



COOPERATIVE EDUCATION REPORT

*Enhancing Marketing with the help of Audience Engagement at: **The Wonderland, Nepal***

Submitted by:

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**This report is submitted in partial fulfillment of the
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Title: Enhancing Marketing with the help of Audience Engagement at The Wonderland.

Written By: Mr. Vasu Gupta

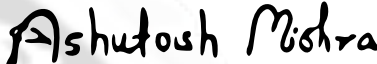
Academic Advisor: Mr. Ashutosh Mishra

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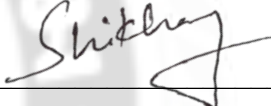
We have approved this Cooperative Education report as partial fulfillment of this cooperative education program for Semester 2022-2026.

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Abstract

This Cooperative Education report, titled "Enhancing Marketing with the help of Audience Engagement at The Wonderland," documents experiential learning journey of me, **Vasu Gupta** as a Marketing and PR Intern at **Kick Fun World Pvt. Ltd.**, operating under the brand The Wonderland, located in Bungamati, Lalitpur, Nepal. The internship was undertaken from **19th January 2026 to 10th May 2026** as part of the Co-Operative Education Course.

The report provides a comprehensive account of The Wonderland's company profile, organizational structure, and the intern's role within the marketing and communications department. As a Marketing and PR Intern, I was responsible for brainstorming and executing event concepts, attracting sponsorships, driving corporate and institutional outreach, reviving the brand's digital presence, and supervising social media content. A key contribution highlighted in this report is the successful design and execution of the Go-Karting Championship — a monthly competition series that saw 58 registered participants across four qualifier rounds, raised over NPR 1.5 lakhs in sponsorships, and increased Go-Karting awareness in Kathmandu by approximately 20%.

The report further analyzes the strategic position of The Wonderland using SWOT and PESTEL frameworks, identifies organizational challenges such as high employee turnover and limited brand penetration among the 40+ demographic, and proposes actionable recommendations.

Reflections on academic-to-practical knowledge transfer, skills acquired, and personal development are included in subsequent chapters.

Keywords: Entertainment Marketing, Event Management, Go-Karting Championship, Public Relations, Digital Marketing, Sponsorship, Experiential Marketing, Nepal



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I would like to express my heartfelt gratitude to Kick Fun World Pvt. Ltd. (The Wonderland, Nepal) for offering me the opportunity to undertake my Cooperative Education internship in their Marketing and PR department. Working in an environment that combines motorsport, gaming, and live entertainment was a privilege that I shall carry with me throughout my professional career.

My sincere appreciation goes to my Academic Advisor, **Mr. Ashutosh Mishra**, for his consistent guidance, constructive feedback, and encouragement throughout the duration of this internship and report preparation.

I am deeply grateful to my Job Supervisor, **Mr. Shikhar Basnet**, and the **Head of Marketing** at The Wonderland, whose mentorship, trust, and creative latitude allowed me to grow enormously as a marketing professional. I would also like to thank the Digital Marketing Lead, the Operations Manager, and all ground staff for their cooperation and warmth throughout the internship period.

Finally, I extend my deepest thanks to my family and friends for their unwavering motivation and support, and to the faculty and staff at my institution for providing the academic foundation that made this practical experience so rewarding.

Mr. Vasu Gupta

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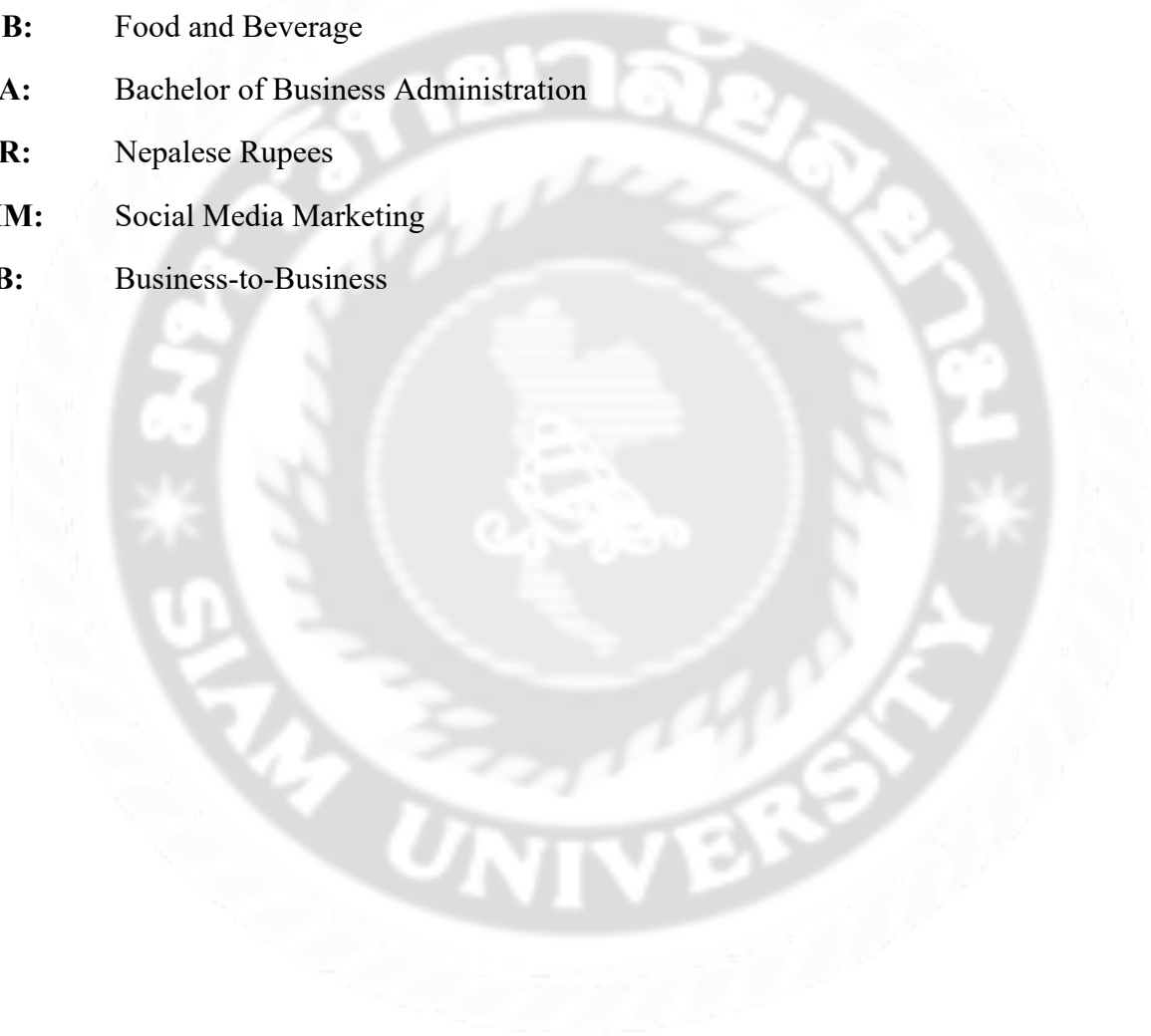
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List of Abbreviations

KFW:	Kick Fun World Pvt. Ltd.
PR:	Public Relations
VR:	Virtual Reality
SWOT:	Strengths, Weaknesses, Opportunities, Threats
PESTEL:	Political, Economic, Social, Technological, Environmental, Legal
F&B:	Food and Beverage
BBA:	Bachelor of Business Administration
NPR:	Nepalese Rupees
SMM:	Social Media Marketing
B2B:	Business-to-Business



Chapter 1: Introduction

1.1 Company Profile

Kick Fun World Pvt. Ltd. is a privately held Nepali company registered under the Companies Act of Nepal and operates a large-scale entertainment destination under the brand name The Wonderland, located in Bungamati, Lalitpur, Nepal. Since its inception, the company has positioned itself as the premier entertainment hub for families, youth, and corporate groups in the Kathmandu valley, offering a diverse combination of thrilling attractions, competitive motorsport experiences, immersive digital gaming, and premium food and beverage outlets.

