



Cooperative Education Report

An Analysis of Digital Marketing Practices at Pathao Nepal

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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: An Analysis of Digital Marketing Practices at Pathao Nepal

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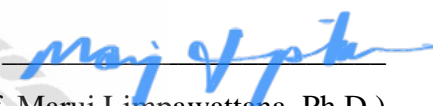
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We have approved this cooperative education report as partial fulfillment of the cooperative education program, semester 2/2025

Oral Presentation Committee





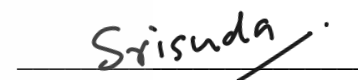
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Credits: 5

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Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

Semester/ Academic Year: 2/2025

Abstract

This report, titled “*An Analysis of Digital Marketing Practices at Pathao Nepal,*” summarizes my four-month cooperative education experience as a Digital Marketing cooperative education at Pathao Nepal. The cooperative education provided an opportunity to bridge academic knowledge with practical exposure in the field of digital marketing, social media management, and customer engagement strategies.

During the cooperative education period, I was involved in running digital advertisements, managing and monitoring advertising budgets, preparing weekly and monthly reports on social media impressions and interactions, and supporting lead generation campaigns for Pathao Parcel. I also assisted in content creation activities, including capturing customer and rider testimonial videos, coordinating with the design team for content development, and uploading digital content across social media platforms. The report highlights the practical learning experiences, workplace collaboration, and challenges encountered during the cooperative education, including managing campaign performance, maintaining coordination across teams, and analyzing digital engagement metrics.

Overall, this cooperative education enhanced my practical understanding of digital marketing operations, teamwork, communication, analytical reporting, and professional workplace behavior while providing valuable industry exposure in Nepal’s growing digital service sector.

Keywords: Digital Marketing, Social Media Management, Lead Generation

Acknowledgement

I would like to express my sincere gratitude to Siam University and Kathmandu College of Management for providing me with the opportunity to participate in the cooperative education program, which allowed me to apply my academic knowledge in a professional environment and significantly contributed to my personal and professional growth. I would also like to extend my heartfelt appreciation to my Academic Advisor, Asst. Prof. Dr Maruj Limpawattana, for the continuous guidance, encouragement, and support provided throughout the cooperative education period.

I am deeply thankful to Pathao Nepal for giving me the opportunity to undertake my cooperative education as a Digital Marketing Intern. This experience enabled me to bridge the gap between theoretical learning and practical application, particularly in the areas of digital marketing, social media management, campaign execution, content coordination, and customer engagement strategies.

I would especially like to express my sincere gratitude to my supervisor, Garima Poudel, along with the entire team at Pathao Nepal, for their continuous support, mentorship, and cooperation throughout my cooperative education journey. Their guidance helped me enhance my understanding of digital marketing practices, teamwork, communication, and professional workplace responsibilities. Working collaboratively with different teams within the organization provided me with valuable practical exposure and learning experience.

Finally, I would like to thank my family, friends, and peers for their constant encouragement, motivation, and support throughout this cooperative education period. Their support played an important role in helping me successfully complete this important academic milestone.

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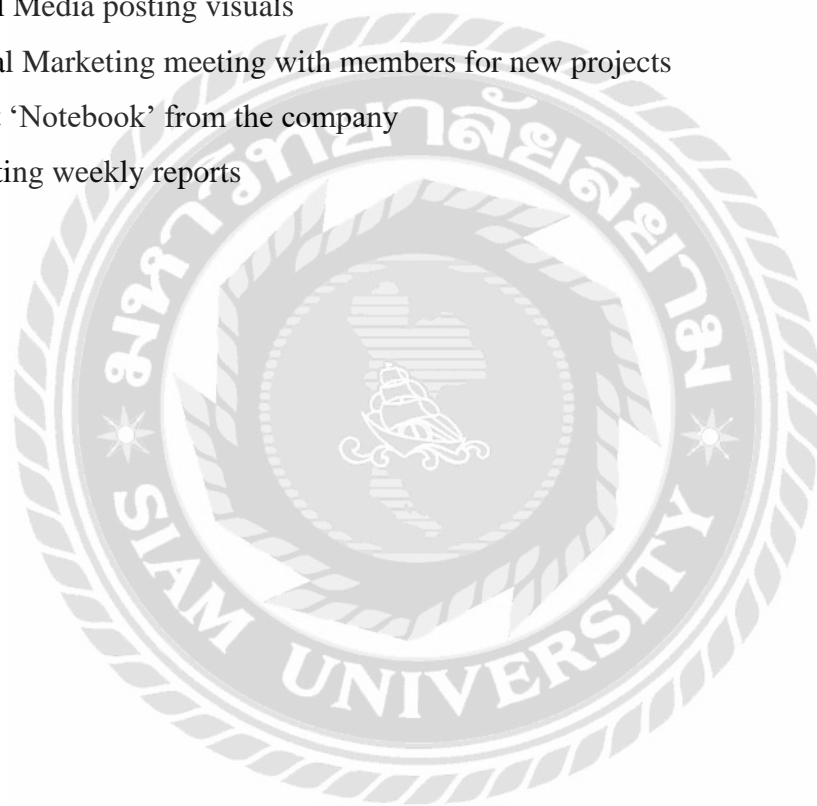
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List of Abbreviations

BBA : Bachelor of Business Administration

CTA : Call to Action

GPS : Global Positioning System

Meta : Meta Platforms, Inc.

SWOT : Strengths, Weaknesses, Opportunities, Threats

PESTELE : Political, Economic, Social, Technological, Environmental, Legal and Ethical

CRM: Customer Relationship Management

KPI : Key Performance Indicator



Chapter 1

Introduction

Pathao Nepal is one of Nepal's leading digital service platforms that provides ride-sharing, food delivery, parcel delivery, and payment-related services through mobile technology. Originally established in Bangladesh in 2015, Pathao expanded its operations to Nepal with the aim of making everyday transportation and delivery services more convenient, affordable, and technology-driven.

The company operates through a mobile application that connects customers with riders and drivers for services such as Pathao Ride, Pathao Parcel, and Pathao Food. By utilizing digital platforms and real-time connectivity, Pathao has significantly contributed to improving urban mobility and delivery efficiency in Nepal, particularly in major cities like Kathmandu.

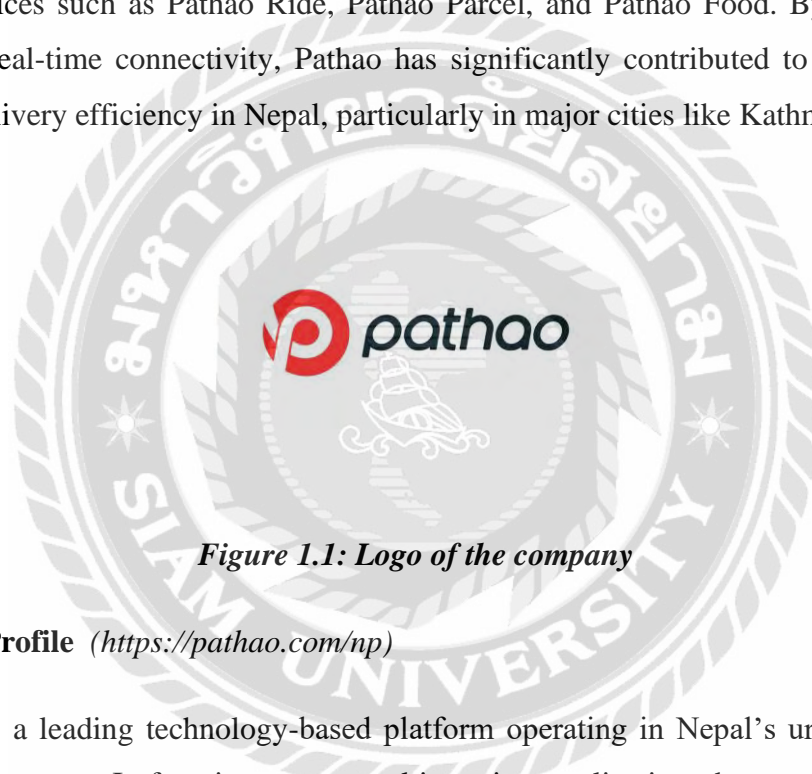


Figure 1.1: Logo of the company

1.1 Company Profile (<https://pathao.com/np>)

Pathao Nepal is a leading technology-based platform operating in Nepal's urban mobility and digital services sector. It functions as a multi-service application that connects users with transportation, delivery, and logistics solutions through a single digital ecosystem. The company primarily offers services such as ride-sharing (Pathao Ride), parcel delivery (Pathao Parcel), and food delivery, aiming to make daily commuting and logistics more convenient, efficient, and accessible.

