



## **COOPERATIVE EDUCATION REPORT**

### ***Redefining Skincare Branding: Digital Content and Audience Engagement Strategies at Peachytonics***

**Written by**

Sophiea Prasai

Student ID: 6508040060

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**Title:** Redefining Skincare Branding: Digital Content and Audience Engagement Strategies at Peachytonics

**Written by:** Sophia Prasai

**Department:** Bachelor of Business Administration (Marketing)

**Academic Advisor:** Dr. Yhing Sawheny

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

**Oral Presentation Committee**



(Dr. Yhing Sawheny)

Academic Advisor



(Mr. Aseem Khatiwada)

Job Supervisor



(Mr. Ashutosh Mishra)

Cooperative Education Committee



(Asst. Prof. Maruj Limpawattana, Ph.D.)

Vice- President and Director of Cooperative Education Department

**Project Title:** Redefining Skincare Branding: Digital Content and Audience Engagement Strategies at Peachytonics.

**Credits:** 5

**Prepared by:** Ms. Sophiea Prasai

**Academic Advisor:** Dr. Yhing Sawheny

**Degree:** Bachelor of Business Administration

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### **Abstract**

The following report shows the full summary of my working position at Peachytonics. This working position allowed for heavy participation in internet advertising and the making of creative materials and how the brand communicates with others. During this training, active involvement was maintained by me in building visual digital materials and managing social networking platforms. Many people believe that internet advertising helps companies grow. Strategies for connecting with the audience and planning for campaigns were handled by the student. The online visibility of the brand was improved through various digital paths.

My position at the Peachytonics internship required many duties. Visual and written pieces were developed for the audience because engagement is important. The planning of social media campaigns and the checking of how people interact were important tasks. Experts claim that understanding the skincare market trends is necessary for a brand to survive. Research regarding the skincare market was conducted while brand storytelling helped make the identity of the company stronger. Cooperative work on promotional methods happened so that the growth of the brand could be supported.

A chance to use classroom lessons in a real business place was provided by Peachytonics. Academic studies about consumer behavior and branding were put into practice because real experience matters. Practical skills in content strategy and analyzing the audience were gained by

me through this hard work. It is believed that hands-on experience prepares a person for future jobs. This period of learning gave deep knowledge of the beauty industry which makes a person ready for future career paths. The professional strength of the students grew because of these digital brand positioning activities.

**Keywords:** skincare branding, digital marketing, content creation, audience engagement, social media management, brand communication, digital storytelling, consumer engagement



## **Acknowledgement**

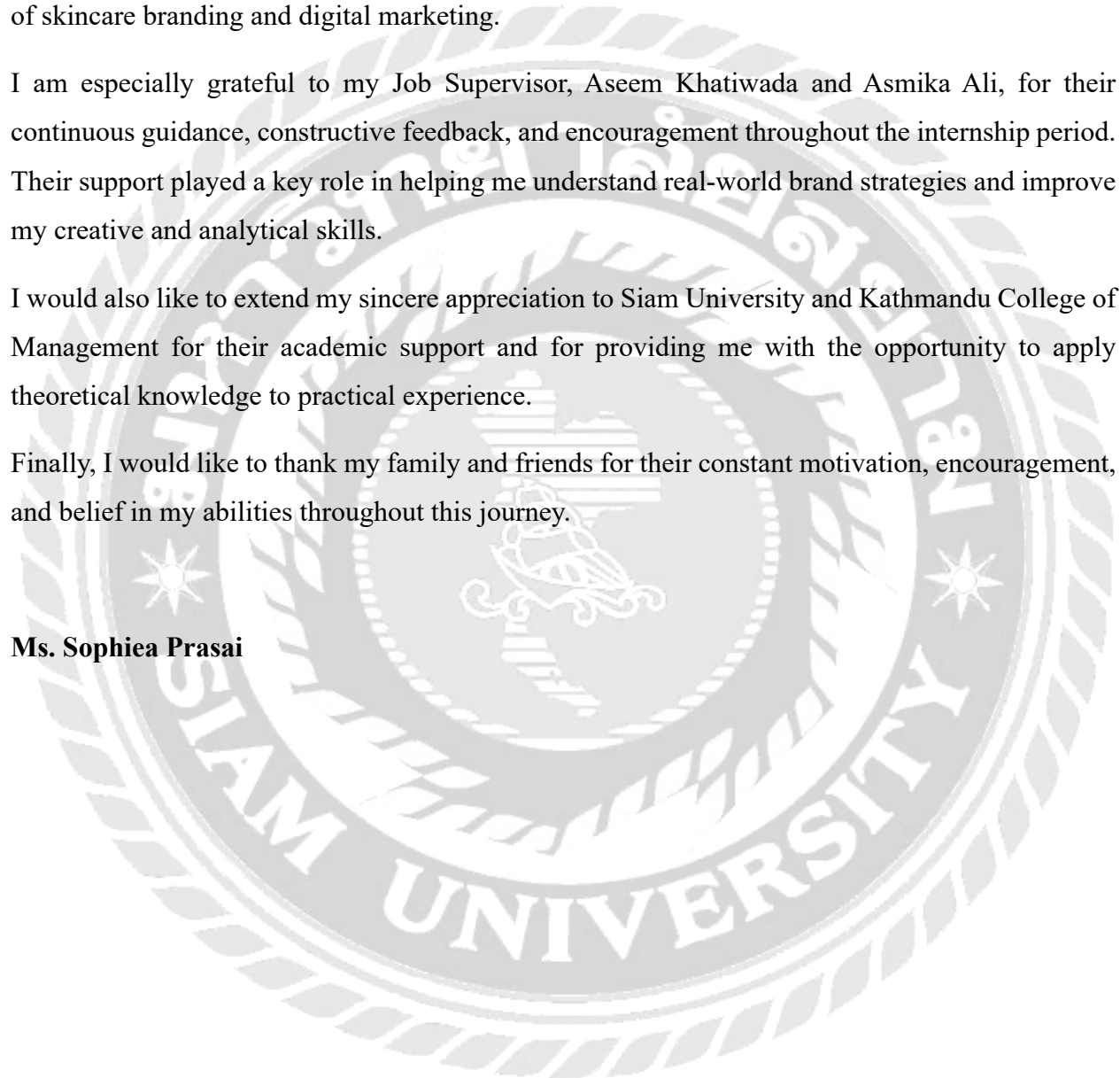
I would like to express my sincere gratitude to Peachytonics for providing me with the opportunity to complete my internship in content creation/writing, and brand communication. This experience has been highly valuable in enhancing my practical knowledge and professional skills in the field of skincare branding and digital marketing.

I am especially grateful to my Job Supervisor, Aseem Khatiwada and Asmika Ali, for their continuous guidance, constructive feedback, and encouragement throughout the internship period. Their support played a key role in helping me understand real-world brand strategies and improve my creative and analytical skills.

I would also like to extend my sincere appreciation to Siam University and Kathmandu College of Management for their academic support and for providing me with the opportunity to apply theoretical knowledge to practical experience.

Finally, I would like to thank my family and friends for their constant motivation, encouragement, and belief in my abilities throughout this journey.

**Ms. Sophiea Prasai**



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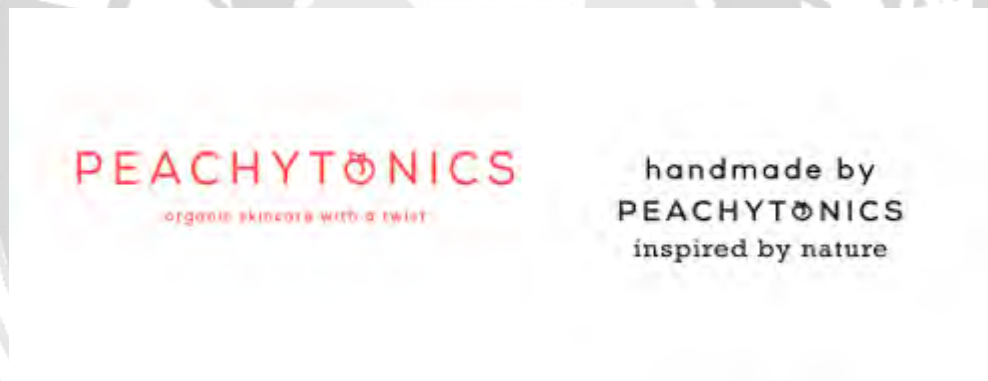
## List of Abbreviations

1. **R&D:** Research and Development

## 1. Introduction

**Peachytonics** is a premium skincare line based on the philosophy where **nature meets science**. Peachytonics specializes in producing high-end skincare products that combine organic components with scientific breakthroughs in formulations. The primary concern of Peachytonics is the development of premium skincare that improves the condition of one's skin while **being safe, innovative, and eco-friendly**. Peachytonics strives to change modern skincare standards by integrating wellness and science into its range of products. The company offers premium and unique products made using high-quality ingredients that can give exceptional experience to each consumer who prefers both premium skincare products and natural formulas.

