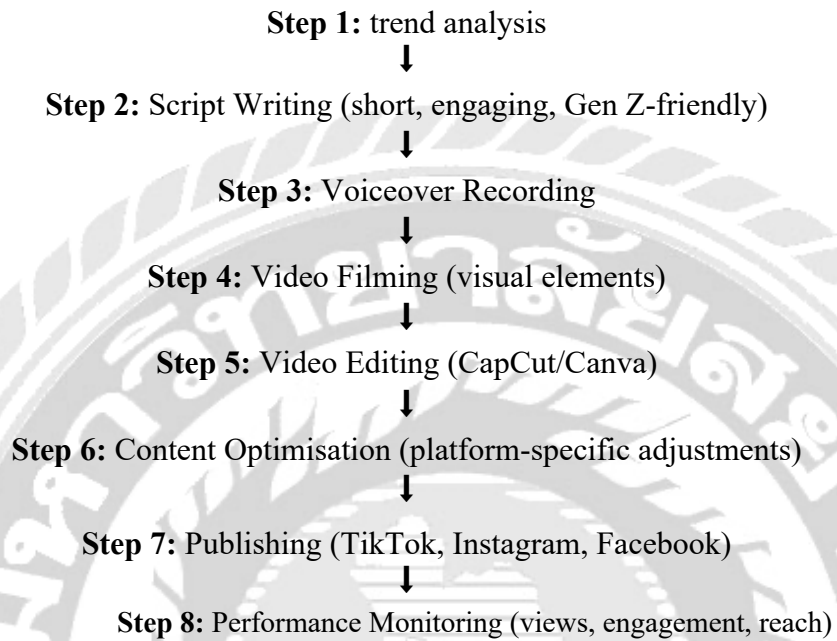


Table 2: Job Process Diagram

2.3. Contributions as a Co-Op Student in the Company

During the internship at **Trisara Restaurant and Bar Pvt. Ltd.**, I made significant contributions to the digital content strategy of the organization, particularly in enhancing audience engagement and strengthening the brand's online presence.

- High-Impact Content Creation:

Produced multiple high-performing digital content pieces showcasing food, beverages, ambience, and live events. Several videos gained strong traction on social media, with some reaching over **1M+ views**, especially during peak event nights and promotional campaigns, demonstrating strong audience interest and engagement.

- Audience Growth Contribution:

Contributed to a noticeable increase in social media reach and engagement by consistently creating visually appealing and trend-driven content. This helped improve overall brand visibility and attract new followers across platforms such as Instagram, Facebook, and TikTok.

- Consistent Content Performance:

Regularly created content that maintained steady engagement, including reels, event highlights, and food visuals, ensuring continuous audience interaction and sustained interest in the brand.

- Lifestyle and Experience Branding Strategy:

Played a key role in presenting Trisara not just as a restaurant, but as a lifestyle and nightlife experience. Content was tailored to reflect the brand's premium ambience, music events, and social atmosphere, aligning with audience preferences.

- Efficiency Improvement:

Improved personal productivity by streamlining the content creation process, enabling faster

scripting, shooting, and editing of short-form videos while maintaining quality and consistency.

- **Adaptability Under Pressure:**

Successfully handled fast-paced content requirements during busy event nights and peak hours, ensuring timely posting of relevant content to capture real-time audience engagement and maximize reach.



Chapter 3: Learning Process

3.1 Problems/Issues of the Company

During the internship at Trisara Restaurant and Bar Pvt. Ltd., several challenges were observed, particularly in maintaining consistent digital engagement and managing fast-paced marketing activities within the hospitality industry.

One major issue was the difficulty of consistently capturing audience attention in a highly competitive digital environment. With rapidly changing social media trends and customer preferences, maintaining engagement and relevance across platforms became challenging.

Another challenge was managing real-time content production and campaign execution during busy restaurant events, promotions, and seasonal activities. The need to create high-quality content within limited timeframes often created pressure within the creative and marketing teams.