Pathao Nepal plays an important role in Nepal's growing digital economy by integrating technology with everyday services, enabling faster service delivery and improved customer

experience. The platform supports thousands of riders, drivers, and delivery partners, thereby contributing to employment generation and income opportunities within the gig economy.

1.1.1 Company Vision

“We shall craft the way Nepal moves through technology”

1.1.2 Company Mission

“To build scalable on-demand technology to meet the needs of growing Nepali consumers”

1.1.3 Marketing Vision

“To create and nurture the perception that Pathao is the market’s most dominant player and is a hero brand”

1.1.4 Service Portfolio

Pathao Nepal offers a diverse portfolio of technology-driven services designed to improve urban mobility, delivery convenience, and customer accessibility in Nepal. Its service portfolio consists of the following major services and platforms:

a. Pathao Ride

- Provides on-demand ride-sharing services through motorcycles and other transport options
- Enables customers to book rides conveniently through the mobile application
- Focuses on affordable, fast, and accessible urban transportation

b. Pathao Parcel

- Offers parcel pickup and delivery services within cities
- Allows users and businesses to send documents, packages, and goods efficiently
- Supports same-day and quick delivery solutions for customers and merchants

c. Pathao Food

- Connects customers with restaurants and food vendors through an online delivery platform
- Enables users to order food conveniently using the Pathao mobile application
- Supports restaurant partners by increasing digital reach and customer accessibility

d. Digital Marketing and Promotional Campaigns

- Uses social media platforms, influencer collaborations, and online advertisements to promote services
- Conducts customer engagement campaigns, giveaways, testimonial campaigns, and promotional activities
- Focuses on increasing brand awareness, customer interaction, and lead generation

1.1.5 Company's Core Objectives

The core objectives of Pathao Nepal are centered around improving urban mobility, enhancing customer convenience, and providing efficient technology-driven services across Nepal. The major objectives of the company include:

a. Provide Convenient and Reliable Services

- Deliver fast, accessible, and dependable ride-sharing, parcel, and food delivery services
- Improve everyday transportation and delivery experiences for customers through digital technology

b. Enhance Customer Satisfaction

- Focus on providing quality customer experiences through efficient service operations and responsive support
- Maintain strong customer engagement through promotional campaigns, feedback systems, and digital communication

c. Expand Digital Connectivity and Innovation

- Utilize technology and mobile applications to simplify urban transportation and logistics services
- Continuously improve digital systems, application features, and operational efficiency

Through these objectives, Pathao Nepal aims to contribute to Nepal's evolving digital economy while delivering innovative and customer-focused solutions.

1.1.6 Strategies of the Company

Pathao Nepal follows various technology-driven and customer-oriented strategies to strengthen its position in Nepal's digital service industry. The company focuses on innovation, customer engagement, operational efficiency, and digital marketing to maintain growth and competitiveness in the market. The key strategies of the company are:

- **Enhance digital service accessibility** by providing convenient ride-sharing, parcel delivery, and food delivery services through an easy-to-use mobile application platform.
- **Strengthen digital marketing and online presence** through social media campaigns, online advertisements, influencer collaborations, and promotional activities to increase brand visibility and customer engagement.
- **Focus on customer satisfaction and service quality** by continuously improving service reliability, response time, customer support, and overall user experience.
- **Promote operational efficiency through teamwork and coordination** by maintaining effective communication among marketing, design, operational, and support teams to ensure smooth execution of campaigns and services.
- **Adopt innovative promotional strategies** such as giveaway campaigns, customer testimonial videos, influencer marketing, and seasonal campaigns to attract and retain customers.

Through these strategies, Pathao Nepal continues to expand its digital ecosystem, strengthen customer relationships, and contribute to the growth of Nepal's technology-based service sector.

1.2 Organizational Structure

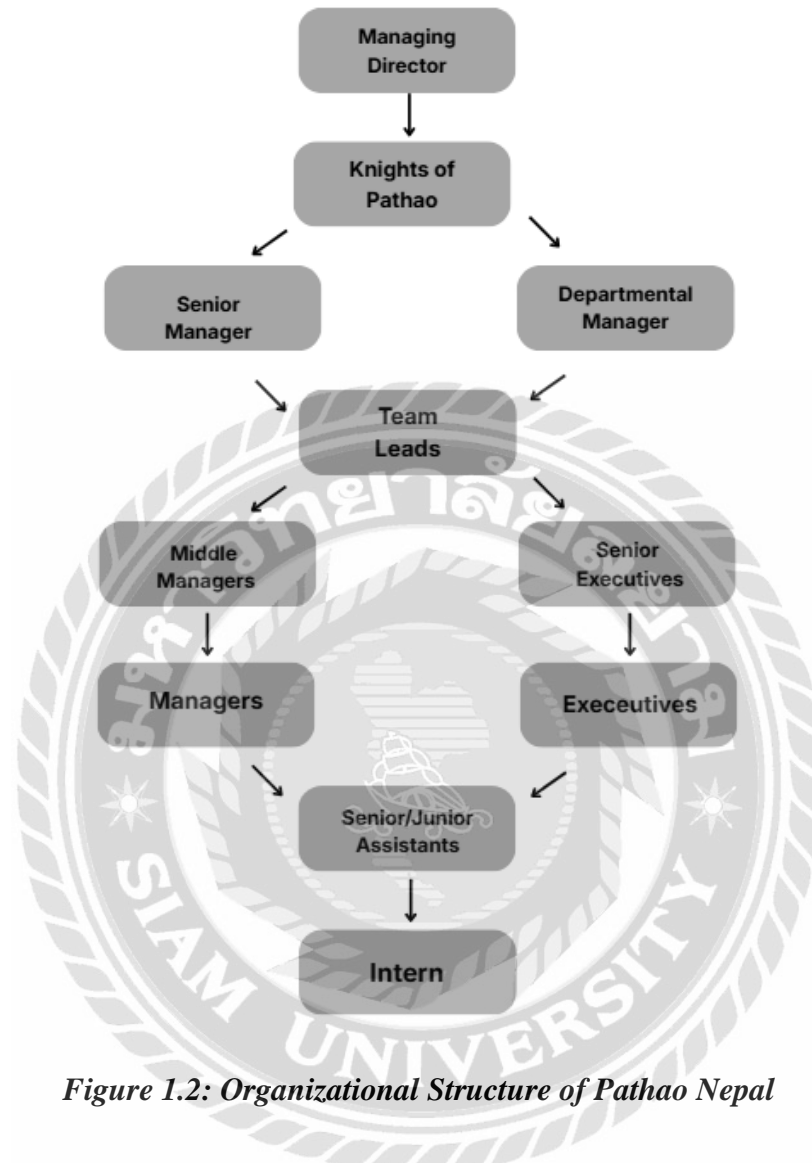


Figure 1.2: Organizational Structure of Pathao Nepal

The organizational structure of Pathao Nepal reflects a hierarchical and team-oriented management system designed to ensure smooth operational coordination, effective decision-making, and efficient service delivery across different departments of the organization. As a technology-driven company operating in a fast-paced digital environment, the structure supports collaboration among management, operational teams, and support staff.

At the top level of the organizational hierarchy is the **Managing Director**, who is responsible for providing overall strategic direction, leadership, and organizational oversight. Under the Managing Director operates the **Knights of Pathao**, which represents the core leadership and

management group responsible for maintaining company culture, operational standards, and organizational development.

The structure is further divided into **Senior Managers** and **Departmental Managers**, who oversee major functional areas within the company. These managers are responsible for supervising departmental activities, implementing strategies, and ensuring the achievement of organizational goals and operational efficiency.

Under the managerial level are the **Team Leads**, who coordinate daily operations and guide different teams within their respective departments. They play an important role in communication, task delegation, monitoring performance, and maintaining workflow efficiency.