The Wonderland is widely acknowledged as the only venue in Kathmandu offering Sky Go-Karting — a signature experience that has become the centrepiece of the brand's identity. The park spans an expansive premises in the scenic Bungamati area, surrounded by rolling hills that create a distinct and memorable ambience for visitors. Guests travel specifically from across the Kathmandu valley to spend a full day at the destination, making it not just an entertainment centre, but a full-day leisure ecosystem.

Beyond go-karting, The Wonderland houses one of the largest indoor arcade game collections in Nepal, featuring cutting-edge Virtual Reality (VR) gaming stations, classic arcade machines, an F1 racing simulator, a bowling arena, and an extensive variety of skill-and-thrill games catering to visitors aged 3 and above. The facility also hosts a curated food court featuring popular brands such as Roadhouse, Pearl Coffee, Dalle Momo, Bhansaly, and several other outlets, making it a destination that goes well beyond the conventional definition of a game arcade.

As of 2026, The Wonderland has grown to become one of Nepal's most recognized entertainment brands, with an active Instagram presence of over 13,000 followers and a strong and loyal local following. The organization is structured around three Founding Directors who oversee three key functional departments: Operations, Marketing, and Finance.



**THE
WONDERLAND**
Bungamati, Lalitpur

Figure 1: The Wonderland Logo

1.2 Mission of the Company

The mission of The Wonderland is to provide a world-class, inclusive, and safe entertainment experience that creates lasting memories for every visitor. The Wonderland is committed to consistently delivering joy, excitement, and value across all age groups through innovative attractions, premium service standards, and community-oriented events — establishing itself as Nepal's most loved and most visited entertainment destination.

1.3 Vision of the Company

The vision of The Wonderland is to become South Asia's benchmark for integrated entertainment destinations by blending motorsport, digital gaming, live events, and culinary experiences under one roof. The company aspires to expand its presence, grow its community of loyal visitors, and inspire a culture of competitive entertainment in Nepal while continuously reinventing its offerings to meet the evolving aspirations of the Nepali youth and family audience.

1.4 Strategies of the Company

The Wonderland employs a range of strategic priorities to sustain growth, drive footfall, and maintain its competitive advantage as Nepal's premier entertainment destination:

- **Experience Differentiation:** Maintaining the Go-Karting track as the brand's signature, irreplaceable attraction while continuously upgrading the indoor game suite to remain technologically relevant.
- **Event-Led Marketing:** Hosting monthly competitive events such as the Go-Karting Championship and Bowling Championship to create recurring customer engagement, media buzz, and viral social media content.
- **Segmented Outreach:** Targeting specific customer segments on a rotational basis (one segment per week or per 10-day cycle) to maximize marketing effectiveness and avoid diluted messaging.

- Corporate and Institutional B2B Growth: Actively pursuing corporate team-building packages, school outing deals, and college group visits to build a stable weekday revenue base.
- Sponsorship and Partnership Development: Attracting external brands and organizations as event sponsors to offset event costs, increase prize pools, and enhance brand credibility.
- Digital Reinvention: Relaunching the website and revitalizing social media content to re-engage existing audiences and attract a new generation of visitors.

1.5 Organizational Structure

1.5.1 Diagram of the Organizational Structure

The Wonderland operates under a lean, flat hierarchy that enables agility and direct communication between the leadership and execution layers. Below is a simplified representation of the organizational structure:

3 Founding Directors			
Operations Manager	Head of Marketing	Head of Finance	
8 Arcade Games Staff	2 IT & Technicians	Digital Marketing Lead	Marketing & PR Intern (Vasu Gupta)

Figure 2: Organizational Structure of The Wonderland Nepal

At the apex of the organization are three Founding Directors who collectively make strategic decisions and oversee the overall direction of the company. Beneath the directors, three department heads manage the core operational pillars:

- The Operations Manager oversees the day-to-day functioning of the park, including the arcade game floor, the Go-Kart track, the bowling alley, F&B operations, and on-site guest services. The eight ground-level arcade game staff and two IT and technicians report to this function.
- The Head of Marketing leads brand communications, digital presence, event planning, sponsorship acquisition, and public relations. The Digital Marketing Lead and the Marketing & PR Intern (the author of this report) are positioned within this team.
- The Head of Finance manages budgeting, cost control, revenue tracking, and financial planning for all park operations and marketing spends

1.5.2 My Job Position

I served as the Marketing and Public Relations Intern at The Wonderland throughout the internship period from 19th January 2026 to 10th May 2026. My position sat within the Marketing team, reporting directly to the Head of Marketing and collaborating closely with the Digital Marketing Lead. This role was dynamic and multidisciplinary, spanning event management, content supervision, sponsorship acquisition, corporate PR, and operational marketing.

1.5.3 My Job Position in the Company's Organizational Structure

Within the organization's flat structure, my intern position was positioned directly below the Digital Marketing Lead and alongside the Ground Staff in terms of reporting hierarchy. While technically an entry-level role, the actual scope of responsibility extended well beyond a conventional internship. I participated in strategic brainstorming sessions with the Head of Marketing, presented event concepts to the founding directors, and took end-to-end ownership of the Go-Karting Championship — from concept and sponsorship to on-ground execution.

My positioning within the marketing function meant I had direct visibility into the company's brand strategy, advertising budget allocation, customer engagement philosophy, and social media direction. I also received exposure to billing software operations (Simnox), payment systems, and playing card management, which gave me a cross-functional understanding of how the marketing and operations departments interconnect.

1.6 My Intention and Motivation to Choose This Company

My choice of The Wonderland as my Co-Operative Education employer was a deeply personal and deliberate one. As someone with a strong passion for motorsport, automobiles, and live events, the prospect of working at Nepal's only sky go-karting destination immediately resonated with my interests. Unlike many conventional corporate internship environments, The Wonderland offered something rare: no two days were the same.

Having personally visited The Wonderland multiple times for go-karting prior to my internship, I was already a brand ambassador in spirit. Each visit left me curious about the business mechanics behind the experience — how events were planned, how customers were attracted, and how a venue of this scale managed marketing with a lean team. The internship became an opportunity to answer those questions from the inside.