Later, a brand extension, **Handmade by Peachytonics** was launched which focused on more natural alternatives focused on haircare and body care, and both the lines fall under the **Peach Productions Pvt. Ltd.**



*Figure 1: Peachytonics and Handmade by Peachytonics Logo*

### 1.1. Company Profile

Peachytonics is a Nepali luxury skincare brand found by **Ms. Asmika Ali and Mr. Aseem Khatiwada**. The brand is built on the philosophy of bridging the gap between nature and science by combining the healing power of natural ingredients with scientifically developed skincare formulations. Its mission is to create gentle yet highly effective skincare products that support healthy, radiant skin while maintaining a clean and conscious beauty approach.

In its early stage, Peachytonics outsourced its formulation process as the founder had not yet developed formal expertise in skincare science. However, after pursuing studies at Formula Botanica, Ms. Asmika Ali gained in-depth knowledge of cosmetic formulation and skincare

science. This learning journey enabled her to transition from outsourcing to developing her own formulations in-house, significantly strengthening the brand's identity and product authenticity.

Today, Peachytonics stands as a growing skincare brand that emphasizes innovation, ingredient integrity, and scientific formulation while staying rooted in natural and organic skincare values.

### ***1.1.1. Vision***

The vision of Peachytonics is to evolve into a world-class luxury clean skincare brand that combines the benefits of nature and science in a way that redefines beauty in the modern era. In addition, the goal of the brand is to establish an unprecedented benchmark in terms of providing advanced and conscious products that guarantee long-term skin health and holistic wellbeing.

By consistently innovating and growing its business, which includes expanding its line of products via its brand extension called Handmade by Peachytonics, the company aspires to create a safe and reliable universe of natural and science-backed personal care items.

### ***1.1.2. Mission***

The vision of Peachytonics is to develop a skincare brand whose products would combine the best qualities of nature and science, deliver not only effective skincare products but also always ensure consumer safety and product integrity. In other words, the company aspires to develop innovative beauty items that promote radiant skin and a healthy lifestyle and to promote a comprehensive approach to self-care and wellness.

### ***1.1.3. Core Values***

Peachytonics work on **four** core values and they are as follows:

- **Integration of Nature and Science:** The company is committed to harmonizing natural ingredients with scientifically validated formulations to develop safe, effective, and high-performance skincare products.
- **Ingredient Integrity and Transparency:** Peachytonics emphasizes the use of clean, ethically sourced, and high-quality ingredients, ensuring transparency and prioritizing consumer safety and skin health

- **Innovation and Continuous Development:** The brand upholds a strong commitment to research, innovation, and continuous learning to enhance product formulation and align with advancements in skincare science.
- **Conscious and Holistic Approach to Beauty:** Peachytonics promotes a holistic approach to skincare by encouraging mindful self-care practices that support overall skin wellness and long-term dermatological health.

#### 1.1.4. Product Portfolio

The following two tables showcase the products of Peachytonics and Handmade by Peachytonics, tallying to total of **61 products** including variations combined, 17 in Peachytonics and 44 in Handmade by Peachytonics.

| S.No | Product Name   | Description  |
|------|----------------|--|
| 1    | Radiate        | A glow-enhancing formula that revitalizes dull skin for a luminous complexion. |
| 2    | Unclog         | A deep-cleansing treatment that helps clear pores and reduce buildup.          |
| 3    | Brighten       | A skin-refining product designed to improve radiance and even out skin tone.   |
| 4    | Hydrate        | A moisture-boosting formula that replenishes and maintains skin hydration.     |
| 5    | Dew Drops      | A lightweight serum that delivers an instant dewy, fresh glow to the skin.     |
| 6    | Witch's Potion | A targeted treatment blend that helps calm blemishes and purify skin.          |

| S.No | Product Name             | Description  |
|------|--------------------------|--|
| 7    | Yogurt Smoothie          | A nourishing mask that softens and smooths skin using gentle exfoliation.      |
| 8    | Youth Cream              | An anti-aging moisturizer that supports firmness and youthful skin texture.    |
| 9    | Pumpkin Glow Mask        | An enzymatic mask that gently exfoliates and enhances natural glow.            |
| 10   | Barrier Butter           | A rich balm that strengthens the skin barrier and locks in moisture.           |
| 11   | Don't Fret, Hydrate!     | A soothing hydration treatment that calms and restores dry skin.               |
| 12   | Superfood Mask           | A nutrient-rich mask that revitalizes and nourishes tired skin.                |
| 13   | Deep Detox Mask          | A purifying mask that removes impurities and unclogs pores deeply.             |
| 14   | Exfoliate                | A resurfacing treatment that removes dead skin cells for smoother skin.        |
| 15   | Cleanse                  | A gentle cleansing formula that removes dirt, oil, and impurities effectively. |
| 16   | Brighten and Soothe Mask | A calming mask that reduces dullness while soothing irritation.                |
| 17   | Moisturize               | A hydration-locking formula that keeps skin soft, supple, and nourished.       |

Table 1: Product list of Peachytonics

| S.No | Product Name           | Description   |
|------|------------------------|---|
| 1    | Immuni-tea             | A wellness herbal infusion designed to support immunity and overall health. |
| 2    | Femini-tea             | A herbal blend formulated to support feminine wellness and balance.         |
| 3    | Madame Body Oil        | A luxurious body oil that deeply nourishes and softens the skin.            |
| 4    | Vanilla Body Oil       | A lightweight, hydrating oil infused with a warm vanilla fragrance.         |
| 5    | Baccarat Body Oil      | A rich aromatic body oil inspired by a luxurious signature scent profile.   |
| 6    | Oud Body Oil           | A deep, woody-scented body oil offering intense hydration and elegance.     |
| 7    | Rose Milk Body Scrub   | A gentle exfoliating scrub that smooths skin and enhances softness.         |
| 8    | Vanilla Body Scrub     | A nourishing scrub that exfoliates while leaving a warm vanilla scent.      |
| 9    | Brightening Body Scrub | An exfoliating treatment that helps improve skin radiance and tone.         |
| 10   | Mocha Scrub            | A coffee-based scrub that exfoliates and revitalizes the skin.              |

| S.No | Product Name                  | Description   |
|------|-------------------------------|---|
| 11   | Vanilla Body Butter           | A rich moisturizer that deeply hydrates and softens dry skin.           |
| 12   | Rose Milk Body Butter         | A nourishing body butter that soothes and moisturizes the skin.         |
| 13   | Brightening Body Butter       | A skin-enhancing butter designed to improve glow and even tone.         |
| 14   | Coffee Body Butter            | A caffeine-infused moisturizer that firms and energizes the skin.       |
| 15   | Scalp Tonic                   | A treatment that supports scalp health and strengthens hair roots.      |
| 16   | Shampoo Bar                   | A solid cleansing bar designed for gentle and sustainable hair washing. |
| 17   | Rose and Milk Soap            | A softening soap that cleanses while nourishing the skin.               |
| 18   | Neem Clarifying Soap          | An antibacterial soap that helps clarify and purify skin.               |
| 19   | Neem and Tea Tree Loofah Soap | An exfoliating cleansing soap that helps control acne and impurities.   |
| 20   | Cinnamon Coffee Soap          | A stimulating soap that exfoliates and improves circulation.            |
| 21   | Kojic Acid Soap Big           | A brightening soap that helps reduce pigmentation and dark spots.       |
| 22   | Kojic Acid Soap Small         | A travel-size brightening soap for pigmentation control.                |