The next level includes **Middle Managers**, **Senior Executives**, **Managers**, and **Executives**, who are responsible for executing operational tasks, managing campaigns, handling departmental responsibilities, and supporting organizational activities. These positions ensure that company operations and services are carried out effectively on a day-to-day basis.

Supporting these operational levels are the **Senior/Junior Assistants**, who contribute to administrative, operational, and coordination-related tasks while assisting higher-level employees in achieving departmental objectives.

At the foundation level of the structure are the **Interns**, who support different organizational functions while gaining practical exposure and professional experience. As a Digital Marketing Intern, I worked within this structure under the marketing department, where I assisted in digital advertising, social media reporting, influencer monitoring, content coordination, and campaign-related activities under the guidance of senior team members.

This organizational structure enables Pathao Nepal to maintain effective communication, operational coordination, teamwork, and efficient service delivery while supporting continuous growth in Nepal's digital service industry.

1.2.1 Job Position and Responsibilities

During my cooperative education period at Pathao Nepal, I worked as a Digital Marketing Intern and contributed to various marketing, content management, and customer engagement activities within the organization. My role was dynamic and involved supporting multiple digital marketing operations, allowing me to gain practical exposure to the fast-paced working environment of a technology-based company.

My responsibilities included running digital advertisements and assisting in managing advertising budgets for different campaigns, particularly for Pathao Parcel lead generation activities. I was also responsible for monitoring and reporting social media impressions, reach, interactions, and engagement generated through various digital campaigns and posts. In addition, I regularly conducted competitor analysis by reviewing and reporting competitor advertisements and marketing activities on a weekly basis.

As part of my role, I coordinated with content creators and influencers who collaborated with the company under promotional contracts. This involved tracking uploaded content, monitoring campaign performance, and preparing reports regarding the engagement and reach generated by influencer marketing activities. I also contributed to content creation by capturing customer and rider testimonial videos during giveaway and reward campaigns organized by the company for riders and drivers.

Furthermore, I worked closely with the design team by communicating campaign requirements, coordinating content editing processes, and assisting in uploading finalized content across social media platforms. This collaborative working environment helped me strengthen my communication, teamwork, and coordination skills while understanding the importance of cross-functional collaboration in digital marketing operations.

Overall, this cooperative education provided me with valuable practical experience in digital advertising, social media management, content coordination, campaign monitoring, reporting, and professional workplace communication within a dynamic and technology-driven organization.

1.2.2 My Job Position in the Company's Organizational Structure

Within the organizational structure of Pathao Nepal, I worked as a Digital Marketing Intern under the supervision and guidance of the Digital Marketing team. According to the organizational hierarchy, my position was under the Junior Digital Marketing Executive, who reported to the Digital Marketing Executive, followed by the Senior Marketing Executive. This structure allowed clear communication, task delegation, and smooth coordination within the department.

As a Digital Marketing Intern, my role mainly focused on supporting the daily digital marketing operations and assisting the marketing team in executing campaigns and content-related activities. I worked closely with senior team members and gained practical exposure to how marketing strategies are planned, implemented, monitored, and evaluated within a professional organization.

My responsibilities included assisting in running digital advertisements, preparing reports on social media impressions and engagement, monitoring advertising performance, conducting competitor analysis, and supporting influencer marketing activities.

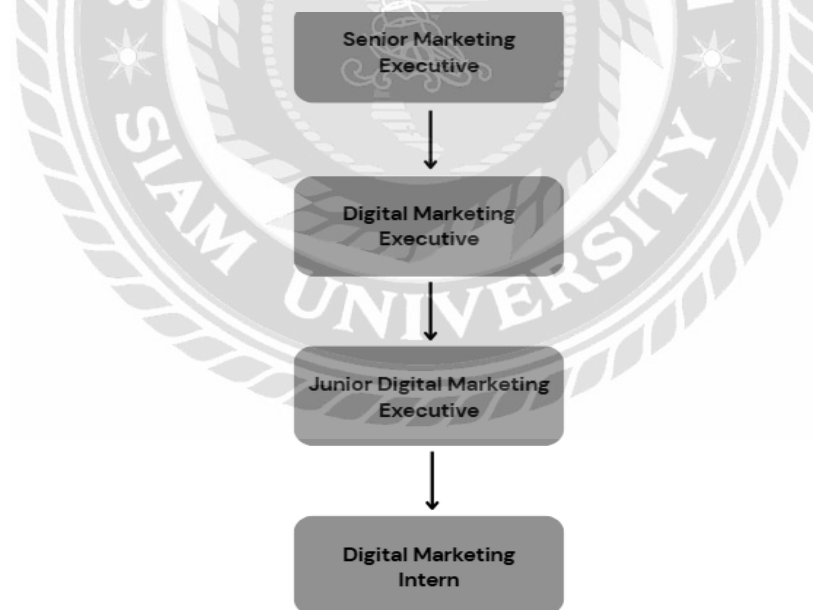


Figure 1.3: My job position in organizational structure

1.3 Strategic Analysis of Pathao Nepal

Pathao Nepal operates in Nepal's rapidly growing digital service and ride-sharing industry, where technology, customer convenience, and service efficiency play major roles in achieving competitive advantage. The company's strategy mainly focuses on digital transformation, customer engagement, service accessibility, and brand positioning through technology-driven solutions.

One of the key strategic strengths of Pathao Nepal is its strong digital presence and diversified service portfolio, including ride-sharing, parcel delivery, and food delivery services. By integrating multiple services within a single mobile application, the company creates convenience for users while increasing customer dependency on the platform. Pathao also heavily emphasizes digital marketing strategies such as social media campaigns, influencer marketing, online advertisements, and customer engagement activities to maintain visibility and customer loyalty.

1.3.1 SWOT Analysis



Figure 1.4: SWOT Analysis of Pathao Nepal

1.3.2 PESTELE Analysis of Pathao Nepal

Political Factors

Political stability and government regulations significantly influence the operations of Pathao Nepal. Since the company operates in the transportation and digital service sector, it must comply with government policies related to ride-sharing, transportation permits, taxation, labor laws, and digital business operations. Any changes in transportation regulations, fuel policies, or licensing requirements can directly impact the company's operational activities.

Economic Factors

Economic conditions play a major role in determining customer spending behavior and operational costs. Rising fuel prices, inflation, and economic instability may increase transportation and delivery expenses for riders and drivers, affecting service pricing and profitability. However, the growth of Nepal's urban economy, increasing smartphone usage, and expansion of digital commerce create opportunities for Pathao to grow its customer base and service demand.

Social Factors

Changing consumer lifestyles and increasing preference for convenience-based services positively influence Pathao Nepal's growth. Urban consumers are increasingly adopting digital platforms for transportation, food delivery, and parcel services due to busy lifestyles and demand for time-saving solutions. Social media usage and digital communication also support the company's marketing and customer engagement strategies.

Technological Factors

Technology is one of the most important factors influencing Pathao Nepal. The company depends heavily on mobile applications, internet connectivity, GPS tracking systems, digital payments, and real-time communication systems for its operations. Continuous technological improvements help enhance customer experience, operational efficiency, and service reliability. In addition, digital marketing tools, social media analytics, and data-driven reporting support the company's promotional and marketing activities.

Legal Factors

Pathao Nepal must operate according to various legal and regulatory frameworks related to transportation, employment, digital transactions, and customer data protection. The company needs to comply with labor regulations, taxation policies, consumer protection laws, and digital platform regulations. Legal issues related to rider safety, insurance, customer complaints, and data privacy management are also important considerations.

Environmental Factors

Environmental concerns are becoming increasingly important for transportation and delivery companies. Increased vehicle usage contributes to fuel consumption, air pollution, and traffic congestion in urban areas. As environmental awareness grows, customers and policymakers may expect companies like Pathao to adopt more sustainable practices.

Ethical Factors

Ethical considerations are important for maintaining customer trust and corporate reputation. Pathao Nepal must ensure fair treatment of riders, drivers, customers, and business partners while maintaining transparency in pricing, promotions, and customer communication. Ethical handling of customer data, honest advertising practices, and responsible digital marketing are also essential.