Additionally, maintaining a consistent brand identity across multiple sectors including restaurant, bakery, gym, and hospitality services was challenging. Balancing promotional content with premium lifestyle branding required strong coordination and communication among team members.

3.2 Proposed solutions to the identified Problems

To address these issues, several practical solutions can be implemented: Proposed Solutions to the Identified Problems

- To address these issues, several practical solutions can be implemented.
- Firstly, adopting a more structured digital content strategy with planned content calendars can improve workflow efficiency and reduce last-minute pressure during campaigns and events.
- Secondly, increasing the use of trend-based short-form content and audience engagement strategies can help strengthen online visibility and improve interaction rates among younger audiences.
- Thirdly, developing clear brand communication guidelines for all digital platforms can help maintain consistency across different services and departments within the company.
- Lastly, using performance tracking and audience analytics more effectively can support data-driven decision-making and help optimize future marketing campaigns.

3.3 *Recommendations to the Company*

Based on the internship experience, the following recommendations are suggested:

- Strengthen Digital Branding Strategy: Continue investing in creative and trend-focused digital content to maintain strong audience engagement and online visibility.
- Enhance Team Coordination: Implement better communication systems and structured workflows among creative teams to improve campaign execution efficiency.
- Invest in Advanced Digital Tools: Utilizing advanced editing, analytics, and content management tools can improve productivity and content performance tracking.
- Develop a Dedicated Creative Planning System: Creating detailed monthly content calendars and campaign plans can improve organization and consistency.
- Provide Continuous Skill Development: Regular training programs on digital marketing trends, branding strategies, and content creation tools can help employees improve creativity and technical skills.

3.4 *Learning Outcome from the Co-Op Studies*

The co-operative study provided valuable practical exposure and professional learning opportunities within the hospitality and digital marketing industry.

One of the key learning outcomes was gaining a deeper understanding of how digital marketing strategies are applied in real business environments to increase customer engagement and strengthen brand presence.

The internship also improved my ability to work under pressure, manage multiple responsibilities, coordinate with teams, and adapt quickly to changing situations and campaign requirements.

Furthermore, the experience enhanced my understanding of audience behavior, influencer marketing, hospitality branding, and the importance of creativity and communication in digital marketing.

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

The internship allowed me to apply several theoretical concepts learned during my academic coursework into practical workplace situations.

- Concepts from marketing management and consumer behavior were applied while understanding customer preferences and creating content that aligned with audience interests and market trends.
- Digital marketing and integrated marketing communication concepts were used while planning campaigns, maintaining brand consistency, and managing audience engagement across different platforms.
- Knowledge of branding and communication strategies helped in maintaining a premium and consistent image for the company across all digital channels.
- Additionally, project management and teamwork concepts were applied while coordinating with photographers, videographers, influencers, and other creative team members during campaign execution.



3.6 *Special Skills and New Knowledge Gained*

The internship contributed significantly to both personal and professional skill development. It enhanced my ability to think creatively, communicate effectively, and produce high-quality content within a limited time.

I developed a better understanding of how media organizations function and how content strategies are designed to meet audience expectations. The experience also improved my problem-solving abilities and adaptability in a fast-paced work environment.

Technical Skills Learned:

During the internship, I acquired several technical skills that enhanced my capabilities in digital media and content production. These skills include:

- Social media management and content scheduling across multiple platforms.
- Content writing and copywriting for digital and promotional campaigns.
- Video editing and post-production for social media content.
- Graphic design and visual content creation using design tools.
- Photography and videography for events, interviews, and promotional materials.
- Social media analytics and performance monitoring.
- Audience engagement and community management strategies.
- Content planning and campaign execution based on audience insights.
- Basic digital marketing techniques, including brand promotion and online engagement.
- Trend research and competitor analysis for content development.
- Media documentation and content archiving practices.
- Use of digital collaboration and project management tools for team coordination.

These technical competencies enabled me to contribute effectively to content creation, digital marketing activities, and media operations while gaining practical exposure to industry-standard tools and workflows.