| S.No | Product Name              | Description   |
|------|---------------------------|---|
| 23   | Decongest Salt            | A detoxifying bath salt that helps relax muscles and cleanse skin.        |
| 24   | Rani Sallo Soap Tray      | A decorative soap tray designed for elegant product presentation.         |
| 25   | Sweet Vanilla Soap        | A gentle cleansing soap with a warm and sweet vanilla fragrance.          |
| 26   | You're in a Bakery Candle | A scented candle that creates a warm, bakery-like aromatic ambiance.      |
| 27   | You're in a Spa Candle    | A calming candle is designed to create a relaxing spa atmosphere.         |
| 28   | You're in a Forest Candle | A nature-inspired candle that evokes a fresh forest aroma.                |
| 29   | Manifesting Candles       | Aromatherapy candles are designed for relaxation and intention setting.   |
| 30   | Smudge Stick              | A cleansing stick is used for energetic purification and aroma cleansing. |
| 31   | Rose Milk Bath Soak       | A floral bath soaks and softens the skin.                                 |
| 32   | You're in a Spa Bath Soak | A relaxing soak designed to recreate a spa-like bathing experience.       |
| 33   | Soothe Me Bath Soak       | A calming bath blend relieves stress and relaxes muscles.                 |
| 34   | Vanilla Bath Bomb         | A fizzy bath product that hydrates and perfumes the skin.                 |
| 35   | Detox Bath Bomb           | A cleansing bath bomb that helps remove toxins and refresh the body.      |

| S.No | Product Name          | Description   |
|------|-----------------------|---|
| 36   | Flower Bath Bomb      | A floral-infused bath bomb that softens and nourishes skin.             |
| 37   | Ghee Protein          | A nourishing supplement inspired by traditional wellness nutrition.     |
| 38   | Honey Hair Oil        | A hydrating hair oil that strengthens and nourishes the scalp and hair. |
| 39   | Matcha and Hemp Soap  | A detoxifying soap enriched with antioxidants for skin health.          |
| 40   | Honey and Oats Soap   | A gentle exfoliating soap that soothes and moisturizes skin.            |
| 41   | Bubble Maker          | A bath accessory is designed to enhance foam and bathing experience.    |
| 42   | Aura Cleanse Soap     | A cleansing soap is designed for refreshing and purifying the skin.     |
| 43   | Lash Tonic            | A strengthening treatment that supports lash growth and health.         |
| 44   | Honey Butter Lip Mask | A deeply hydrating lip treatment that softens and repairs dry lips.     |

Table 2: Product list of Handmade by Peachytonics



*Figure 2: Some Peachytonics' Product*

#### ***1.1.5. Strategic Alignment and Partnership***

Peachytonics is growing in its market. Making its brand more well known by working with special stores that sell nice cosmetics and handmade products from Nepal. The company is putting its skincare products in these stores so it can reach people who like things that are made locally and are good for them. Peachytonics is also making sets of products that are like fancy gifts, which tourists and people who care about the environment will like because they are authentic and good quality.

Now Peachytonics is working with some popular stores and creative people in the area to make its business stronger. The company is working with **The Local Project**, which's a marketplace that sells sustainable and authentic Nepalese products and this goes along with what Peachytonics believe in. Peachytonics is also working with **The Makeup Factory and Pasa: The Concept Store**, which're nice stores where the brand can sell its products. By working with these companies Peachytonics can sell its products in places and show that it is a leading brand that makes good skincare products and is part of the local community.



Figure 3: PASA, TLP and TMF Logo

## 1.2. Organizational Structure

Peachytonics follows a hierarchical organizational structure where different departments operate under specialized functions such as **manufacturing, sales, marketing and branding**.

### 1.2.1. Diagram of the Organizational Structure

The diagram below is the hierarchical organizational structure of **Peach Productions Pvt. Ltd.** (Peachytonics and Handmade by Peachytonics).

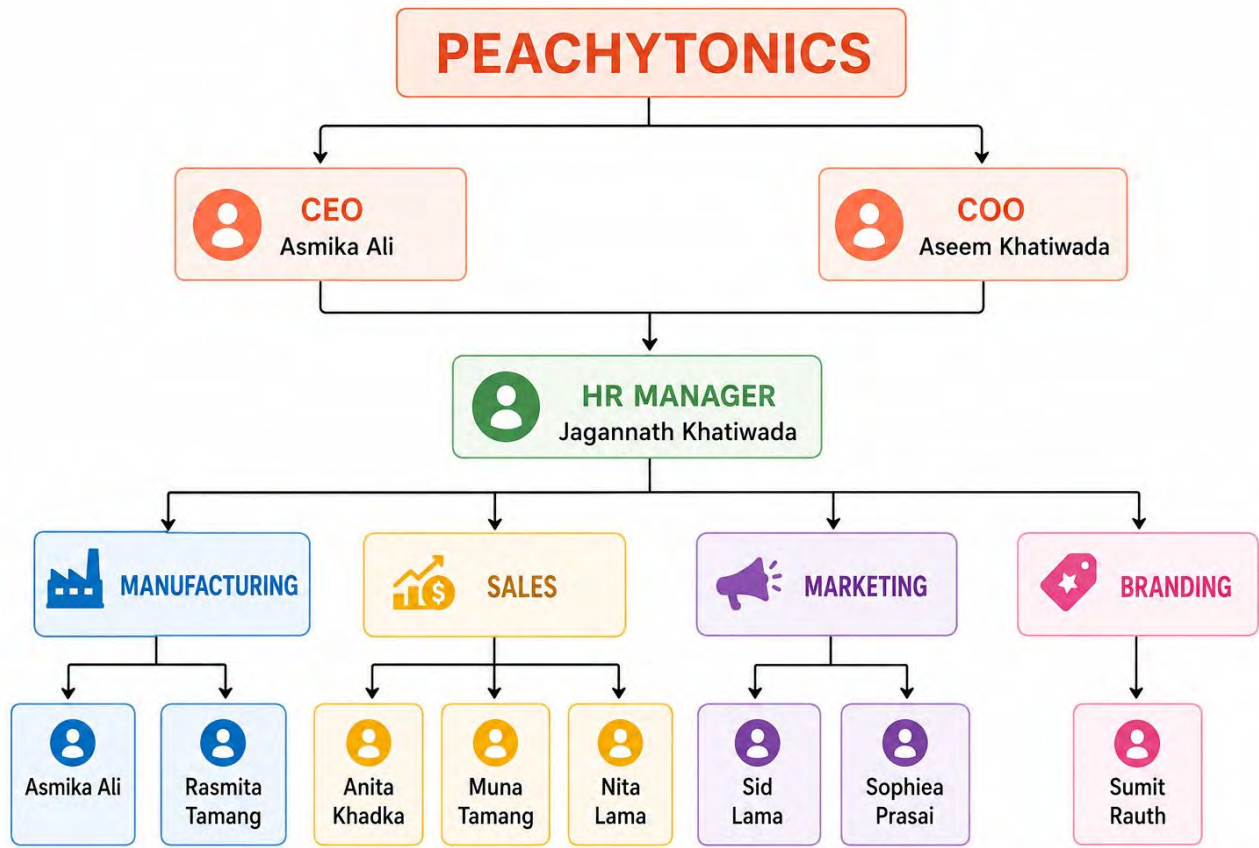


Figure 4: Organizational Structure of the Team

As such, Peachytonics has a well-established hierarchy that is geared towards achieving their business objectives and mission statement as a luxury, clean skincare company. At the top is the **Chief Executive Officer (CEO), Asmika Ali**, who oversees the overall strategy of the company, and then there is the **Chief Operations Officer (COO), Aseem Khatiwada**, who is tasked with ensuring optimal performance in each sector. The individual tasked with facilitating smooth collaboration between the executives and executioners of the company is the **Human Resource Manager, Jagannath Khatiwada**. These departments include the manufacturing department, which is focused on scientific research and production; the sales department, which aims at maximizing income; marketing, which focuses on the creation of an image of luxury for the company; and branding, which focuses on aesthetics.

### ***1.2.2. My Job Position***

The position of Content Creator & Writer, which involved working with both the Marketing and Branding teams, entailed taking the brand's mission of merging nature with science and turning it into content form to reach audiences. As part of my job, I crafted strategic copies for different customer contact points like social media campaigns, ecommerce listings, and educational newsletters. I coordinated all the brand's content plans according to its product focuses, using tools such as Canva for visual cohesion and CapCut for producing multimedia content. Moreover, to develop an authentic and trustworthy brand voice, I made complicated ingredient science more understandable to consumers by explaining the skin benefits provided by different active ingredients, from Glycolic Acid to Tea Tree Oil.