Main Objectives of the Co-op Study

- To gain practical experience in digital marketing within a professional organizational environment.
- To understand the operational and marketing activities of Pathao Nepal.
- To apply academic knowledge of marketing in real-world business situations.
- To develop skills in social media management, digital advertising, and campaign reporting.
- To enhance communication, teamwork, and professional workplace behavior.

Chapter 2

Co-op Study Activities

2.1 My Job Description

During my cooperative education at Pathao Nepal, I worked as a Digital Marketing Intern within the marketing department. My role primarily focused on supporting the company's digital marketing operations, social media activities, campaign execution, and customer engagement initiatives. The position provided me with practical exposure to the daily marketing activities of a technology-driven organization operating in Nepal's digital service industry.

As a Digital Marketing Intern, I assisted the marketing team in planning, monitoring, and executing various online promotional campaigns for Pathao services, particularly Pathao Parcel. My role involved working with digital advertisements, monitoring campaign performance, preparing analytical reports, and supporting content-related activities for social media platforms.

2.2 My Job Responsibilities

During my cooperative education period at Pathao Nepal, my major responsibilities included the following:

- Assisting in running digital advertisements and promotional campaigns for the company.
- Monitoring and accumulating advertising budgets for marketing campaigns.
- Preparing weekly and monthly reports on social media impressions, reach, interactions, and engagement.
- Supporting lead generation campaigns for Pathao Parcel through digital advertising.
- Conducting competitor analysis by reviewing and reporting competitor advertisements and marketing activities.
- Coordinating with influencers and content creators working under promotional contracts with the company.
- Monitoring whether contracted influencers uploaded the required promotional content on time.

- Tracking and reporting the engagement and performance generated through influencer marketing campaigns.
- Assisting in content creation activities by capturing customer and rider testimonial videos.
- Coordinating and communicating with the design team regarding content editing and campaign requirements.

2.3 Activities in Coordinating with Co-Workers

Throughout my cooperative education at Pathao Nepal, coordination and teamwork with co-workers played a significant role in my daily responsibilities and overall learning experience. Since the organization operates in a fast-paced digital environment, effective communication and collaboration among team members are essential for ensuring the smooth execution of marketing campaigns, content management, and operational activities.

I worked closely with the Digital Marketing team in supporting various social media campaigns, advertising activities, and customer engagement initiatives. Regular coordination with senior team members helped me understand campaign objectives, reporting requirements, and marketing strategies implemented by the company. I actively communicated with co-workers regarding daily tasks, content schedules, advertisement performance, and campaign updates to ensure the timely completion of assigned responsibilities.

One of my major areas of coordination involved working with the design team during content creation and promotional campaigns. I communicated campaign requirements, shared content materials such as customer and rider testimonial videos, and coordinated editing and uploading processes for social media platforms.

In addition, I coordinated with influencers and content creators who worked with the company under contractual agreements. My responsibilities included monitoring uploaded content, following up regarding required promotional activities, and reporting engagement generated through influencer campaigns.

Overall, coordinating with co-workers during my cooperative education enhanced my understanding of workplace collaboration and demonstrated the importance of effective communication in achieving organizational goals within a digital marketing environment.

2.4 Job Process Diagram

Table 2.1 : Job Process Overview

S.N.	Job Responsibilities	Work Flow
1.	Running Advertisements	<ul style="list-style-type: none"> - Check the Ad name, Data set, Date, and Vertical set - Identify the budget with permissions from the assistants - Keep the required location with the target audience - Add headers, CTAs, Headlines, Descriptions, Slogans, and a Title before uploading
2.	Competitor Analysis	<ul style="list-style-type: none"> - Every week, I had to check the ads of our competitor - Check their page, how many static ads they've used, how many video ads, what kind of CTAs, and where their target audience is - Report the data to the assistants
3.	Customer Testimonials Video	<ul style="list-style-type: none"> - Every week, top riders win a gift from the company, so we call them and invite them to our office - We ask them questions about their earnings, their hustle, their journey, and lastly, how they can encourage other riders to win gifts
4.	Influencer Contract Branding	<ul style="list-style-type: none"> - Report every month about the posts our collaborating influencers with Pathao Nepal - List the required influencers and call them for a meeting session
5.	Weekly Reports	<ul style="list-style-type: none"> - As a digital marketing intern, I had to open the Meta business of Pathao and acquire all the data required - Report the data of posts during that week for ex - performances, likes, views, comments, shares, reach, impressions, frequency, and leads
6.	Communicate with the design team	<ul style="list-style-type: none"> - Since I upload the static visuals, posts, or videos made by the design team, I had to communicate with them - This helped me maintain a good relationship with the team members and taught me more about editing and

		advanced static posts
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2.5 Contributions as a Co-op Student in the Company

As a Digital Marketing Intern at Pathao Nepal, my primary contribution was supporting the marketing team in enhancing the effectiveness of digital campaigns, customer engagement activities, and content management operations. Through my involvement in advertisement monitoring, reporting, and campaign coordination, I contributed to the smooth execution of various marketing and promotional activities within the organization.

One of my major contributions was assisting in running and monitoring digital advertisements, particularly for Pathao Parcel lead generation campaigns. I supported the team by tracking advertisement performance, monitoring engagement metrics, and preparing reports related to impressions, interactions, and campaign reach. These activities helped the marketing team evaluate campaign effectiveness and make informed decisions regarding digital marketing strategies.

Additionally, I contributed to competitor analysis by regularly reviewing competitor advertisements and reporting market trends and promotional activities. This helped provide insights into industry competition and supported the company in understanding external marketing strategies within Nepal's digital service market.

I also played a role in influencer marketing and content coordination activities. My responsibilities included monitoring content creators working under promotional contracts, tracking whether required content had been uploaded, and reporting the engagement generated through influencer campaigns. This contributed to maintaining effective communication and accountability between the company and external collaborators.

Furthermore, I actively coordinated with the design team to ensure smooth communication regarding content editing, uploading schedules, and campaign execution..

Overall, my role as a Co-op student allowed me to provide consistent operational and marketing support to the organization while gaining practical industry exposure. My contributions enhanced my understanding of digital marketing operations, teamwork, campaign management, and

professional workplace communication within a dynamic and technology-driven company environment.



Chapter 3

Learning Process and Outcomes

During my cooperative education at Pathao Nepal, I encountered several practical challenges and learning opportunities while working in a fast-paced digital marketing environment. This chapter highlights the major challenges I faced during my cooperative education period, the approaches taken to overcome them, and the valuable learning experiences gained through this cooperative education program. It also reflects how academic knowledge from my marketing studies was applied in real workplace situations while developing both technical and interpersonal skills.

3.1 Challenges Encountered in the Company

During my four-month cooperative education at Pathao Nepal, I mainly encountered the following challenges:

1. Managing Multiple Tasks Simultaneously

As a Digital Marketing Intern, I was involved in various responsibilities at the same time, including advertisement monitoring, reporting, content coordination, influencer tracking, and campaign support activities. Managing multiple deadlines and urgent tasks simultaneously sometimes creates pressure, requiring strong prioritization and time management skills to maintain workflow efficiency and work quality.

2. Fast-Paced Digital Marketing Environment

The digital marketing environment at Pathao Nepal was highly dynamic, where campaigns, social media trends, and customer engagement activities changed frequently. Marketing campaigns often require quick execution, rapid content updates, and timely reporting. Adapting to this fast-moving work environment while maintaining accuracy and consistency was initially challenging.

3. Monitoring Influencer and Content Creator Activities

One of my responsibilities involved monitoring influencers and content creators working under promotional contracts with the company. Tracking uploaded content, verifying whether

contractual requirements were fulfilled, and analyzing engagement performance required careful observation and consistent reporting. Managing multiple creators simultaneously sometimes became challenging due to varying schedules and content timelines.

4. Handling Campaign Reporting and Analytics

Preparing reports related to advertisement performance, social media impressions, interactions, and engagement metrics required attention to detail and analytical understanding. Initially, interpreting digital marketing data and understanding campaign performance indicators was challenging, but over time, I improved my analytical and reporting skills through practical experience.

3.2 Proposed Solutions to the Identified Problems

Based on the challenges observed during my cooperative education at Pathao Nepal, the following solutions are proposed to improve operational efficiency, communication, campaign management, and overall workflow within the organization:

1. Implementation of Structured Task Management Systems

Introducing organized task management and workflow tracking tools can help teams manage multiple campaigns and responsibilities more efficiently. Shared dashboards, content calendars, and project management platforms would improve task prioritization, reduce confusion, and support better coordination among departments involved in marketing activities.