Chapter 4: Conclusion

4.1 Summary of Highlights of My Co-Op Studies at trisara restaurant & bar pvt.ltd.

Summary of Highlights of My Co-Op Studies at Trisara Restaurant and Bar Pvt. Ltd.

The co-operative study at Trisara Restaurant and Bar Pvt. Ltd. was a highly enriching and practical learning experience that provided valuable exposure to the digital marketing and hospitality industry.

One of the major highlights of the internship was the opportunity to work on real-time marketing campaigns, social media branding activities, and influencer collaborations. The internship allowed me to actively participate in content creation, campaign coordination, and promotional activities across multiple sectors including restaurant, bakery, and wellness services.

The experience of working in a fast-paced environment, handling creative responsibilities, and contributing to the company's digital branding strategies were among the most valuable aspects of the co-op study.

4.2 My Evaluation of the Work Experience

The overall work experience was highly positive and strongly aligned with my academic background in marketing and interest in digital media and branding.

The internship provided a practical platform to apply theoretical knowledge while developing industry-relevant technical and communication skills.

One of the most valuable aspects of the experience was learning how to manage campaigns, create engaging content, and work collaboratively within a professional creative environment. The supportive work culture, mentorship, and teamwork greatly contributed to my professional growth and learning experience.

Overall, the internship significantly improved my confidence, creativity, and understanding of digital marketing practices within the hospitality sector.

4.3 Limitations of My Co-Op Studies

Despite the valuable learning experience, there were certain limitations during the co-op study. Firstly, the internship focused mainly on digital marketing and content creation, limiting exposure to other operational areas of the hospitality business. Secondly, due to the fast-paced nature of campaigns and event-based activities, there was limited time for detailed feedback and in-depth analysis of content performance.

Additionally, access to advanced analytics tools and broader strategic planning processes was limited, which could have provided deeper insights into customer behavior and campaign effectiveness.

4.4 Recommendations for the Company

Based on the internship experience, the following recommendations are suggested for further improvement:

- **Expand Creative Content Diversity:** Incorporating more diverse digital content formats such as storytelling videos, behind-the-scenes content, and customer experience campaigns can further improve engagement.
- **Strengthen Analytics and Insights:** Providing deeper access to audience analytics and campaign performance data can support more data-driven marketing decisions.
- **Increase Training Opportunities:** Regular workshops on digital trends, branding, editing tools, and content strategy can enhance employee productivity and creativity.
- **Enhance Content Planning Systems:** Developing a more structured content calendar and approval process can improve workflow management and reduce last-minute pressure.
- **Encourage Creative Experimentation:** Allowing greater flexibility for trying new content ideas and trends can lead to stronger innovation & engagement

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Appendices

Appendix 1 Weekly Internship Tracker

Week	Date (2026)	Work Performed
1	February 04	Created birthday celebration reel showcasing guest experience and event ambiance, focusing on emotional engagement and brand warmth
1	February 05	Designed Valentine’s Day promotional post highlighting offers and driving early customer bookings through urgency – based marketing
1	February 06	Produced guest experience reel capturing testimonials and real – time customer satisfaction for trust – building content
1	February 07	Created sports screening reel (England vs Nepal) focusing on live event energy and crowd engagement storytelling
1	February 08	Developed promotional reel for ‘Plan your special event at Trisara’ emphasizing event booking conversions and venue positioning
1	February 09	Produced Valentine’s Day special reel showcasing romantic dining setup and emotional brand storytelling
2	February 10	Created birthday celebration reel focusing on customer experience and celebration – based marketing storytelling