The role of Marketing and PR Intern specifically appealed to me because it sat at the intersection of creativity and commercial strategy — two areas that I had studied academically but had not yet applied in a real-world context. The mandate to drive a Go-Karting Championship from zero, attract sponsors, and manage a full event lifecycle was a challenge that pushed me well beyond textbook marketing frameworks and into the practical, high-stakes world of brand building in Nepal's competitive entertainment industry.

1.7 Strategic Analysis of the Company

1.7.1 SWOT Analysis

A SWOT analysis was conducted to assess The Wonderland's internal strengths and weaknesses as well as the external opportunities and threats it faces in Nepal's evolving entertainment landscape.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Only go-karting venue in Kathmandu valley• Largest indoor arcade park in Nepal	<ul style="list-style-type: none">• High employee turnover due to unpredictable hours

<ul style="list-style-type: none"> • Diverse age-group appeal (3+ to 50+) • Scenic hill views & full-day destination • Strong F&B ecosystem (Roadhouse, Pearl Coffee, Dalle Momo) • Growing brand recognition post-GoKarting Championship 	<ul style="list-style-type: none"> • Weekend-heavy workload with no day off • Seasonal revenue dip during monsoon season • High fuel costs impacting Go-Kart pricing • Heavy reliance on Chinese-imported spare parts • Noise complaints from events in local community
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • Corporate tie-ups, school outings & B2B PR packages • Growing youth entertainment market in Nepal • Sponsorship revenue stream from monthly competitions • Social media growth & influencer marketing • Loyalty programme for repeat customers • Weekday event activation to improve off-peak footfall 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • Emerging competitors in the entertainment sector • Targeting multiple customer segments simultaneously • Rising operational & maintenance costs • Economic instability affecting discretionary spending • Supply chain delays for imported game equipment

Figure 3: SWOT Analysis of The Wonderland Nepal

The Wonderland's most significant competitive strength is its monopoly position in Go-Karting within the Kathmandu valley. This singular attraction creates a powerful and defensible differentiation that no current competitor can replicate without substantial capital investment.

When combined with the park's broad appeal across age groups and the full-day destination experience enabled by its F&B ecosystem, the company holds a formidable market position.

However, the business must address structural weaknesses in employee retention and seasonal revenue consistency. The high turnover rate among ground staff, driven largely by unpredictable working hours and the absence of weekend holidays, undermines service quality and increases training costs. Meanwhile, the monsoon season creates predictable but challenging revenue gaps that must be managed through indoor event programming and proactive corporate bookings.

On the opportunity front, the company's newly established monthly competition series represents a scalable, community-driven engagement model that can generate sponsorship revenue, media coverage, and repeat visitor traffic simultaneously. The growing appetite for experiential entertainment among Nepal's young urban population further supports long-term demand growth.

1.7.2 PESTEL Analysis

The PESTEL analysis below examines the macro-environmental factors that shape the operating context for The Wonderland:

P – Political	Nepal's political landscape, while occasionally volatile, has remained broadly supportive of private-sector entertainment ventures. Local government of Lalitpur Metropolitan City provides operating permits and has encouraged tourism-linked businesses in the Bungamati corridor. However, event noise regulations and periodic protests can disrupt operational hours.
E – Economic	Nepal's growing middle class and rising disposable incomes among urban youth represent a promising market. However, inflation-driven increases in fuel prices (directly affecting Go-Kart operations), imported spare parts costs, and wage pressures from the hospitality sector remain ongoing challenges. Post-COVID consumer appetite for experiential spending supports the sector.

S – Social	A young demographic profile (median age ~24 years) and increasing appetite for experiential entertainment are highly favourable for The Wonderland. Growing culture of competitive gaming, racing enthusiasm, and social-media-driven venue sharing reinforce brand visibility. Corporate team-building culture and school-trip bookings are expanding segments.
T – Technological	Adoption of VR gaming technology, F1 simulators, and digital billing systems (Simnox Software) positions The Wonderland at the technology frontier of Nepal's entertainment sector. Digital marketing, social media content creation, and online booking capabilities are increasingly important to customer acquisition.
E – Environmental	The outdoor go-kart track is susceptible to monsoon rainfall and seasonal weather patterns, causing revenue dips between June and September. High fuel consumption of the Go-Kart fleet raises environmental concerns; transitioning toward electric karts could be a future strategic move aligning with global sustainability trends.
L – Legal	The Wonderland must comply with Nepal's Company Act, Labor Act, and local municipality regulations on noise, safety, and food hygiene. Event-related sound ordinances have caused friction with the surrounding Bungamati community. Employment contracts, particularly for hourly and weekend staff, must adhere to Nepal Labour standards.

Figure 4: PESTEL Analysis of The Wonderland Nepal

The PESTEL analysis reveals that the most significant macro-environmental challenge for The Wonderland is the combination of environmental seasonality and economic sensitivity. While the political and legal environments are broadly manageable, the company must develop a robust monsoon-season strategy — potentially through strengthened indoor programming, extended

corporate and school bookings, and targeted off-peak promotions — to smooth revenue across the calendar year.

1.8 Objectives of the Co-Operative Studies

This report is submitted in partial fulfillment of the requirements for Cooperative Education under the Bachelor of Business Administration (Marketing) program. The objectives of undertaking this Co-Op study at The Wonderland Nepal are as follows:

1. To apply academic marketing knowledge in a real-world entertainment business environment, translating classroom theory into practical brand-building and event execution skills.
2. To gain hands-on experience in event management, public relations, and sponsorship acquisition within Nepal's growing entertainment sector.
3. To understand the intersection of marketing strategy, customer behavior, and operational delivery in a high-footfall, experience-driven business.
4. To develop professional competencies including creative ideation, stakeholder communication, budget management, and cross-functional collaboration.
5. To contribute meaningfully to the company's marketing goals and to create measurable impact through the design and execution of community-engaging events.
6. To document the learning experience systematically and reflectively in order to derive insights that inform future academic study and career planning.

Chapter 2: Co-Op Study Activities

2.1 Job Description

During my internship at Kick Fun World Pvt. Ltd. (The Wonderland Nepal), I served as a Marketing and Public Relations Intern within the Marketing department. My primary mandate was to support and eventually lead the company's marketing and communications function — encompassing event conception and execution, digital brand management, corporate and institutional outreach, sponsorship development, and ground staff customer-service guidance.

The role was unusual in its scope for an internship. Within the first few weeks, I was given ownership over the monthly event calendar — a responsibility that required me to balance creative ideation with logistical planning, stakeholder coordination, and commercial acumen. I also played a key role in the company's digital relaunch, contributing to website reactivation strategy and supervising social media content creation alongside the Digital Marketing Lead.

2.2 Job Responsibilities

My responsibilities as Marketing and PR Intern at The Wonderland covered several core areas:

Event Conceptualization and Execution

- Brainstorming monthly event ideas for the park, including competitive tournaments, themed weekends, and customer engagement activations, to sustain excitement and attract new visitors.
- Designing event mechanics, prize structures, registration processes, qualifier systems, and final-round formats — particularly for the Go-Karting Championship.
- Coordinating on-ground event execution including venue setup, participant management, race marshalling, ceremony management, and crowd engagement.