2. Improved Communication and Coordination Between Teams

Since many marketing activities require coordination between the marketing and design teams, establishing clearer communication channels and approval processes could improve workflow efficiency. Regular meetings, shared campaign updates, and centralized communication platforms would help reduce delays and misunderstandings during campaign execution.

3. Enhanced Content Planning and Scheduling

Developing a more structured content planning system with predefined schedules for social media posts, advertisements, and influencer campaigns could improve consistency and reduce last-minute pressure. Proper planning would also help ensure timely content delivery and better campaign organization.

4. Better Influencer and Campaign Monitoring Systems

Implementing a centralized system to track influencer contracts, content uploads, engagement performance, and campaign timelines would make monitoring activities more efficient. This would help improve accountability, simplify reporting processes, and ensure that promotional requirements are fulfilled effectively.

Overall, these proposed solutions could help Pathao Nepal improve operational coordination, campaign effectiveness, communication efficiency, and digital marketing performance while supporting long-term organizational growth and customer satisfaction.

3.3 Recommendations to the Company

Based on my cooperative education experience at Pathao Nepal, I found the organization to have a supportive, collaborative, and professional working environment. The management and team members were welcoming and provided valuable guidance throughout my cooperative education period. However, based on my observations and experiences, the following recommendations could further improve operational efficiency, employee satisfaction, and overall workplace effectiveness:

1. Improve Internal Coordination Systems

Introducing more structured communication and workflow management systems between departments such as marketing, design, and operations could improve efficiency and reduce delays during campaign execution and content approval processes.

2. Strengthen Campaign Tracking and Reporting

Using more advanced analytics and automated reporting tools could help the marketing team monitor campaign performance, engagement, and advertisement effectiveness more efficiently while supporting faster decision-making.

3. Enhance Content Planning and Scheduling

Developing more organized content calendars and campaign schedules could reduce last-minute workload pressure and improve consistency in social media marketing and promotional activities.

4. Introduce Employee Welfare Benefits

Providing lunch facilities within the office or offering lunch allowances could serve as an additional employee benefit that enhances employee satisfaction, motivation, and workplace comfort. Such initiatives could also encourage better team interaction and contribute to a more positive working environment.

Overall, these recommendations could help further improve employee experience, operational coordination, and digital marketing effectiveness while supporting the company's continued growth within Nepal's digital service industry.

3.4 Learning Outcomes from the Co-op Studies

The cooperative education experience at Pathao Nepal provided me with valuable practical exposure to the digital marketing industry and helped bridge the gap between academic learning and professional practice. Through my involvement in various marketing activities, I gained a deeper understanding of how digital marketing campaigns are planned, executed, monitored, and evaluated within a real business environment.

One of the key learning outcomes was developing practical knowledge of social media marketing, digital advertising, content management, campaign reporting, and influencer marketing. Throughout my cooperative education, I was actively involved in monitoring and evaluating digital advertising campaigns, particularly for Pathao's services such as Pathao Parcel. This provided me with hands-on experience in understanding how marketing campaigns are targeted toward specific

audiences, how advertising budgets are allocated, and how campaign performance is measured using key metrics such as impressions, reach, engagement, and lead generation.

Additionally, I regularly prepared weekly and monthly social media performance reports by analyzing interactions and engagement across various platforms. Through this process, I developed a deeper understanding of social media analytics and learned how organizations use data-driven insights to assess marketing effectiveness and improve future campaigns. I was also responsible for conducting competitor advertisement analysis, which allowed me to observe industry trends, compare marketing strategies, and understand how competitive positioning influences digital marketing decisions.

Another significant learning experience came from managing influencer marketing activities. I monitored content creators who collaborated with Pathao, verified whether contractual deliverables were fulfilled, and analyzed the engagement generated through their content. This enhanced my understanding of influencer marketing as a strategic promotional tool and taught me how businesses evaluate the return on investment of influencer partnerships.

The cooperative education also enhanced my ability to work in a fast-paced and dynamic environment. Managing multiple responsibilities simultaneously taught me how to prioritize tasks, meet deadlines, and maintain productivity under pressure. Overall, the cooperative education increased my professional confidence, enhanced my understanding of workplace responsibilities, and provided practical insights into digital marketing operations. The experience contributed significantly to my personal and professional development while preparing me for future career opportunities in the marketing field.

3.5 Application of Knowledge from Coursework to Real Working Situations

The cooperative education at Pathao Nepal provided numerous opportunities to apply theoretical concepts learned throughout my Bachelor of Business Administration (BBA) studies to practical workplace situations.

Knowledge gained from **Consumer Behaviour** was particularly useful in understanding customer preferences, engagement patterns, and responses to various marketing campaigns. While

monitoring social media interactions and campaign performance, I was able to observe how consumer attitudes and behaviors influence marketing effectiveness.

Concepts from **Digital Marketing** and **Advertising & Promotion** were directly applied during the execution and monitoring of digital advertising campaigns. Understanding topics such as audience targeting, promotional strategies, campaign objectives, and customer engagement helped me better understand the purpose and impact of marketing activities conducted by the company.

Theories learned in **Marketing Management** assisted me in understanding brand positioning, customer relationship management, and marketing communication strategies. These concepts became relevant while observing how Pathao promotes its services and maintains engagement with customers through social media platforms and promotional campaigns.

Overall, the cooperative education allowed me to apply academic theories in practical business situations, strengthening my understanding of marketing concepts while providing valuable real-world experience in the digital marketing industry.

3.6 Special Skills and New Knowledge Gained

My cooperative education at Pathao Nepal contributed significantly to both my personal and professional development by providing practical exposure to the digital marketing industry. The experience helped me strengthen my communication, analytical, and teamwork abilities while gaining valuable industry knowledge that cannot be fully acquired through classroom learning alone.

Through my involvement in digital marketing campaigns, social media management, influencer coordination, and content-related activities, I developed a deeper understanding of how marketing strategies are implemented in real business environments.

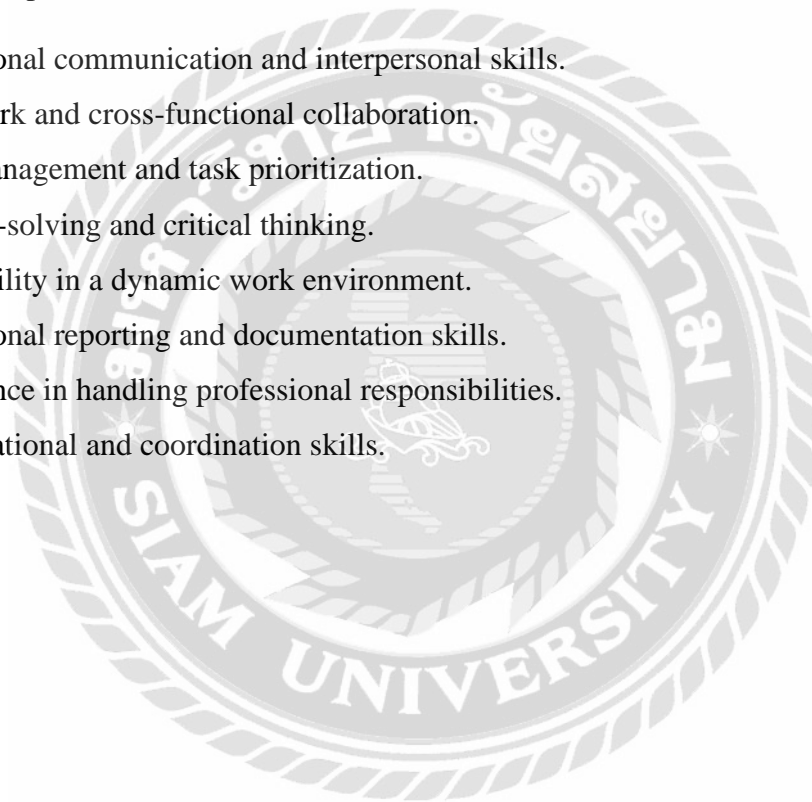
Technical Skills Learned

- Running and monitoring digital advertising campaigns through Meta platforms.
- Managing and analyzing social media performance using Meta Business Suite.