2	February 11	Designed Cricket world cup live screening post
2	February 12	Produced 'top 3 dishes at Trisara'
2	February 13	Created Valentine's Day preparation BTS reel
2	February 14	Capture Valentine's Day event highlights
2	February 15	Covered Durbarmarg street festival
2	February 16	Produced live music night reel
3	February 17	Created Jhol Momo promotional post
3	February 18	Produced outdoor service BTS
3	February 19	Created 'why guests love Trisara' testimonial reel
3	February 20	Produced burnt chilling garlic fried rice reel
3	February 21	Captured Friday live music vibes reel
3	February 22	Created family gathering reel
3	February 23	Produced chef's recommendation reel
4	February 24	Created mocktail of the week reel

4	February 25	Designed customer review spotlight reel
4	February 26	Produced Momo lovers special reel
4	February 27	Created Trisara ambience tour reel
4	February 28	Posted weekend live music reel
5	March 01	Created March event booking reel
5	March 02	Produced top selling dish reel
5	March 03	Created 'meet our team' BTS reel
5	March 04	Produced birthday celebration moments reel
5	March 05	Captured guest reaction reel
5	March 06	Created Tandoori platter showcase reel
5	March 07	Produced live screening night reel
6	March 08	Created 'Women's Day celebration' reel
6	March 09	Produced behind the kitchen reel
6	March 10	Created a live music highlights post

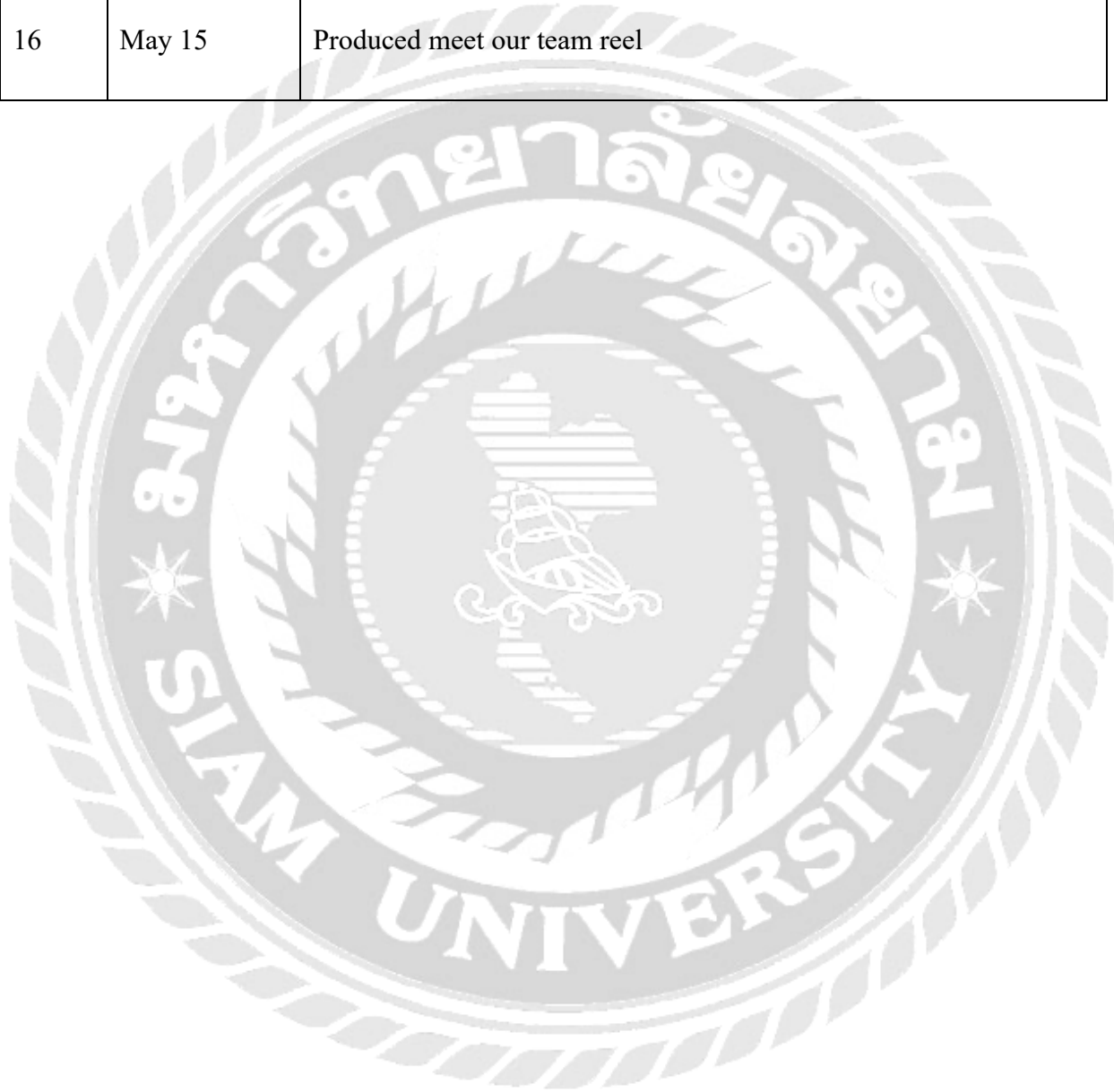
6	March 11	Produced Murgh Malai Tikka feature reel
6	March 12	Created birthday setup story reel
6	March 13	Produced 'why choose Trisara' branding reel
6	March 14	Created Holi celebration highlights reel
7	March 15	Produced weekend food special reel
7	March 16	Created happy guest stories reel
7	March 17	Produced signature cocktail feature reel
7	March 18	Created Trisara by night reel
7	March 19	Captured crowd enjoying live music reel
7	March 20	Produced chef's special dish reel
7	March 21	Created event setup timelapse reel
8	March 22	Produced family dining experiences reel
8	March 23	Created Sunday momo feast reel
8	March 24	Produced interior design spotlight reel