Public Relations and Corporate Outreach

- Developing and executing outreach programs targeting corporates, schools, and colleges to attract group bookings, team-building events, and institutional visits.
- Acting as the primary point of contact for external sponsors, handling pitch preparation, negotiation, agreement coordination, and post-event reporting.

- Cultivating relationships with micro-celebrities, cricketers, and social media influencers for paid and organic promotional content.

Sponsorship Acquisition

- Identifying potential sponsors aligned with the Go-Karting Championship brand and developing customized sponsorship proposals.
- Pitching sponsorship opportunities to local businesses and brands, culminating in the successful procurement of over NPR 1.5 lakh in sponsorship funds for the championship series.

Digital Marketing Supervision

- Overseeing the relaunch of The Wonderland's website and coordinating with the Digital Marketing Lead on content calendar planning.
- Guiding the tone, visual direction, and messaging of the brand's social media presence across Instagram and Facebook.
- Planning and allocating the marketing budget for paid digital ads, event promotions, and seasonal boosts.

Customer Experience and Staff Guidance

- Providing guidance and coaching to ground arcade staff on customer interaction standards, upselling techniques, and brand-representative behavior.
- Designing and implementing customer-facing event promotions, bundle offers, and package deals to drive incremental revenue.

Operations and Software Familiarization

- Learning and operating the Simnox billing software for customer transactions, playing card management, and game token tracking.
- Familiarizing with the payment systems and daily operational procedures of the park.

2.3 Job Process Diagrams

The following process diagrams describe the end-to-end workflow for each of the key job responsibilities undertaken during the internship.

Process 1: Event Ideation and Approval Workflow

1	Identify a new event concept based on seasonal trends, customer demographics, and social media insights.
2	Draft a preliminary event brief including format, target audience, expected footfall, prize structure, and estimated budget.
3	Present the event concept to the Head of Marketing for feedback and directional approval.
4	Refine the concept based on feedback and prepare a final Event Proposal document.
5	Present the final proposal to the Founding Directors for strategic and financial approval.
6	Upon approval, initiate sponsorship outreach and operational coordination.

Process 2: Sponsorship Acquisition Workflow

1	Research and identify potential sponsor brands aligned with the event theme and target audience.
2	Develop a customized sponsorship deck outlining event reach, audience demographics, and sponsor benefits.
3	Contact shortlisted brands via email, phone, or in-person meetings to pitch the sponsorship opportunity.

4	Negotiate sponsorship terms including financial contribution, branding rights, and deliverables.
5	Finalize and document the sponsorship agreement with the approved sponsor.
6	Coordinate sponsor branding integration at the event venue and on all promotional materials.
7	Deliver a post-event report to sponsors summarizing audience reach, engagement metrics, and media coverage.

Process 3: Digital Content Supervision Workflow

1	Develop a monthly social media content calendar aligned with the event and promotions schedule.
2	Brief the Digital Marketing Lead on required content formats, captions, hashtags, and visual style.
3	Review drafted content for brand consistency, accuracy, and audience appropriateness before publishing.
4	Approve and schedule posts across Instagram and Facebook platforms.
5	Monitor post engagement metrics (reach, likes, comments, shares) and report weekly to the Head of Marketing.
6	Optimize the ad spend budget based on performance data and event objectives.

Process 4: Corporate and School Outreach Workflow

1	Build a target database of corporate HR departments, school coordinators, and college event committees.
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2	Develop a customized outreach pitch for each segment (corporate team building vs. school fun day vs. college event).
3	Send introductory emails or WhatsApp messages with a concise pitch and attraction overview.
4	Follow up with interested parties and arrange site visits or virtual orientation calls.
5	Negotiate group packages, pricing, and booking terms.
6	Coordinate with Operations for smooth execution of booked group events.
7	Collect feedback post-visit and maintain a relationship for repeat bookings.

2.4 Contributions as Intern in the Company

My most significant contribution during the internship was the conceptualization, design, and end-to-end execution of The Wonderland Go-Karting Championship — a monthly competitive event series that became a landmark marketing initiative for the brand.

The Go-Karting Championship

Prior to this initiative, The Wonderland had no structured competitive event programme. I proposed a multi-stage championship format that would create buzz, reward committed participants, generate social media content, and attract sponsorship revenue — all simultaneously.

The format comprised four qualifier rounds, followed by semi-finals and a grand final. A total of 58 participants registered for the qualifier rounds, with 14 advancing to the semi-finals and 6 reaching the final race. The top three finishers were awarded a combined prize pool of NPR 1,00,000 — an amount that was entirely offset by the sponsorship revenue raised.

Key outcomes of the Go-Karting Championship included:

- 58 registered participants across the qualifier rounds, generating NPR 1.16 lakh in registration fees alone (at NPR 2,000 per participant).
- Over NPR 1.5 lakh raised in external sponsorships, turning the championship into a revenue-positive event.
- Each participant brought family members and friends to watch the races, significantly increasing footfall and ancillary F&B revenue on race days.
- Go-Karting awareness and interest in Kathmandu increased by approximately 20% over the duration of the championship series, measured through social media reach growth and booking inquiry volume.
- Substantial social media content generated through race-day photography, participant feature posts, and sponsor tagging, increasing The Wonderland's Instagram reach during the championship months.

Following the success of the Go-Karting Championship, a Bowling Championship was in the planning stages as the next monthly competitive event, applying the same structural model to a different attraction within the park.

Other Contributions

- Designed and launched the marketing segmentation strategy of targeting one distinct customer segment per week or per 10-day cycle, reducing message dilution and improving campaign conversion rates.
- Led the brand's digital relaunch initiative, including reactivation of the website and a refreshed social media content strategy.
- Established institutional partnerships with schools and corporates for group bookings, providing a more stable weekday revenue stream.
- Trained ground staff on customer engagement and upselling best practices, contributing to improved per-visitor spend and customer satisfaction ratings.

3.1 Problems and Issues of the Company

During my internship, I identified several operational and strategic challenges that The Wonderland faces. These challenges, while manageable, pose risks to the company's growth trajectory if left unaddressed.

3.1.1 High Employee Turnover

The most persistent challenge at The Wonderland is the high rate of employee attrition among ground staff. The primary drivers include unpredictable working hours (often extending well beyond the scheduled shift, especially during events), the mandatory presence on weekends and public holidays with no compensatory days off, the physical and emotional demands of managing a high-energy entertainment environment, and the park's location in Bungamati — which is far from the city centre and creates commute challenges for many employees. The constant cycle of recruiting, onboarding, and training new staff consumes management time and negatively affects service consistency.

3.1.2 Limited Brand Recognition Among the 40+ Demographic

Despite strong recognition among youth and young families, The Wonderland has limited penetration among the 40+ age group. This demographic represents a significant potential audience, as many adults in this age group actively seek quality leisure experiences for their families or for corporate socializing. However, the brand's visual identity, communication channels, and event programming have historically skewed towards a younger audience, leaving this segment underserved and largely unaware of the park's diverse offerings.