- Monitoring impressions, reach, engagement, and interaction metrics across social media platforms.
- Preparing weekly and monthly marketing performance reports.
- Lead generation campaign management for Pathao Parcel.
- Influencer marketing monitoring and campaign performance tracking.
- Competitor advertisement analysis and market monitoring.
- Basic content creation and social media publishing processes.

Soft Skills Developed

- Professional communication and interpersonal skills.
- Teamwork and cross-functional collaboration.
- Time management and task prioritization.
- Problem-solving and critical thinking.
- Adaptability in a dynamic work environment.
- Professional reporting and documentation skills.
- Confidence in handling professional responsibilities.
- Organizational and coordination skills.



Chapter 4

Conclusion

4.1 Summary of Highlights of My Co-op Studies at Pathao Nepal

The cooperative education experience at Pathao Nepal was a highly valuable and rewarding learning opportunity that provided practical exposure to the digital marketing industry. As a Digital Marketing Intern, I was actively involved in various marketing activities, including digital advertising, social media reporting, influencer marketing monitoring, content coordination, and customer engagement campaigns.

One of the major highlights of the cooperative education was the opportunity to gain hands-on experience in managing and monitoring digital marketing campaigns. I was involved in running advertisements, particularly for Pathao Parcel lead generation campaigns, tracking campaign performance, and preparing reports based on social media impressions, interactions, and engagement metrics.

Another significant highlight was my involvement in influencer marketing and customer testimonial campaigns. I monitored content creators working under promotional contracts, reported campaign performance, and assisted in the creation of customer and rider testimonial videos. These experiences provided practical insights into brand communication, customer engagement, and content marketing strategies.

The cooperative education also provided me with the opportunity to collaborate with different departments, particularly the marketing and design teams. Working closely with team members helped me understand the importance of communication, teamwork, and coordination in achieving successful campaign outcomes. The supportive work environment and guidance provided by supervisors and colleagues contributed greatly to my learning and professional growth.

Overall, the co-op study successfully bridged the gap between academic learning and practical application while enhancing my understanding of digital marketing operations within a leading technology-driven company in Nepal.

4.2 My Evaluation of the Work Experience

My overall experience at Pathao Nepal was highly positive and exceeded my expectations as a cooperative education student. The cooperative education provided an excellent platform to apply theoretical marketing concepts learned during my academic studies while developing practical skills relevant to the modern digital marketing industry.

One of the most valuable aspects of the experience was the opportunity to work in a fast-paced and dynamic professional environment. The cooperative education challenged me to manage multiple responsibilities simultaneously, meet deadlines, and adapt quickly to changing priorities. These experiences significantly improved my time management, organizational, and problem-solving abilities.

The supportive and collaborative work culture at Pathao Nepal was another key factor that contributed to my positive experience. My supervisors and team members were approachable, encouraging, and always willing to provide guidance whenever needed.

In conclusion, my cooperative education at Pathao Nepal was a highly enriching experience that provided valuable industry exposure, enhanced my professional competencies, and prepared me for future career opportunities in the field of marketing. The knowledge, skills, and experiences gained during this cooperative education will serve as a strong foundation for my future professional growth and development.

4.3 Limitations of My Co-op Studies

Despite the valuable learning opportunities and practical exposure gained during my cooperative education at Pathao Nepal, there were several limitations that affected the overall scope of my learning experience.

Firstly, my cooperative education was primarily focused on digital marketing activities, particularly social media reporting, digital advertising, influencer marketing monitoring, and content coordination. As a result, my exposure to other functional areas of the company, such as operations management, business development, finance, and strategic planning, was relatively limited.

Secondly, due to the fast-paced nature of marketing campaigns and daily operational requirements, there was often limited time for detailed discussions and feedback on every completed task. While regular guidance was provided by supervisors and team members, more structured feedback sessions could have further enhanced learning and professional development.

Despite these limitations, the cooperative education successfully provided valuable practical experience and significantly contributed to my understanding of digital marketing operations, workplace collaboration, and professional responsibilities.

4.4 Recommendations for the Company

Based on my cooperative education experience at Pathao Nepal, the following recommendations are suggested to further enhance operational efficiency, employee satisfaction, and marketing effectiveness:

- **Improve Cross-Departmental Coordination**

Strengthening communication and collaboration between departments such as marketing, design, operations, and customer support can improve workflow efficiency and reduce delays in campaign execution and content approval processes.

- **Enhance Access to Marketing Analytics**

Providing employees and interns with greater exposure to advanced marketing analytics tools and campaign performance dashboards can help develop stronger analytical capabilities and support more data-driven decision-making.

- **Increase Learning and Development Opportunities**

Organizing regular training sessions, workshops, and knowledge-sharing programs on digital marketing trends, advertising tools, content strategies, and emerging technologies can contribute to continuous employee development and improved marketing performance.

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Appendix I : Monthly Report

Appendix A: Daily Activity Log (January 28, 2025 – February 28, 2025)

Date	Day	Activities Performed
Jan 28, 2025	Tuesday	Joined Pathao Nepal as a Digital Marketing Intern. Attended office orientation and introduction session. Met team members and learned about company services and ongoing campaigns.
Jan 29, 2025	Wednesday	Learned about Pathao's digital marketing workflow. Observed Meta Ads Manager and reporting systems. Reviewed previous campaign reports.
Jan 30, 2025	Thursday	Assisted in collecting social media engagement data. Learned how impressions, reach, and interactions are reported. Updated reporting sheets.
Jan 31, 2025	Friday	Reviewed active social media campaigns. Monitored post performance on Facebook and Instagram. Assisted in preparing weekly engagement reports.
Feb 1, 2025	Saturday	Holiday.
Feb 2, 2025	Sunday	Collected performance data from recent social media posts. Updated campaign tracking documents. Attended team discussion regarding upcoming campaigns.
Feb 3, 2025	Monday	Assisted in monitoring active advertisement campaigns. Recorded campaign reach and engagement metrics. Learned budget allocation procedures.

Feb 4, 2025	Tuesday	Conducted competitor advertisement analysis. Reviewed promotional activities of competing ride-sharing and delivery platforms. Submitted findings to supervisor.
Feb 5, 2025	Wednesday	Prepared social media interaction reports. Monitored comments and customer engagement on company pages. Assisted in campaign performance review.
Feb 6, 2025	Thursday	Updated advertisement budget tracking sheet. Monitored Pathao Parcel campaign performance. Collected lead generation data.
Feb 7, 2025	Friday	Participated in weekly marketing team meetings. Reviewed campaign objectives and content schedules. Assisted in compiling weekly reports.
Feb 8, 2025	Saturday	Holiday.
Feb 9, 2025	Sunday	Monitored lead generation advertisements for Pathao Parcel. Updated campaign performance records. Assisted in audience engagement analysis.
Feb 10, 2025	Monday	Prepared weekly social media performance report. Recorded impressions, reach, and engagement metrics. Submitted report to supervisor.
Feb 11, 2025	Tuesday	Conducted competitor monitoring activities. Compared promotional campaigns and advertisement strategies. Reported observations to the marketing team.
Feb 12, 2025	Wednesday	Reviewed influencer marketing campaigns. Tracked content uploaded by contracted creators. Recorded engagement performance.

Feb 13, 2025	Thursday	Verified influencer deliverables against contract requirements. Followed up on pending content uploads. Updated campaign records.
Feb 14, 2025	Friday	Analyzed engagement generated through influencer content. Prepared performance summary for marketing team review.
Feb 15, 2025	Saturday	Holiday.
Feb 16, 2025	Sunday	Coordinated with the design team regarding content editing requirements. Shared materials for upcoming social media posts.
Feb 17, 2025	Monday	Assisted in uploading finalized content to social media platforms. Reviewed engagement from recently published content. Updated reporting sheets.
Feb 18, 2025	Tuesday	Monitored active advertisements and campaign budgets. Recorded campaign performance indicators. Participated in internal team discussions.
Feb 19, 2025	Wednesday	Prepared social media analytics reports. Compared weekly engagement trends. Assisted in performance evaluation activities.
Feb 20, 2025	Thursday	Conducted market and competitor analysis. Reviewed social media promotions from competing brands. Submitted weekly findings.
Feb 21, 2025	Friday	Assisted in planning customer testimonial campaigns. Coordinated schedules for upcoming content collection activities.