As part of my efforts to engage the audience and generate brand loyalty, I ran community channels and created an environment where customers felt comfortable expressing their thoughts. I formulated transparency-based writing styles focused on behind-the-scenes formulation and raw ingredient sourcing to make clear the concept of clean skincare for our community members. Finally, by maintaining consistency throughout all content formats, I made a direct contribution towards community building and customer loyalty for Peachytonics as a premium brand.

### ***1.2.3. My Job Position in the Organizational Structure***

As part of the main Marketing department, my job acted as a key link between the technical developers of our products and the consumers themselves. Being an execution part of the branding pyramid, I was able to interact directly with the management of marketing and own the brand voice on all platforms available online. It was essential for me to work in close collaboration with other departments, turning the technical ideas provided by the cosmetic chemist into clear content. This also included working together with the visual team, making sure that all visual media developed using Canva and CapCut fit our brand image.

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

It's my keen interest in how innovative local businesses expand through combining real brand stories with innovation in operations that partly led me to study my cooperative education in Peachytonics. Operating as a forerunner in Nepal's luxury clean beauty industry, Peachytonics

provided an excellent platform to me to bring out and develop my skills in digital marketing, strategic content planning, brand management etc. The critical transition of the product from being manufactured by third parties to being engineered in-house (directed by unapologetically high standards of Formula Botanica) was an exceptionally enlightening exposure. I was truly encouraged to join the team of a company that had been actively showcasing the future of contemporary skincare by progressive "where nature meets science" approach. I desired to work in such an environment where I could actively close the gap between extreme high level of theory and advanced business principle with innovative consumer execution and observe how a top-notch brand can hold editorial and visual brand values/specificity across multiple product lines and spin off dedicated sub-brands.

#### ***1.4. Strategic Analysis of the Company***

Peachytonics is considered a serious competitor in the high-end clean skin care sector due to the unusual combination of natural ingredients and scientifically formulated products. The company places a high priority on quality, sustainability and innovation as part of their commitment, which provides the foundation for a brand identity that appeals to purchasers interested in utilizing a clean and safe method to take care of their skin. Nonetheless, as an evolving company, Peachytonics faces challenges about obtaining a foothold within a market, high production costs, and charge premium pricing.

A growing worldwide need for cleaner beauty products creates an ideal opportunity to grow via global distribution channels, international expansion, and new products development. There are many competitors in the same category as Peachytonics, and shifts in consumer preferences, increasing material costs, and stricter government regulations may also present future risks to the company's profitability. If Peachytonics continues to supply customers with innovative products and expands its premium brand image, it is clear that it can become an innovative skincare manufacturer with strong growth potential.



Figure 5: SWOT analysis

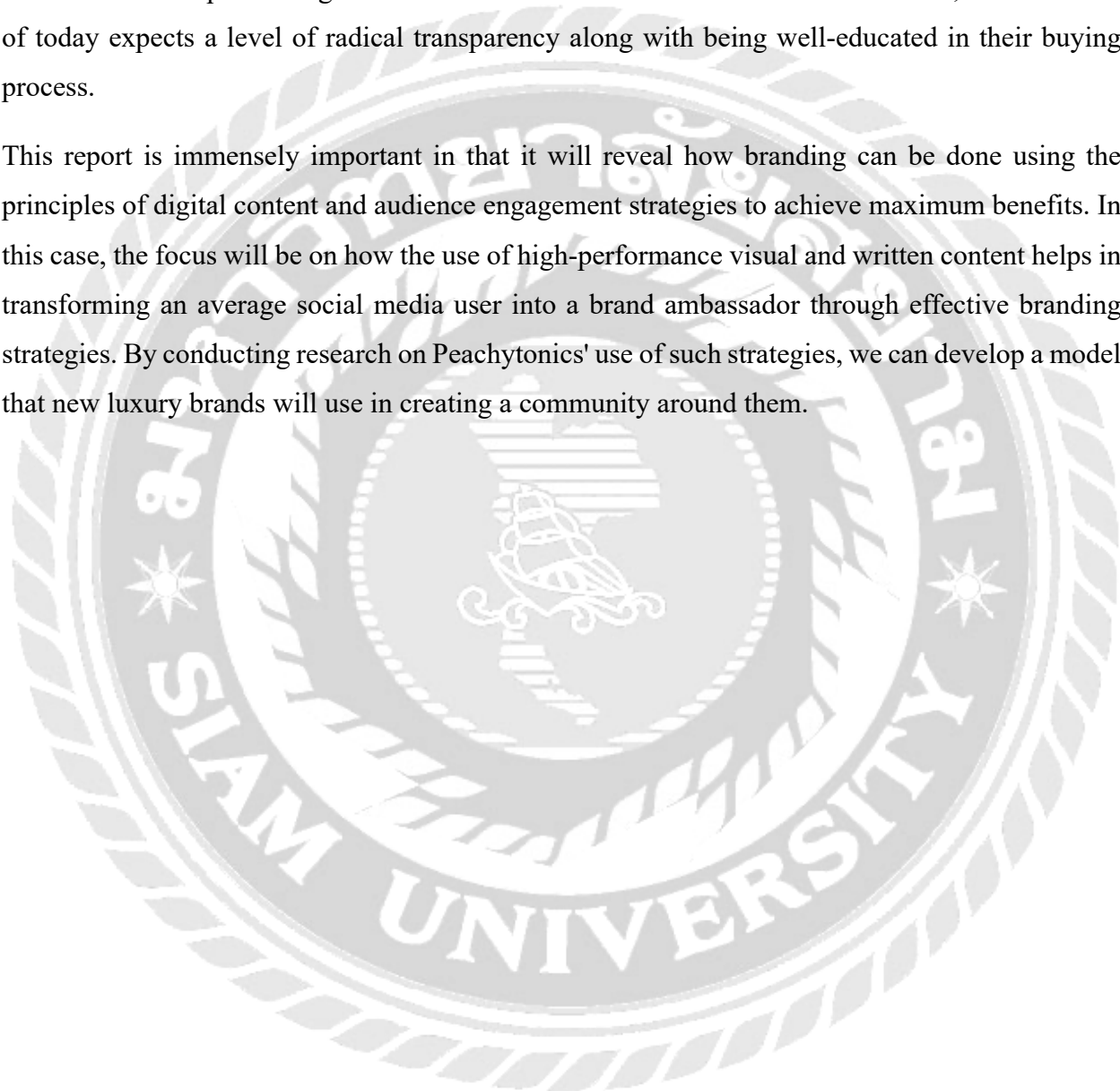
### 1.5. Objectives of Co-op Studies and Significance

The goal of this cooperative study is to connect practical marketing methods used by contemporary businesses with traditional marketing theories of business institutions. By stepping into the role of a Content Creator and Writer at Peachytonics. The study aims to achieve the following specific goals:

- To evaluate the methods a new clean luxury skincare company uses to enter a market via digital channels.
- To evaluate the effectiveness of using two types of multimedia production software (Canva & CapCut especially) for transforming complex scientific vocabulary into consumer-friendly word and image files.
- To analyze the dynamics of real-time audience participation through social media planning & consumer behavior analysis.
- To evaluate the process to establish strategic relationships within local areas to develop brand recognition and physical market distribution.

The decision to research the topic "**Redefining Skincare Branding: Digital Content and Audience Engagement Strategies at Peachytonics**" arises out of the dynamic state of the contemporary beauty industry. In an environment where the skincare market trends are constantly evolving, knowing about them is imperative for any company to thrive. Unlike earlier consumers who would make purchasing decisions based on the advertisements shown to them, the consumer of today expects a level of radical transparency along with being well-educated in their buying process.

This report is immensely important in that it will reveal how branding can be done using the principles of digital content and audience engagement strategies to achieve maximum benefits. In this case, the focus will be on how the use of high-performance visual and written content helps in transforming an average social media user into a brand ambassador through effective branding strategies. By conducting research on Peachytonics' use of such strategies, we can develop a model that new luxury brands will use in creating a community around them.



## 2. CO-OP Study Activities

### 2.1. *My Job Description*

In my role as a **Content Creator and Writer** for Peachytonics, my main job was to capture the essence of the company philosophy, that is, the merging of natural elements with scientific advancements in skincare into a compelling story via the medium of digital platforms. In this capacity, which falls under the purview of the marketing and branding teams, I had to employ different forms of content creation ranging from using Canva and other creative design software to create high-quality graphics to editing videos for social media marketing via software such as CapCut. My work also included performing comprehensive skincare research to understand current market trends, monitoring consumer engagement in real time and brand storytelling to maintain the premium appeal of the luxury skincare company. The collaborative efforts in employing different marketing techniques helped ensure editorial and visual consistency across all digital platforms.