3.1.3 Seasonal Revenue Vulnerability

The park's outdoor Go-Kart track, its primary revenue driver, is significantly affected by monsoon rainfall. Between approximately June and September, inclement weather dramatically reduces outdoor activity footfall, creating a predictable but challenging revenue gap. The indoor section partially offsets this decline, but the overall revenue curve shows a marked dip during these months that the company has not yet fully addressed through targeted programming.

3.1.4 High Operational Costs

The Go-Kart fleet's fuel consumption represents a substantial recurring cost that has, over time, compressed the margin on go-karting tickets. Additionally, the majority of arcade game equipment is manufactured in China, meaning that spare parts must be imported, leading to lengthy repair lead times, elevated costs, and periods of game downtime that frustrate visitors and reduce revenue. The maintenance burden across the broad equipment portfolio is significant.

3.1.5 Multi-Segment Marketing Complexity

Prior to the implementation of the segmented marketing strategy, the company's communications were simultaneously targeting families, youth, corporates, schools, and motorsport enthusiasts — leading to fragmented, diluted messaging that failed to resonate strongly with any single audience. The lack of a structured marketing calendar further exacerbated this challenge.

3.2 Proposed Solutions to the Identified Problems

3.2.1 Addressing Employee Turnover

To reduce attrition, The Wonderland should implement a structured loyalty and incentive framework for ground staff. Specifically, this should include monthly performance recognition programmes, transparent bonus structures tied to footfall and event-day performance, a rotational weekend roster to ensure equitable time-off distribution, and a staff transportation subsidy or shuttle service to address the commute barrier. Regular one-on-one check-ins between management and staff to understand individual needs and grievances would also build a culture of belonging and significantly reduce voluntary departures (Armstrong, 2014).

3.2.2 Expanding Reach to the 40+ Demographic

To increase brand awareness among older adults, The Wonderland should deploy a targeted above-the-line and digital marketing strategy specifically designed for this segment. This includes cinema advertising (which reaches a broad, socially active adult audience), Facebook-boosted advertisements (the primary social media platform for the 35–60 age group in Nepal), collaborations with cricket commentators, veteran athletes, and respected public figures who carry aspirational appeal within this demographic. Corporate event packages that emphasize team bonding and relaxation should be the commercial hook for this audience.

3.2.3 Monsoon Season Strategy

A dedicated monsoon-season programming calendar should be developed, featuring indoor-only events, arcade tournaments, VR competitions, bowling leagues, and themed school holiday packages. Aggressive corporate group booking campaigns conducted in advance of the monsoon season can pre-fill the calendar with guaranteed revenue, reducing reliance on spontaneous walk-in traffic during wet weather months.

3.2.4 Reducing Operational Costs

A medium-term strategic option for the Go-Kart fleet is to explore the transition to electric karts, which offer substantially lower fuel costs and align with global sustainability trends in the motorsport sector. For arcade game maintenance, establishing a direct supply agreement with manufacturers in China for spare parts, or maintaining an on-site parts inventory for the most frequently repaired components, would reduce downtime and emergency procurement costs.

3.2.5 Structured Marketing Segmentation

The weekly or bi-weekly customer segment targeting model introduced during my internship should be formally adopted as the standard marketing approach. Each campaign cycle should have a defined audience (e.g., families with young children, school groups, corporate teams, competitive motorsport enthusiasts), a tailored message, appropriate channel allocation, and a clear call to action. A shared content calendar reviewed weekly by the Head of Marketing would ensure consistency and prevent message overlap.

3.3 Recommendations to the Company

7. Implement a formal Employee Retention and Loyalty Programme with clear career progression paths, performance bonuses, and welfare benefits to reduce turnover and build a stable, motivated workforce.
8. Develop a dedicated 40+ Audience Marketing Strategy using cinema advertising, Facebook Ads, and collaborations with respected public figures to expand the brand's demographic reach.

9. Formalize the Monthly Competition Series as a permanent brand initiative, building ahead of schedule to attract larger sponsors and create a competitive community around The Wonderland's attractions.
10. Focus marketing investments on two primary customer segments per month rather than diffusing efforts across multiple audiences simultaneously, using the segmentation framework introduced during this internship.
11. Introduce a Customer Loyalty Programme with trackable point rewards for repeat visits, competition registrations, and group bookings, to increase visit frequency and lifetime customer value.
12. Invest in corporate event infrastructure and a dedicated B2B sales and PR function to systematically develop the institutional and corporate revenue stream, particularly for weekday footfall.

3.4 Learning Outcomes from the Co-Op Studies

My internship at The Wonderland provided me with a rich and multifaceted set of learnings that extended well beyond any single textbook framework. The following represent the most significant learning outcomes from the experience

- **Event Management Competency:** I developed a comprehensive understanding of the full event lifecycle — from concept and proposal to sponsor acquisition, operational execution, and post-event evaluation. Managing the Go-Karting Championship across multiple rounds gave me practical experience in logistics, risk management, audience coordination, and real-time problem solving.
- **Sponsorship and Commercial Negotiations:** Raising over NPR 1.5 lakh in sponsorship for the Go-Karting Championship taught me how to construct a compelling commercial proposition, tailor pitches to different audience types, manage relationships with external partners, and deliver on agreed obligations.
- **Strategic Marketing in Practice:** The challenge of marketing a multi-faceted entertainment destination to diverse audience segments deepened my understanding of the STP (Segmentation, Targeting, Positioning) framework in a real commercial context.

The segmented campaign model I helped implement directly demonstrated the impact of disciplined targeting on marketing effectiveness.

- **Digital Brand Management:** Overseeing The Wonderland's social media content strategy gave me hands-on experience in content planning, brand voice management, platform-specific optimization, and paid advertising budget allocation.
- **Public Relations in Action:** My outreach to schools, corporates, sponsors, and media contacts was a practical introduction to stakeholder relationship management, professional communication, and reputation building.
- **Operational Cross-Functionality:** Learning the Simnox billing software, payment systems, and playing card management gave me an appreciation of how marketing decisions are ultimately grounded in operational and financial realities.

3.5 Application of Coursework to the Real Working Situation

The academic foundation provided by my BBA (Marketing) program proved directly applicable across multiple dimensions of the internship:

Marketing Management: The STP (Segmentation, Targeting, Positioning) framework, studied extensively in Marketing Management, was the conceptual backbone of the weekly customer segment strategy I implemented. The theory of targeting one specific, well-defined segment at a time — rather than broadcasting to everyone — translated directly into measurable improvements in campaign resonance.

Consumer Behavior: Understanding the motivational drivers and purchase decision processes of different consumer groups (competitive motorsport enthusiasts vs. family day-out visitors vs. corporate team-builders) was critical to designing event formats and marketing messages that genuinely resonated. Consumer Behavior coursework provided the theoretical scaffolding for these insights.

Brand Management: The concept of brand equity and the importance of consistent brand experience across all touchpoints informed my approach to social media supervision and staff customer-service coaching. A brand is experienced not only in advertising but in every interaction a visitor has with the park.

Event Marketing and Sponsorship: Academic exposure to event marketing principles — including objective-setting, audience analysis, sponsorship value creation, and post-event evaluation — provided a structured approach to managing the Go-Karting Championship that would have been difficult to develop from first principles alone.