Feb 22, 2025	Saturday	Holiday.
Feb 23, 2025	Sunday	Captured customer testimonial videos. Communicated with customers regarding campaign participation. Organized and collected content files.
Feb 24, 2025	Monday	Coordinated with the design team for editing testimonial videos. Reviewed content before publication. Assisted in scheduling posts.
Feb 25, 2025	Tuesday	Monitored rider giveaway campaign engagement. Recorded audience interactions and campaign reach. Updated reporting documents.
Feb 26, 2025	Wednesday	Assisted in preparing monthly social media performance reports. Collected engagement data from multiple campaigns.
Feb 27, 2025	Thursday	Reviewed influencer campaign results. Compared engagement levels across different creators. Prepared performance summary.
Feb 28, 2025	Friday	Compiled monthly marketing performance report. Organized campaign documentation. Discussed key learnings and upcoming activities with the supervisor.

Appendix B: Daily Activity Log (March 1, 2025 – March 31, 2025)

Date	Day	Activities Performed
Mar 1, 2025	Saturday	Holiday.
Mar 2, 2025	Sunday	Reviewed February campaign performance reports. Assisted in setting monthly reporting objectives. Monitored active social media campaigns and engagement trends.
Mar 3, 2025	Monday	Tracked performance of Pathao Parcel lead generation advertisements. Updated lead records and campaign monitoring sheets. Reviewed audience engagement metrics.
Mar 4, 2025	Tuesday	Conducted weekly competitor advertisement analysis. Compared promotional offers and digital campaigns of competing platforms. Prepared findings for the marketing team.
Mar 5, 2025	Wednesday	Assisted in advertisement budget tracking and expenditure monitoring. Updated campaign performance records. Participated in team discussions regarding campaign optimization.
Mar 6, 2025	Thursday	Monitored Facebook and Instagram engagement metrics. Recorded impressions, reach, and interactions. Prepared engagement summaries for internal reporting.
Mar 7, 2025	Friday	Participated in a weekly marketing review meeting. Discussed ongoing campaigns and performance trends. Assisted in preparing weekly reports.
Mar 8, 2025	Saturday	Holiday.

Mar 9, 2025	Sunday	Reviewed influencer content published during the week. Monitored engagement generated by promotional posts. Updated influencer tracking sheets.
Mar 10, 2025	Monday	Verified content creator deliverables according to contract requirements. Followed up on pending promotional posts. Prepared influencer performance updates.
Mar 11, 2025	Tuesday	Assisted in planning upcoming social media campaigns. Coordinated with team members regarding content schedules and campaign timelines.
Mar 12, 2025	Wednesday	Monitored active Meta advertising campaigns. Tracked campaign reach and lead generation results. Updated performance dashboards.
Mar 13, 2025	Thursday	Prepared social media analytics reports. Compared current engagement levels with previous weeks. Assisted in identifying high-performing content.
Mar 14, 2025	Friday	Coordinated with the design team regarding creative requirements for upcoming campaigns. Shared content briefs and reviewed draft creatives.
Mar 15, 2025	Saturday	Holiday.
Mar 16, 2025	Sunday	Assisted in scheduling and publishing approved social media content. Monitored post-performance during the first few hours after publication.
Mar 17, 2025	Monday	Conducted competitor monitoring activities. Reviewed advertisements, promotional offers, and engagement strategies used by competitors. Submitted weekly report.

Mar 18, 2025	Tuesday	Assisted in collecting campaign performance data for management reporting. Updated marketing records and campaign tracking sheets.
Mar 19, 2025	Wednesday	Monitored Pathao Parcel lead generation campaigns. Evaluated advertisement performance and customer response rates. Recorded findings for team review.
Mar 20, 2025	Thursday	Prepared weekly engagement report. Analyzed interactions across Facebook and Instagram platforms. Identified top-performing content pieces.
Mar 21, 2025	Friday	Participated in weekly marketing meeting. Discussed campaign performance and content improvement opportunities. Assisted in documenting meeting outcomes.
Mar 22, 2025	Saturday	Holiday.
Mar 23, 2025	Sunday	Coordinated customer testimonial campaign activities. Contacted selected participants and organized content collection schedules.
Mar 24, 2025	Monday	Captured customer testimonial videos for social media use. Assisted participants during recording sessions and organized video files.
Mar 25, 2025	Tuesday	Coordinated with the design team regarding editing requirements for testimonial content. Reviewed edited versions before publication.
Mar 26, 2025	Wednesday	Assisted in publishing testimonial videos on social media platforms. Monitored engagement and audience reactions after publication.

Mar 27, 2025	Thursday	Monitored influencer campaign performance. Compared engagement generated by different content creators. Updated campaign tracking records.
Mar 28, 2025	Friday	Assisted in preparing monthly campaign summaries. Collected data from advertisements, influencer campaigns, and social media activities.
Mar 29, 2025	Saturday	Holiday.
Mar 30, 2025	Sunday	Compiled monthly social media performance metrics. Reviewed campaign achievements and engagement growth. Organized documentation for reporting purposes.
Mar 31, 2025	Monday	Prepared and submitted monthly marketing performance report. Discussed campaign results and key learnings with supervisor. Planned priorities for the upcoming month.

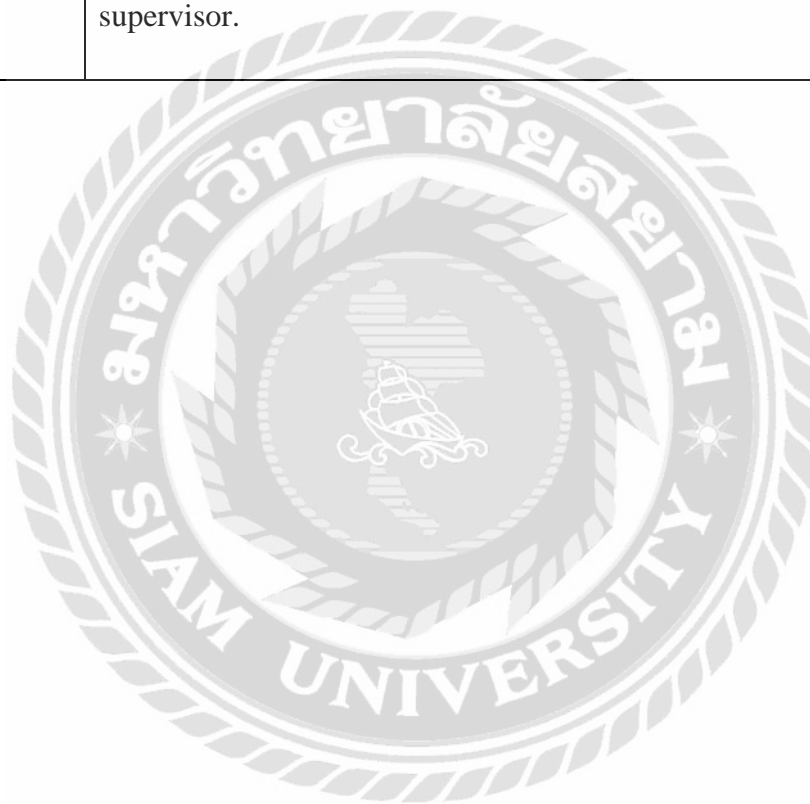
Appendix C: Daily Activity Log (April 1, 2025 – April 30, 2025)

Date	Day	Activities Performed
Apr 1, 2025	Tuesday	Reviewed March campaign performance reports. Assisted in setting monthly marketing objectives. Monitored ongoing social media campaigns and engagement trends.
Apr 2, 2025	Wednesday	Tracked performance of Pathao Parcel lead generation advertisements. Updated lead generation records and campaign monitoring sheets.
Apr 3, 2025	Thursday	Conducted competitor advertisement analysis. Reviewed promotional offers and campaign strategies of competing platforms. Prepared weekly competitor report.
Apr 4, 2025	Friday	Assisted in preparing weekly social media performance reports. Monitored impressions, reach, and engagement metrics across platforms.
Apr 5, 2025	Saturday	Holiday.
Apr 6, 2025	Sunday	Monitored active Meta advertising campaigns. Recorded campaign performance indicators and updated budget tracking sheets.
Apr 7, 2025	Monday	Reviewed influencer marketing activities. Tracked content uploads and verified contractual deliverables from content creators.
Apr 8, 2025	Tuesday	Prepared influencer performance report. Analyzed engagement generated through sponsored content and promotional videos.