8	March 25	Created guest review feature reel
8	March 26	Produced top 3 mocktails reel
8	March 27	Created live music announcement reel
8	March 28	Produced Friday night at Trisara reel
9	March 29	Created birthday celebration reel
9	March 30	Produced Sunday dining vibes
9	March 31	Created March highlights reel
10	April 1	Created April event calendar reel
10	April 2	Produced chicken sizzler showcase reel
10	April 3	Created guest experience story reel
10	April 4	Produced live music Friday reel
10	April 5	Created birthday package feature reel
10	April 6	Produced signature momo feature reel
11	April 7	Created kitchen BTS reel

11	April 8	Produced Trisara ambience reel
11	April 9	Created customer review reel
11	April 10	Produced burnt chilly garlic fried rice reel
11	April 11	Created live music crowd reel
11	April 12	Produced special event setup reel
12	April 14	Produced Nepali New Year Celebration reel
12	April 15	Created new year highlights reel
12	April 16	Produced Friday night vibes reel
12	April 17	Created staff recommendation reel
12	April 18	Produced Friday night vibes reel
12	April 19	Created family celebration reel
13	April 21	Created chef's special menu reel
13	April 22	Produced interior tour reel
13	April 23	Created birthday celebration setup reel

13	April 24	Produced signature tandoori dish reel
13	April 25	Created live music feature post
13	April 26	Produced event planning reel
14	April 28	Produced customer feedback reel
14	April 29	Created behind the kitchen operation reel
14	April 30	Produced April recap reel
15	May 01	Created Labour Day branding reel
15	May 02	Produced live music weekend post
15	May 04	Created Jhol Momo special reel
15	May 05	Produced guest review story reel
15	May 06	Created chef's favourite dish reel
16	May 10	Created Mother's Day celebration reel
16	May 11	Produced Mother's Day highlights reel
16	May 12	Created signature beverage reel

16	May 13	Produced happy guest reactions reel
16	May 14	Created burnt chili garlic fried rice reel
16	May 15	Produced meet our team reel



Appendix 2 Photo Gallery



Fig:3 picture after a promotional shoot with niti shah and oshin sitaula



Fig:4 bts during bakery shoot



Fig:5 behind the scene during cocktails shoot



Fig:6 Presentation of final report



Fig:7 social media pages