Business Communication: The ability to write professional sponsorship proposals, outreach emails, event briefs, and post-event reports was directly supported by communication coursework, which emphasized clarity, persuasion, and professional tone in business writing.

Financial Literacy: Basic financial awareness from accounting and finance modules helped me plan and monitor the event budget, track sponsorship income against prize and operational costs, and make informed recommendations on marketing spend allocation.

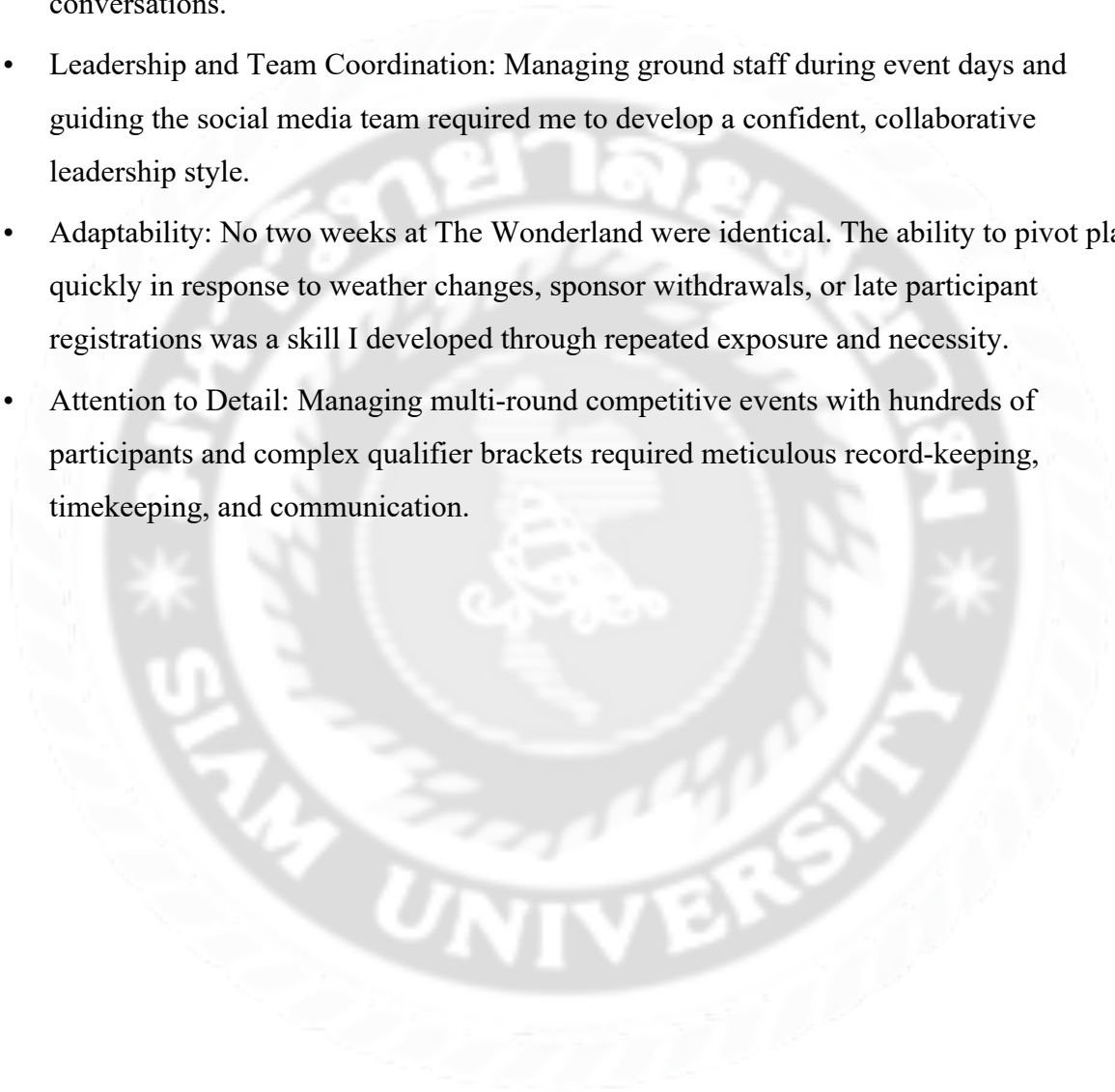
3.6 Special Skills and New Knowledge Gained

Technical Skills

- **Simnox Software Proficiency:** Gained working knowledge of the Simnox billing, gaming card management, and payment processing system — a proprietary software used by entertainment venues to manage customer accounts and game credits.
- **Event Production:** Developed practical skills in race management, participant registration systems, bracket design, on-ground marshalling, prize ceremony coordination, and event photography briefing.
- **Social Media Analytics:** Acquired the ability to interpret platform-level engagement metrics (reach, impressions, click-through rates, follower growth) and translate them into actionable content and budget optimization decisions.
- **Sponsorship Proposal Writing:** Learned to craft commercial-grade sponsorship decks tailored to specific business categories, including pricing tiers, exposure guarantees, and ROI estimates for prospective sponsors.

Soft Skills Developed

- **Creative Problem-Solving:** The fast-paced, resource-constrained environment of The Wonderland demanded creative solutions to event planning, budget optimization, and stakeholder management challenges on a near-daily basis.
- **Negotiation and Persuasion:** Sponsor pitching and corporate outreach sharpened my ability to communicate value clearly and confidently in high-stakes commercial conversations.
- **Leadership and Team Coordination:** Managing ground staff during event days and guiding the social media team required me to develop a confident, collaborative leadership style.
- **Adaptability:** No two weeks at The Wonderland were identical. The ability to pivot plans quickly in response to weather changes, sponsor withdrawals, or late participant registrations was a skill I developed through repeated exposure and necessity.
- **Attention to Detail:** Managing multi-round competitive events with hundreds of participants and complex qualifier brackets required meticulous record-keeping, timekeeping, and communication.



Chapter 4: Conclusion

4.1 Summary of Highlights of My Internship

My sixteen-week internship as Marketing and PR Intern at The Wonderland Nepal was one of the most formative professional experiences of my academic career. The breadth of responsibility, the dynamism of the entertainment environment, and the tangible commercial impact of the work I contributed made this Co-Op placement genuinely distinctive.

The most memorable highlight was undoubtedly the Go-Karting Championship. Designing a multi-round competitive event from concept to execution, raising over NPR 1.5 lakh in sponsorships, managing 58 registered participants, and delivering a grand final with a NPR 1 lakh prize pool — all as part of an internship role — was an achievement that required every marketing, communication, and organizational skill I possessed. The 20% increase in Go-Karting awareness in Kathmandu that followed the championship was a meaningful, measurable contribution to the business.

Other highlights include the introduction of the segmented marketing approach, the digital relaunch initiative, the corporate and institutional outreach programme, and the meaningful human connections built with the founding directors, the operations team, and the ground staff who brought The Wonderland to life every day.