### 2.2. *My Job Responsibilities*

The responsibilities that were involved in my internship are quite insightful and diverse. They are as follows:

- a. **Multimedia Content Creation:** Employed creative design applications such as Canva to create professionally designed visuals and CapCut to generate visually stunning videos for use on social media.
- b. **Content Creation for Brand Storytelling & Digital Copywriting:** Successfully interpreted the brand philosophy of Peachytonics through written stories and educational digital copy by incorporating the connection between organic nature and science.
- c. **Campaign Development & Implementation:** Involved in campaign development and implementation of social media strategies for increasing digital visibility and engagement levels.
- d. **Market Trend Analysis:** Carried out regular research on skincare market trends to keep up with current industry trends.
- e. **Monitoring Audience Engagement Levels:** Monitored consumer engagements in real time and used their feedback as guidance for future digital content production.

**f. Collaboration:** Collaborated within the marketing, branding, and sales teams in developing promotional techniques while maintaining consistency in terms of visual and editorial content across all digital channels.

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

The specific kind of coordination that I had with individual departments included:

**Coordination with Marketing (Sid & Sophiea):** I was closest to the marketing team as far as coordination in planning, execution, and evaluation of social media campaigns is concerned. My coordination involved collaboration with Sid and Sophiea in creating content calendars, assessing metrics for consumer engagement, and developing a strategic approach to copy writing.

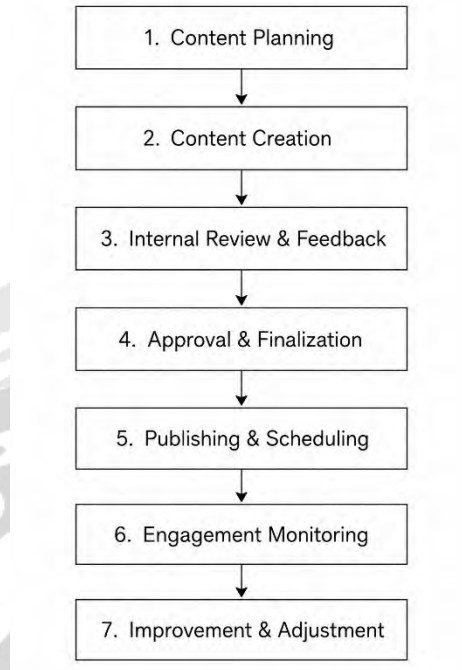
**Coordination with Branding (Sumit):** It is important that all the online elements of our marketing strategy should blend with our premium branding strategy and hence I coordinated heavily with the Branding team. I collaborated with Sumit to ensure that my videos and written materials matched the luxurious designs used by him in the branding process.

**Coordination with Manufacturing (Asmika & Rasmita):** I coordinated with Asmika & Rasmita in manufacturing to develop our brand story in terms of the technical aspect of skin care science. This included understanding how formulations and ingredients are chosen and created and then creating content.

**Sales Coordination (Anita, Muna, & Nita):** To make sure that our digital activities were helping us to make money and reach out into the marketplace, I worked with the sales department. By staying in touch with Anita, Muna, and Nita, we ensured that our digital strategies complemented our social media promotion techniques to increase sales.

### **2.4. *My Job Processes***

The execution of my responsibilities as a Content Creator and Writer followed a structured, seven-stage operational lifecycle designed to ensure all output met Peachytonics' premium standards while maximizing digital audience engagement.



*Figure 6: My Job Process*

**Content Planning:** The workflow initiated with comprehensive market trend research and strategic brainstorming. In this phase, I collaborated with the marketing team (Sid and Sophia) to establish content pillars, map out social media calendars, and align upcoming topics with active product campaigns or specific ingredient highlights.

**Content Creation:** Once the plan was solidified, I transitioned into active production. This step involved drafting education-based copies and utilizing creative tools like Canva for visual graphics and CapCut for editing high-quality, engaging video reels tailored to our target consumer demographics.

**Internal Review & Feedback:** Before any piece of content was cleared by the public, it underwent an internal peer evaluation. Drafts, visual assets, and text layouts were shared with teammates across the branding (Sumit) and marketing departments to check for visual consistency, structural alignment, and brand voice accuracy.

**Approval & Finalization:** Following the integration of team feedback, the refined assets were submitted to upper management for formal approval. This phase ensured that all scientific claims

regarding manufacturing formulations were verified and that the content strictly mirrored the brand's luxury, clean-beauty positioning.

**Publishing & Scheduling:** Once the content had been cleared by management, it was prepared and scheduled using digital tools. We strategically timed the release of our content so that it reached target demographics during optimal times.

**Engagement Monitoring:** Following its launch, I carefully analyzed how the audience responded to our articles. By monitoring engagement in real time, examining community reactions, and studying performance metrics, I assessed the effectiveness of our communication strategy.

**Improvements & Adjustments:** In this final step, we completed the process by taking the data collected and translating it into tangible action steps. Using information gained from the engagement of our consumers, I improved upon aspects of the campaign such as message style and copy format.

## ***2.5. Contribution as a Co-op Student in the Company***

As a Co-op student, I made proper significant contributions to the digital side of the organization.

**Exquisite Visual Content Creation:** Designed and created top-quality visuals and video content using design programs such as Canva and CapCut to achieve a consistent and premium look on social media platforms.

**Clarified Complicated Skincare Ingredients:** Explained the complicated process behind product formulations and provided information about ingredients in an easy-to-understand manner, emphasizing the brand's unique selling point of nature and science fusion.

**Enhanced Consumer Engagement and Trust:** Developed creative digital strategies focused on engaging consumers with educational material in real-time and building brand communities based on trust.

**Conducted Thorough Market Analysis:** Conducted research on current skincare trends and the dynamics within the market through a systematic approach to keep digital assets up-to-date and relevant.

**Data Analysis for Optimizing Results:** Analyzed performance metrics from social media platforms to optimize digital marketing campaigns in the future based on real data.

**Encouraged Team Collaboration:** Worked effectively with other functional departments including Manufacturing to confirm ingredients' information, Sales in retail distribution and Branding for keeping consistent luxury aesthetics.



### 3. Learning Process

#### 3.1. *Problem/Issues of the Company*

Below are some of the most critical issues related to the company:

- **The High Costs of Production and Susceptibility to High Pricing:** With the fundamental philosophy of blending nature and science, the company uses premium materials for its products, resulting in high production costs. This leads to the need for premium pricing, making its goods less affordable to those who are sensitive to prices.
- **Difficulty Synchronizing Growth with Quality Control:** As the firm attempts to scale up physically and establish distribution channels, it has trouble scaling up production while ensuring quality control and using safe ingredients.
- **Poor Recognition in Highly Competitive Industry:** The industry is crowded with large corporations from all around the world that spend a lot of money on marketing. Thus, with the lack of recognition, the company must rely on aggressive digital strategy to win consumer confidence.
- **Heavy and Continuous Resource Commitment towards R&D:** Given that the luxury positioning must be upheld along with the competitive formula, heavy investment is needed for R&D.
- **Vulnerability to Macroeconomic Influences and Economic Fluctuations:** Since this is a premium skin care range and requires discretionary income for purchases, it is highly sensitive to economic influences. Furthermore, there is need for constant innovation within the beauty industry due to changing trends.

#### 3.2. *Proposed Solutions*

The proposed solutions are as follows:

- **Efficient Sourcing & Introduction of Affordable Product Lines:** To manage high manufacturing costs, Peachytonics should establish direct business relationships with local organic farms in Nepal to ensure consistent pricing of raw materials and reduce their dependence on imports. Moreover, to combat its vulnerability due to high price ranges, could create an entry-level "gateway" product line of travel packs or basic cleansers available at affordable prices for price-conscious consumers.