Apr 9, 2025	Wednesday	Coordinated with the design team regarding campaign creatives and social media content requirements. Reviewed draft content before publication.
Apr 10, 2025	Thursday	Assisted in uploading finalized content to Facebook and Instagram. Monitored audience reactions and post engagement after publishing.
Apr 11, 2025	Friday	Participated in weekly marketing team meeting. Discussed campaign performance, content planning, and upcoming marketing activities.
Apr 12, 2025	Saturday	Holiday.
Apr 13, 2025	Sunday	Monitored Pathao Parcel advertisements and lead generation campaigns. Updated campaign performance records and reporting sheets.
Apr 14, 2025	Monday	Conducted weekly competitor monitoring. Compared social media engagement and advertising strategies of competing brands.
Apr 15, 2025	Tuesday	Assisted in preparing customer engagement reports. Recorded interaction data from recent campaigns and promotional activities.
Apr 16, 2025	Wednesday	Coordinated customer testimonial campaign activities. Contacted selected riders and customers for participation in testimonial videos.
Apr 17, 2025	Thursday	Captured testimonial videos of riders and customers. Organized content files and submitted materials to the design team.

Apr 18, 2025	Friday	Followed up with the design team regarding testimonial video editing. Reviewed final content before publication.
Apr 19, 2025	Saturday	Holiday.
Apr 20, 2025	Sunday	Assisted in publishing testimonial content on social media platforms. Monitored audience engagement and campaign reach.
Apr 21, 2025	Monday	Prepared weekly campaign performance reports. Analyzed advertisement reach, impressions, and engagement metrics.
Apr 22, 2025	Tuesday	Monitored influencer campaigns and tracked performance across different content creators. Updated influencer monitoring records.
Apr 23, 2025	Wednesday	Assisted in budget tracking for active marketing campaigns. Compared campaign spending against performance outcomes.
Apr 24, 2025	Thursday	Conducted market research and competitor analysis. Reviewed industry trends and digital marketing activities in the ride-sharing sector.
Apr 25, 2025	Friday	Participated in campaign review meeting. Presented key findings from social media and influencer performance reports.
Apr 26, 2025	Saturday	Holiday.
Apr 27, 2025	Sunday	Assisted in preparing monthly performance summaries. Collected campaign data from advertisements, influencer campaigns, and social media activities.

Apr 28, 2025	Monday	Compiled monthly social media analytics report. Reviewed top-performing campaigns and audience engagement trends.
Apr 29, 2025	Tuesday	Organized campaign documentation and updated reporting databases. Assisted in preparing reports for management review.
Apr 30, 2025	Wednesday	Submitted monthly marketing performance report. Discussed campaign achievements, challenges, and improvement opportunities with supervisor.



Appendix D: Daily Activity Log (May 1, 2025 – May 28, 2025)

Date	Day	Activities Performed
May 1, 2025	Thursday	Reviewed April marketing performance reports. Assisted in setting campaign priorities for the month. Monitored active social media campaigns and advertisement performance.
May 2, 2025	Friday	Prepared weekly social media engagement report. Recorded impressions, reach, interactions, and engagement metrics across platforms.
May 3, 2025	Saturday	Holiday.
May 4, 2025	Sunday	Monitored Pathao Parcel lead generation campaigns. Updated campaign performance sheets and tracked lead acquisition results.
May 5, 2025	Monday	Conducted weekly competitor advertisement analysis. Reviewed promotional campaigns of competing ride-sharing and delivery platforms. Prepared competitor report for the team.
May 6, 2025	Tuesday	Assisted in tracking advertising budgets for active campaigns. Compared campaign spending with engagement and lead generation outcomes.
May 7, 2025	Wednesday	Reviewed influencer marketing campaigns. Verified content uploads and monitored engagement generated through sponsored content.
May 8, 2025	Thursday	Coordinated with content creators regarding pending deliverables. Updated influencer tracking sheets and prepared campaign performance summaries.

May 9, 2025	Friday	Participated in weekly marketing meeting. Presented findings from social media reports and influencer campaign performance.
May 10, 2025	Saturday	Holiday.
May 11, 2025	Sunday	Assisted in planning customer testimonial and rider engagement campaigns. Coordinated schedules with selected participants.
May 12, 2025	Monday	Captured rider testimonial videos for social media campaigns. Organized recorded files and documented participant information.
May 13, 2025	Tuesday	Coordinated with the design team regarding editing requirements for testimonial videos. Reviewed edited versions before publication.
May 14, 2025	Wednesday	Assisted in publishing testimonial content on social media platforms. Monitored audience engagement and campaign performance after posting.
May 15, 2025	Thursday	Prepared weekly performance reports. Analyzed engagement trends and identified top-performing posts and campaigns.
May 16, 2025	Friday	Conducted market research and competitor analysis. Reviewed emerging digital marketing trends and promotional activities in the industry.

May 17, 2025	Saturday	Holiday.
May 18, 2025	Sunday	Monitored active advertisements and lead generation campaigns. Updated reporting dashboards and campaign tracking records.
May 19, 2025	Monday	Reviewed influencer campaign results. Compared engagement metrics across creators and prepared a performance evaluation report.
May 20, 2025	Tuesday	Assisted in compiling monthly marketing data. Collected campaign results from advertisements, influencer activities, and social media platforms.
May 21, 2025	Wednesday	Coordinated with team members regarding ongoing campaigns and reporting requirements. Updated documentation and organized campaign records.
May 22, 2025	Thursday	Prepared summary reports for completed campaigns. Assisted in identifying key learnings and areas for improvement.
May 23, 2025	Friday	Participated in a weekly marketing review meeting. Discussed campaign outcomes, customer engagement, and future recommendations.
May 24, 2025	Saturday	Holiday.

May 25, 2025	Sunday	Organized marketing documents, reports, and campaign files. Updated internal records and ensured data accuracy for handover purposes.
May 26, 2025	Monday	Prepared final campaign performance summaries. Assisted in completing pending reporting tasks and documentation requirements.
May 27, 2025	Tuesday	Conducted cooperative education handover activities. Shared ongoing work status, reporting files, and campaign records with team members. Reflected on key learning experiences gained during the cooperative education.
May 28, 2025	Wednesday	Final day of cooperative education. Submitted final reports and completed documentation. Met with supervisor for cooperative education review and feedback. Expressed gratitude to team members and concluded cooperative education at Pathao Nepal.

Appendix II : Cooperative education photos



Figure 1: Working and Communicating with the design team



Figure 2: Customer Testimonials Photoshoot



Figure 3: Influencer branding contract with the company

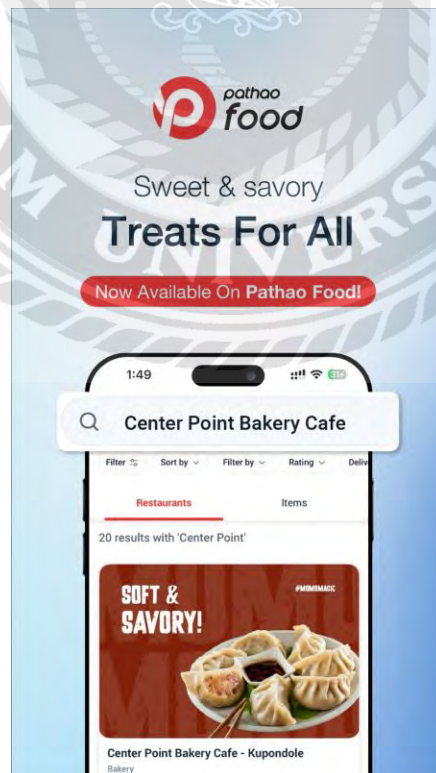


Figure 4: Social Media posting visuals



Figure 5: Digital Marketing meeting with members for new projects



Figure 6: A gift 'Notebook' from the company



Figure 7: Updating weekly reports