4.2 Evaluation of the Work Experience

Self Assessment

On reflection, I entered the internship with strong theoretical marketing knowledge but limited practical experience in event execution and commercial negotiations. By the end of the placement, I had led a full championship series, negotiated with external sponsors, managed a social media content strategy, and contributed to the company's long-term marketing direction. The growth in my professional confidence, communication ability, and strategic thinking was substantial.

Contributions to Career Development

The internship crystallized my passion for experiential marketing and event management — areas I had theoretically enjoyed studying but had not yet tested in practice. The experience has

significantly informed my career direction: I aspire to build a professional career at the intersection of marketing, brand strategy, and live events, and this internship has given me a strong, experience-backed foundation on which to build that path.

Personal Satisfaction

My level of personal satisfaction with this Co-Op placement was very high. The combination of creative freedom, genuine responsibility, and measurable impact created an exceptionally fulfilling internship environment. The trust placed in me by the Head of Marketing and the Founding Directors to lead high-visibility events was deeply motivating, and the warm culture of the team made every challenging moment manageable. I leave The Wonderland with a deep appreciation for the difficulty and the thrill of building a brand in a competitive, resource-constrained market.

4.3 Limitations of the Co-Op Studies

- **Scope Exceeding Typical Internship Boundaries:** While the broad scope of my role was a growth accelerator, it also meant that some areas — particularly financial modelling of marketing ROI and long-term brand strategy development — were necessarily touched upon rather than deeply explored, due to time constraints.
- **Seasonal Timing:** The internship coincided with the post-winter, pre-monsoon period — a generally strong season for the park. Experiencing the monsoon season's operational and marketing challenges first-hand would have provided a more complete picture of the business cycle.
- **Limited Access to Financial Data:** While I managed event budgets and sponsorship revenue, I had limited visibility into the company's full P&L, which would have enriched the strategic analysis sections of this report.
- **Resource Constraints:** The relatively lean marketing team meant that some initiatives — particularly the website relaunch and the corporate outreach programme — progressed more slowly than they would have in a larger, more resourced organization.

4.4 Recommendations for the Company

13. **Formalize the Internship Programme:** The Wonderland should develop a structured Co-Op internship framework with defined learning objectives, weekly check-ins, and a

formal mid-point and end-of-internship evaluation to ensure both the intern and the company derive maximum value from the arrangement.

14. Invest in a Dedicated Marketing Budget: Formalizing and increasing the marketing budget — particularly for digital advertising and event production — would significantly amplify the results achievable through the event and sponsorship model developed during this internship.
15. Develop a Comprehensive CRM System: A basic Customer Relationship Management system to track visitor profiles, corporate client relationships, event registrations, and loyalty programme participation would enable more data-driven marketing decisions.
16. Provide Interns with Greater Financial Visibility: Future interns in marketing roles would benefit from broader exposure to the company's financial performance data, enabling more commercially grounded marketing recommendations.
17. Continue and Expand the Monthly Competition Series: The championship format established during this internship should be maintained and expanded into additional attractions (Bowling, VR, Arcade), creating a year-round competitive community and a recurring revenue and sponsorship pipeline.

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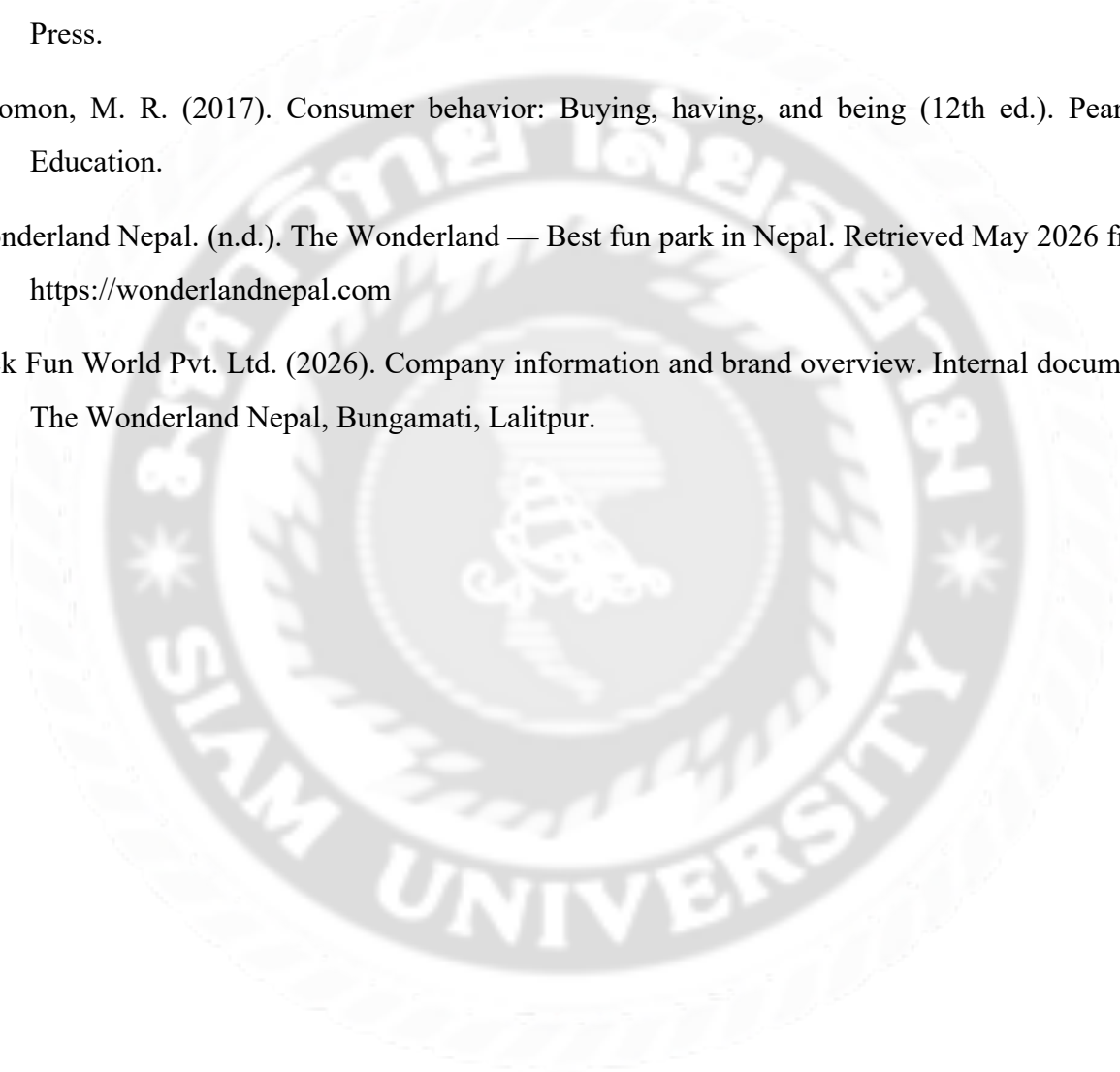
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Appendices

Table: Daily Work Update Log (19 January – 10 May 2026)

Color Key: Red = Holiday Yellow = Leave (Sick / Taken) Green = Special Event / Championship Day