- **Phased Manufacturing Growth & Quality Control Mechanisms:** To effectively manage bottlenecks related to scaling of production, Peachytonics should employ semi-automated manufacturing processes coupled with robust SOPs during each phase of production. With the help of phased manufacturing growth and batch testing mechanisms, the company can effectively boost production volume while maintaining complete quality control and ensuring consistent formulations and safe ingredients.
- **Localized Narrative Content & Community-Based Marketing Approach:** To tackle issues related to competitive pressure and low brand awareness, Peachytonics should leverage its unique positioning as a premium home-grown brand. Marketers need to focus heavily on content that is designed to generate consumer confidence such as behind-the-scenes videos and educational campaigns on active botanical ingredients.
- **Implementing Agile Product Development Lifecycle for Effective R&D and Resource Allocation:** To ensure that the investment made on R&D in the company becomes more effective and efficient, an agile development lifecycle process must be followed. Since real-time feedback is collected by the sales and marketing team, it would allow the R&D team to solely concentrate on those product formulations which are highly demanded scientifically.
- **Creating an Omni-channel Revenue Model:** To protect the organization from any possible threat caused by fluctuations in the economy and other macro-environment factors, Peachytonics needs to make sure that its revenue sources are diversified. Having its operations spread over premium e-commerce websites as well as concept stores will help. In addition to this, there should be an adaptable database maintained by the content and branding team.

### ***3.3. Recommendations to the Company***

The following are the recommendations I provided for Peachytonics:

**Optimizing Sourcing and Setting up Effective Pricing Strategy:** To address the issue of expensive production, Peachytonics should form direct business relationships with local agricultural cooperatives in Nepal for sourcing organic ingredients. Furthermore, producing travel-sized products or even developing an affordable skincare range can attract economically prudent consumers without affecting the main luxurious branding concept.

**Scaling the Technical Infrastructure:** For effective scaling of operations, Peachytonics needs to develop a web-based inventory and tracking software to ensure proper formulation consistency as production output increases.

**Marketing with Data-Based Approach:** With a unique value proposition that promotes a homegrown luxurious product, the marketing department must maximize on that aspect through targeted campaigns. Feedback loops and automated performance analysis of digital content marketing will enhance consumer experience.

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

While pursuing internship at Peachytonics, I managed to learn many practical lessons on corporate content lifecycle management through understanding the importance of managing a whole digital media cycle. In this regard, it was made possible for me to know how to move from trend forecasting based on data, as well as the actual asset creation process, towards multi-channel publication timing and real-time engagement measurement. Additionally, this assignment offered me many strategic insights on the issue of brand positioning by helping me learn how to position a startup as a luxury brand within a highly competitive market through consistent visuals and effective storytelling. Lastly, it is important to acknowledge the lessons that I learned about the mechanics of inter-departmental functioning, where I learned that it is imperative for individual departments to communicate within a company for success.

### ***3.5. How I Applied the Knowledge from Coursework to the Real Working Situation***

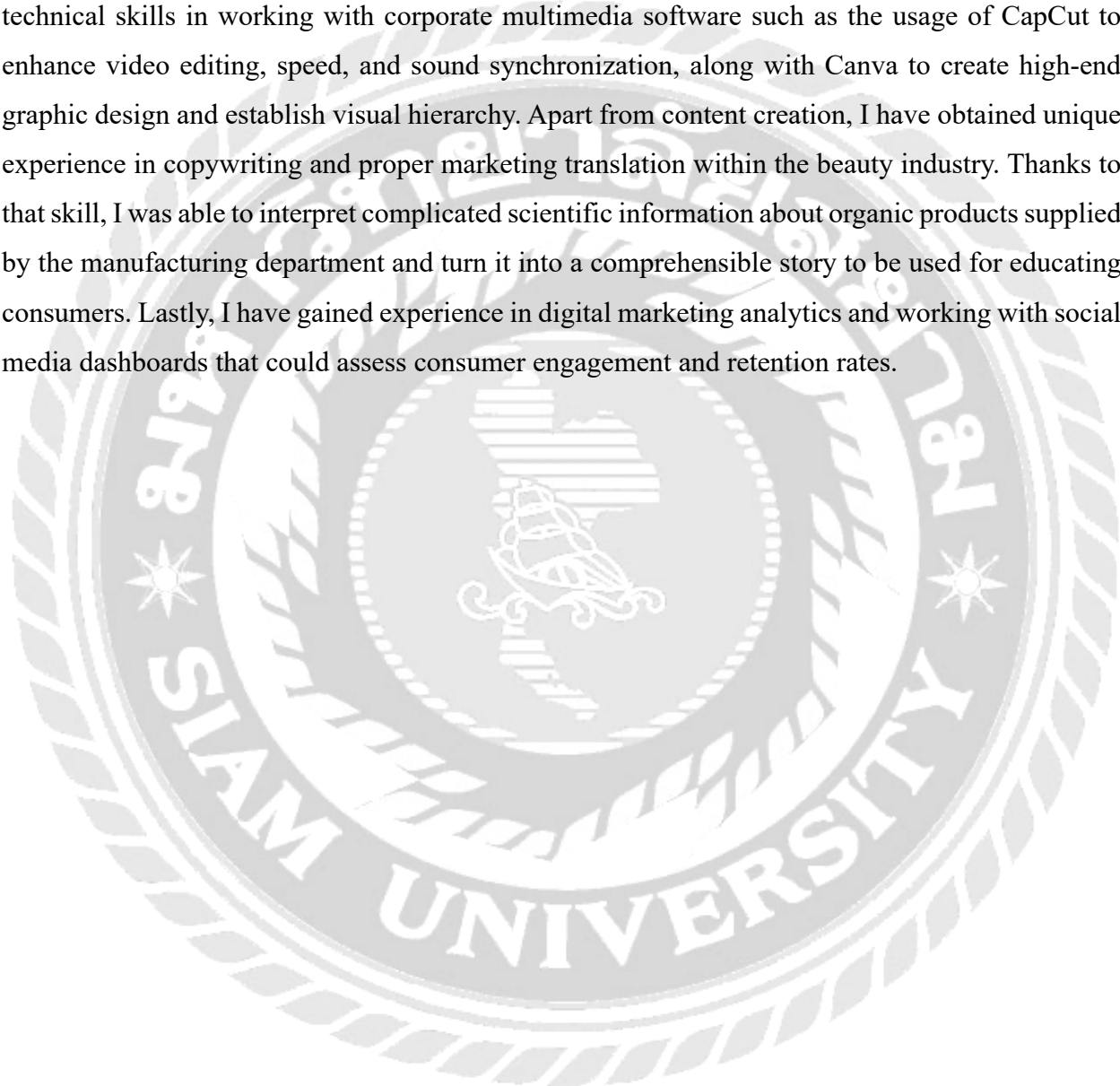
In terms of successfully connecting my academic knowledge to practical operations, during the Co-Op experience, I applied key concepts related to marketing and strategic management taught during my Bachelor of Business Administration studies to adapt all our digital materials and writing to the expectations of the consumer market. In addition, due to the ability to use my knowledge about strategic frameworks and approaches, I was able to examine the competitive environment of our startup and assess the potential threats we were facing from the large beauty brands.

As a result of using a strictly business-oriented and analytical approach based on technical computing frameworks, I applied my knowledge of data-driven marketing strategies to collect, analyze, and evaluate all necessary metrics of social media performance and customer interactions. Using consumer behavior theories, I was able to translate the gained audience insights into the

actions that helped to improve our digital marketing operations. Moreover, using operational management concepts, I helped the company optimize its seven-step content creation process.

### ***3.6. Special Skills and New Knowledge Obtained***

Due to my involvement as a Content Creator and Writer with Peachytonics, I gained unique technical skills in working with corporate multimedia software such as the usage of CapCut to enhance video editing, speed, and sound synchronization, along with Canva to create high-end graphic design and establish visual hierarchy. Apart from content creation, I have obtained unique experience in copywriting and proper marketing translation within the beauty industry. Thanks to that skill, I was able to interpret complicated scientific information about organic products supplied by the manufacturing department and turn it into a comprehensible story to be used for educating consumers. Lastly, I have gained experience in digital marketing analytics and working with social media dashboards that could assess consumer engagement and retention rates.



## **4. Conclusion**

### ***4.1. Summary of Highlights of My Co-op Studies at Peachytonics***

My Co-Op experience at Peachytonics became one of the most crucial steppingstones in my personal and professional journey, as it allowed me to connect academic knowledge about marketing with real-life business processes. Being responsible for all stages of digital media production provided an opportunity for me to control the entire process of transferring the complex science behind skincare into visually and textually compelling marketing materials. The key point of my placement was the use of theories of consumer behavior and market segmentation to build a unique story about the luxurious and sustainable skincare line.

In addition, working with other departments such as manufacturing, sales, and branding provided me with invaluable insights into the functioning of independent organizational structures and the way they work together to foster business success. Learning how to use advanced multimedia tools, writing marketing copies on a scientific basis, and applying digital dashboards for optimizing marketing strategies allowed me to develop a solid foundation for future marketing career success.

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

Moreover, participating in the cooperative education program at Peachytonics offered an ample opportunity to evaluate myself as a marketer, forcing me to adjust to a fast-moving startup environment. This experience allowed me to test the effectiveness of my acquired theoretical knowledge related to the design and implementation of marketing strategies, consumer behavior, and the creation of business processes. By having to reconcile creativity with the need for performance measurement, I gained valuable insight regarding data-based marketing approaches. Thus, I became convinced that the proper management of a brand is only possible through its integration of creativity and performance evaluation. Ultimately, this work confirmed my career choice, allowing me to increase my self-confidence in terms of luxury brand positioning and content planning.

One of the skills I have significantly developed during the internship is the ability to cope with stress. Being responsible for producing digital content on a constant basis implies working under tight deadlines, rapidly changing consumer interests in cosmetic industry products, and maintaining a high-quality output rate. Dealing with the constant pressure resulted in improving

my time management and ability to concentrate, making it easier for me to deliver content quickly but not sacrificing the quality. Instead, being pressured to meet certain deadlines made me create a more efficient seven-step content workflow that helped us produce content of consistent quality while maintaining brand identity. Undoubtedly, it will be a great advantage to have the ability to deliver excellent results under tight deadlines in the future.

#### ***4.3. Limitation of my Co-Op Studies***

About the Co-Op placement, there were quite a lot of tangible results obtained from the practical activities; however, due to the structural limitations of the process, some restrictions were observed regarding the general scope of research performed during that time. First, because of the short-term nature of Co-Op activity, it became impossible for me to analyze the full lifecycle of my marketing efforts and the rate at which they converted. Second, being the startup company, Peachytonics had only limited possibilities concerning the tools needed for deep market analysis. Lastly, since my function involved writing branding copy and developing creative digital content, there was no need for me to deal with budgeting, logistics, and other practical sides of business operations.

#### ***4.4. Recommendations to the Company***

To provide prospective students with optimal Co-Op experience and ensure more streamlined operations within marketing processes, it is recommended that Peachytonics implement a series of process improvements aimed at eliminating any existing barriers to efficient communication and resource utilization.

**Implementation of a Content Calendar in the Cloud:** Due to several content production bottlenecks resulting from the need for fast content creation, it is recommended that Peachytonics transition from sporadic messaging needs to a centralized content management system. Making sure to supply new Co-Op participants with approved technical copywriting briefs and existing brand asset collection upon arrival will ensure faster production processes and fewer bottlenecks during peak time periods for digital campaigns.

**Cross-Functional Training of Marketing Students Through Briefing Sessions:** Given the difficulty associated with the translation of scientific skincare solutions into educational marketing content, it is important that the organization implements regular bi-weekly briefings. Allowing

future Co-Op participants to observe the process of product development and manufacture through shadowing will help them learn about active botanicals much faster and create high-quality copywriting with fewer iterations.

**Access to Additional Social Media Management Software:** For better diagnostics of consumer behavior and more precise content creation processes, it is highly advised that Peachytonics allows its new employees to access additional tools for social media monitoring and competition tracking. This would provide future marketing students with enhanced analytics opportunities that go beyond simple native software capabilities.



## 5. References

Bantawa, Y. (2021, October 4). *Nepal News* | *Nepal's First Online News Portal*. Retrieved from Nepal News: <https://english.nepalnews.com/s/business/peachytonics-all-about-skincare/>

Formula Botanica. (2026, May 12). *Peachytonics - Formula Botanica*. Retrieved from Formula Botanica: <https://formulabotanica.com/graduates/peachytonics/>



## 6. Appendices

### *Appendix A: MY WEEKLY UPDATE LOG*

My internship was hybrid workstyle, some days I had to be present in the office itself, whereas other days, I was flexible to work from home. Also, during the internship at **Peach Productions**, I got the opportunity to freelance on per video basis for **Skillshikshya and Elletra**.

I established a canvas poster business **Homestories with Idaa**, as well.

#### **Week 1 (Jan 25 – Jan 31)**

| <b>Day</b> | <b>Work Performed</b>  |
|------------|--|
| Sunday     | Studied Peachytonics brand identity and reviewed core skincare products such as Cleanse, Hydrate, and Radiate. |
| Monday     | Researched skincare industry trends and analyzed competitor positioning.                                       |
| Tuesday    | Assisted in planning social media content featuring Dew Drops and Brighten.                                    |
| Wednesday  | Worked on skincare awareness content ideas focusing on Unclog and Witch's Potion.                              |
| Thursday   | Prepared captions for introductory posts highlighting Radiate and Hydrate.                                     |
| Friday     | Organized weekly content calendar including Yogurt Smoothie and Youth Cream.                                   |
| Saturday   | Reviewed content strategy and engagement planning.   |

#### **Week 2 (Feb 1 – Feb 7)**

| <b>Day</b> | <b>Work Performed</b>  |
|------------|--|
| Sunday     | Planned Instagram and TikTok themes featuring Dew Drops and Cleanse.   |
| Monday     | Conducted research on acne care using Witch's Potion and Unclog.       |
| Tuesday    | Assisted in writing educational captions for Brighten and Hydrate.     |
| Wednesday  | Organized product-focused reel ideas using Radiate and Barrier Butter. |
| Thursday   | Worked on engagement posts involving Youth Cream and Yogurt Smoothie.  |
| Friday     | Assisted in hashtag research and trend mapping for Radiate campaigns.  |
| Saturday   | Updated content planning sheet with Hydrate and Cleanse focus.         |

**Week 3 (Feb 8 – Feb 14)**

| <b>Day</b> | <b>Work Performed</b>  |
|------------|--|
| Sunday     | Conducted ingredient research for Dew Drops and Pumpkin Glow Mask.   |
| Monday     | Drafted educational skincare posts featuring Brighten and Exfoliate. |
| Tuesday    | Created content ideas using Deep Detox Mask and Yogurt Smoothie.     |
| Wednesday  | Organized posting schedule including Radiate and Barrier Butter.     |
| Thursday   | Worked on awareness content using Hydrate and Youth Cream.           |
| Friday     | Assisted in writing captions for Cleanse and Unclog.                 |
| Saturday   | Reviewed engagement insights from Radiate and Brighten posts.        |

**Week 4 (Feb 15 – Feb 21)**

| <b>Day</b> | <b>Work Performed</b>   |
|------------|---|
| Sunday     | Brainstormed engagement content using Witch's Potion and Dew Drops. |
| Monday     | Worked on skincare tips featuring Yogurt Smoothie and Exfoliate.    |
| Tuesday    | Assisted in interactive story planning using Radiate and Hydrate.   |
| Wednesday  | Conducted trend analysis for Pumpkin Glow Mask campaigns.           |
| Thursday   | Prepared captions for Barrier Butter and Youth Cream.               |
| Friday     | Organized visual references for Deep Detox Mask and Cleanse.        |
| Saturday   | Reviewed weekly content execution.                                  |

**Week 5 (Feb 22 – Feb 28)**

| <b>Day</b> | <b>Work Performed</b>   |
|------------|---|
| Sunday     | Planned promotional content for Madame Body Oil and Vanilla Body Oil.                     |
| Monday     | Worked on marketing copies for Baccarat Body Oil and Oud Body Oil.                        |
| Tuesday    | Assisted in captions for Rose Milk Body Scrub and Vanilla Body Scrub.                     |
| Wednesday  | Organized campaign schedule for Brightening Body Scrub and Mocha Scrub.                   |
| Thursday   | Researched audience engagement for Vanilla Body Butter and Rose Milk Body Butter.         |
| Friday     | Assisted in hydration-focused posts using Coffee Body Butter and Brightening Body Butter. |
| Saturday   | Reviewed body care campaign performance.  |

**Week 6 (Mar 1 – Mar 7)**

| <b>Day</b> | <b>Work Performed</b>   |
|------------|---|
| Sunday     | Researched pigmentation solutions using Kojic Acid Soap Big and Small.              |
| Monday     | Created educational content featuring Neem Clarifying Soap and Honey and Oats Soap. |
| Tuesday    | Assisted in exfoliation posts using Cinnamon Coffee Soap and Mocha Scrub.           |
| Wednesday  | Organized content using Rose Milk Body Scrub and Brightening Body Scrub.            |
| Thursday   | Drafted captions for Sweet Vanilla Soap and Aura Cleanse Soap.                      |
| Friday     | Worked on skincare routine content featuring Cleanse and Hydrate.                   |
| Saturday   | Reviewed weekly skincare education posts.   |

**Week 7 (Mar 8 – Mar 14)**

| <b>Day</b> | <b>Work Performed</b>   |
|------------|---|
| Sunday     | Conducted competitor analysis of skincare brands and product positioning. |
| Monday     | Researched engagement strategies using Femini-tea and Immuni-tea.         |
| Tuesday    | Created awareness content featuring Scalp Tonic and Honey Hair Oil.       |
| Wednesday  | Worked on Lash Tonic and Honey Butter Lip Mask campaigns.                 |
| Thursday   | Assisted in shampoo and hair care content using Shampoo Bar.              |
| Friday     | Organized soap line content including Neem and Tea Tree Loofah Soap.      |
| Saturday   | Reviewed engagement insights from hair and skin care campaigns.           |

**Week 8 (Mar 15 – Mar 21)**

| <b>Day</b> | <b>Work Performed</b>   |
|------------|---|
| Sunday     | Planned Valentine campaign using Rose Milk Body Scrub and Vanilla Body Oil.             |
| Monday     | Assisted in reel ideas featuring Baccarat Body Oil and Oud Body Oil.                    |
| Tuesday    | Worked on skincare routine posts using Hydrate and Radiate.                             |
| Wednesday  | Prepared promotional captions for Brightening Body Butter.                              |
| Thursday   | Organized calendar for Mocha Scrub and Coffee Body Butter.                              |
| Friday     | Assisted in creative shoot planning for Bath Bombs (Detox Bath Bomb, Flower Bath Bomb). |
| Saturday   | Reviewed seasonal campaign execution.   |

**Week 9 (Mar 22 – Mar 28)**

| <b>Day</b> | <b>Work Performed</b>   |
|------------|---|
| Sunday     | Worked on content for Vanilla Body Butter and Rose Milk Body Butter.      |
| Monday     | Assisted in educational posts using Pumpkin Glow Mask and Superfood Mask. |
| Tuesday    | Created ingredient research content for Hydrate and Brighten.             |
| Wednesday  | Organized skincare awareness posts using Exfoliate and Cleanse.           |
| Thursday   | Worked on engagement captions for Barrier Butter and Youth Cream.         |
| Friday     | Assisted in campaign scheduling.  |
| Saturday   | Reviewed weekly deliverables.   |

**Week 10 (Mar 29 – Apr 4)**

| <b>Day</b> | <b>Work Performed</b>   |
|------------|---|
| Sunday     | Participated in social media planning meetings.                   |
| Monday     | Worked on promotional strategy using Femini-tea and Immuni-tea.   |
| Tuesday    | Created content for Deep Detox Mask and Brighten and Soothe Mask. |
| Wednesday  | Assisted in product storytelling for Dew Drops and Radiate.       |
| Thursday   | Scheduled posts for skincare lineup.                              |
| Friday     | Conducted hashtag research.                                       |
| Saturday   | Reviewed performance analytics.                                   |

**Week 11 (Apr 5 – Apr 11)**

| <b>Day</b> | <b>Work Performed</b>  |
|------------|--|
| Sunday     | Developed content using Barrier Butter and Youth Cream.            |
| Monday     | Worked on exfoliation content using Exfoliate and Yogurt Smoothie. |
| Tuesday    | Assisted in skincare routine planning.                             |
| Wednesday  | Created educational posts using Cleanse and Hydrate.               |
| Thursday   | Maintained brand tone consistency.                                 |
| Friday     | Leave  |
| Saturday   | Updated content tracker.   |

**Week 12 (Apr 12 – Apr 18)**

| <b>Day</b> | <b>Work Performed</b>  |
|------------|--|
| Sunday     | Planned campaigns using Brightening Body Butter and Coffee Body Butter.      |
| Monday     | Organized promotional posts.   |
| Tuesday    | Worked on ingredient awareness using Kojic Acid Soap and Neem Soap variants. |
| Wednesday  | Assisted in reel planning.   |
| Thursday   | Conducted audience research.   |
| Friday     | Prepared captions.   |
| Saturday   | Reviewed weekly progress.  |

**Week 13 (Apr 19 – Apr 25)**

| <b>Day</b> | <b>Work Performed</b>                                     |
|------------|---|
| Sunday     | Worked on content featuring Radiate and Dew Drops.        |
| Monday     | Assisted in product descriptions for Hydrate and Cleanse. |
| Tuesday    | Organized visual references.                              |
| Wednesday  | Conducted competitor research.                            |
| Thursday   | Worked on engagement posts.                               |
| Friday     | Planned next month content.                               |
| Saturday   | Reviewed progress.  |

**Week 14 (Apr 26 – May 2)**

| <b>Day</b> | <b>Work Performed</b>  |
|------------|--|
| Sunday     | Brainstormed content ideas using Pumpkin Glow Mask and Superfood Mask. |
| Monday     | Assisted in reel planning.   |
| Tuesday    | Created educational skincare tips.                                     |
| Wednesday  | Organized scheduling sheets.   |
| Thursday   | Analyzed audience engagement.  |
| Friday     | Prepared captions.   |
| Saturday   | Reviewed work.   |

**Week 15 (May 3 – May 9)**

| <b>Day</b> | <b>Work Performed</b>  |
|------------|--|
| Sunday     | Planned monthly strategy using Radiate, Hydrate, and Brighten. |
| Monday     | Maintained brand consistency.                                  |
| Tuesday    | Worked on engagement posts.                                    |
| Wednesday  | Researched trends.   |
| Thursday   | Updated campaign schedule.                                     |
| Friday     | Prepared promotional drafts.                                   |
| Saturday   | Reviewed analytics.  |

**Week 16 (May 10 – May 16)**

| <b>Day</b> | <b>Work Performed</b>  |
|------------|--|
| Sunday     | Final review of campaigns featuring all key products including Dew Drops and Barrier Butter. |
| Monday     | Assisted in future campaign planning.  |
| Tuesday    | Organized final content calendar.  |
| Wednesday  | Reviewed audience feedback.  |
| Thursday   | Drafted educational skincare content.  |
| Friday     | Prepared internship summary report.  |
| Saturday   | Final documentation and submission preparation.  |

## *Appendix B: Some Photos and Video Links*

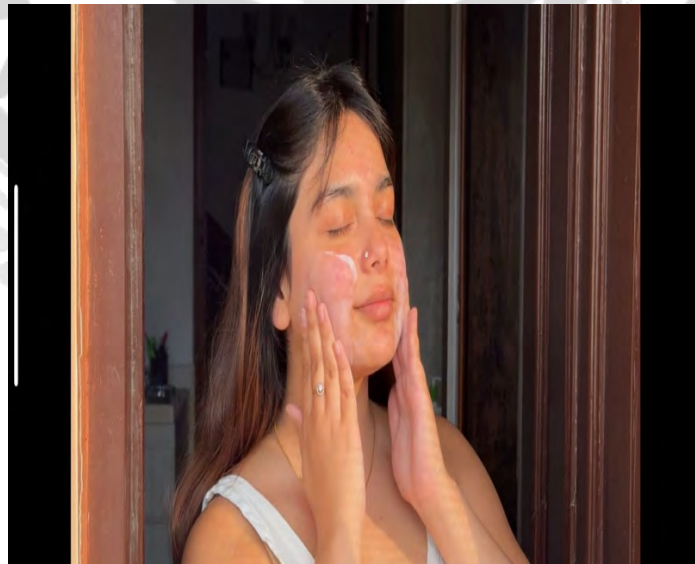
Some links: <https://www.instagram.com/reel/DXpZIJ9kgAG/?igsh=MTMybXFra2s1a3RqNg==>

<https://www.instagram.com/reel/DX6pkJ4IqCd/?igsh=Ym50bTVzaG1qYzFx>

Photos:



*Figure 7: Applying the Unclog Serum whilst making the video*



*Figure 8: Video Creation of Cleanse*





*Figure 11: Fun Team Activities*



*Figure 12: Galentine Event organized by Us*



*Figure 13: Explaining the fundamentals*



*Figure 14: Formulating our Kojic Soap*