Date	Day	Tasks
Jan 19 2026	Monday	Meeting with Directors to understand marketing vision and quarterly priorities
Jan 20 2026	Tuesday	Holiday
Jan 21 2026	Wednesday	Onboarding and orientation with the existing marketing and operations team
Jan 22 2026	Thursday	Training with existing marketing team on brand guidelines and communication standards
Jan 23 2026	Friday	Sick Leave
Jan 24 2026	Saturday	Social media new approach meeting: reviewing platform performance and planning new content direction
Jan 25 2026	Sunday	Holiday
Jan 26 2026	Monday	Website draft meeting: reviewing design mockups and content structure with Digital Marketing Lead
Jan 27 2026	Tuesday	Holiday
Jan 28 2026	Wednesday	Sponsorship meeting with Xtreme Energy Drink: pitch presentation and terms discussion
Jan 29 2026	Thursday	Sponsorship meeting with Singapore Beverages: initial pitch and partnership proposal review
Jan 30 2026	Friday	Taken Leave

Date	Day	Tasks
Jan 31 2026	Saturday	Sponsorship meeting with Nuad Thai Spa: proposal presentation and branding package discussion
Feb 1 2026	Sunday	Holiday
Feb 2 2026	Monday	Discussion with Directors and Marketing team regarding WIT Karting Championship format and timeline
Feb 3 2026	Tuesday	Holiday
Feb 4 2026	Wednesday	Go-Karting Championship event proposal drafting and budget planning
Feb 5 2026	Thursday	Participant registration system setup and bracket design for Championship qualifier rounds
Feb 6 2026	Friday	Corporate outreach planning: building target database of HR departments and college event committees
Feb 7 2026	Saturday	School and college group booking outreach and follow-up coordination
Feb 8 2026	Sunday	Holiday
Feb 9 2026	Monday	Monthly social media content calendar planning for Instagram and Facebook
Feb 10 2026	Tuesday	Holiday
Feb 11 2026	Wednesday	Digital marketing performance review: analyzing reach, engagement, and follower growth metrics
Feb 12 2026	Thursday	Reviewing and approving weekly social media posts for brand consistency
Feb 13 2026	Friday	Official Leave
Feb 14 2026	Saturday	Coordination meeting with Digital Marketing Lead on creative briefs and visual direction

Date	Day	Tasks
Feb 15 2026	Sunday	Holiday
Feb 16 2026	Monday	Sponsor follow-up calls and email drafting for upcoming championship round
Feb 17 2026	Tuesday	Holiday
Feb 18 2026	Wednesday	Staff customer engagement and upselling training workshop
Feb 19 2026	Thursday	Prize structure and prize pool budget finalization for championship series
Feb 20 2026	Friday	Go-Karting Championship promotional material review and distribution coordination
Feb 21 2026	Saturday	Marketing segmentation strategy planning session with Head of Marketing
Feb 22 2026	Sunday	Holiday
Feb 23 2026	Monday	Outreach to corporate HR departments for team-building and group booking packages
Feb 24 2026	Tuesday	Holiday
Feb 25 2026	Wednesday	Monthly event planning meeting with Founding Directors
Feb 26 2026	Thursday	Post-event debrief and report drafting for previous qualifier round
Feb 27 2026	Friday	Taken Leave
Feb 28 2026	Saturday	Simnox billing software training and operations familiarization
Mar 1 2026	Sunday	Holiday
Mar 2 2026	Monday	Paid digital advertising planning and budget allocation review

Date	Day	Tasks
Mar 3 2026	Tuesday	Holiday
Mar 4 2026	Wednesday	Brand voice and tone alignment meeting with social media team
Mar 5 2026	Thursday	Competitor analysis: researching entertainment marketing strategies across Kathmandu
Mar 6 2026	Friday	Office Retreat
Mar 7 2026	Saturday	Photography and videography briefing for race day and event content creation
Mar 8 2026	Sunday	Holiday
Mar 9 2026	Monday	WIT Karting Championship logistics and venue setup coordination with operations team
Mar 10 2026	Tuesday	Holiday
Mar 11 2026	Wednesday	Bowling Championship concept discussion and preliminary planning with Directors
Mar 12 2026	Thursday	Customer feedback review and visitor experience improvement discussion with operations
Mar 13 2026	Friday	Influencer and micro-celebrity outreach for championship event promotion
Mar 14 2026	Saturday	Weekly marketing report preparation and presentation to Head of Marketing
Mar 15 2026	Sunday	Holiday
Mar 16 2026	Monday	Review of participant registrations and communication updates for upcoming qualifier
Mar 17 2026	Tuesday	Holiday

Date	Day	Tasks
Mar 18 2026	Wednesday	Meeting with Directors to understand marketing vision and quarterly priorities
Mar 19 2026	Thursday	Onboarding and orientation with the existing marketing and operations team
Mar 20 2026	Friday	Taken Leave
Mar 21 2026	Saturday	Training with existing marketing team on brand guidelines and communication standards
Mar 22 2026	Sunday	Holiday
Mar 23 2026	Monday	Social media new approach meeting: reviewing platform performance and planning new content direction
Mar 24 2026	Tuesday	Holiday
Mar 25 2026	Wednesday	Website draft meeting: reviewing design mockups and content structure with Digital Marketing Lead
Mar 26 2026	Thursday	Sponsorship meeting with Xtreme Energy Drink: pitch presentation and terms discussion
Mar 27 2026	Friday	Sponsorship meeting with Singapore Beverages: initial pitch and partnership proposal review
Mar 28 2026	Saturday	Sponsorship meeting with Nuad Thai Spa: proposal presentation and branding package discussion
Mar 29 2026	Sunday	Holiday
Mar 30 2026	Monday	Discussion with Directors and Marketing team regarding WIT Karting Championship format and timeline
Mar 31 2026	Tuesday	Holiday
Apr 1 2026	Wednesday	Go-Karting Championship event proposal drafting and budget planning

Date	Day	Tasks
Apr 2 2026	Thursday	Participant registration system setup and bracket design for Championship qualifier rounds
Apr 3 2026	Friday	Corporate outreach planning: building target database of HR departments and college event committees
Apr 4 2026	Saturday	School and college group booking outreach and follow-up coordination
Apr 5 2026	Sunday	Holiday
Apr 6 2026	Monday	Monthly social media content calendar planning for Instagram and Facebook
Apr 7 2026	Tuesday	Holiday
Apr 8 2026	Wednesday	Digital marketing performance review: analyzing reach, engagement, and follower growth metrics
Apr 9 2026	Thursday	Reviewing and approving weekly social media posts for brand consistency
Apr 10 2026	Friday	Taken Leave
Apr 11 2026	Saturday	Coordination meeting with Digital Marketing Lead on creative briefs and visual direction
Apr 12 2026	Sunday	Holiday
Apr 13 2026	Monday	Sponsor follow-up calls and email drafting for upcoming championship round
Apr 14 2026	Tuesday	Holiday
Apr 15 2026	Wednesday	Staff customer engagement and upselling training workshop

Date	Day	Tasks
Apr 16 2026	Thursday	WIT Karting Championship — Qualifier Round 1: Race day coordination, participant registration, on-ground event management, and marshal supervision
Apr 17 2026	Friday	Prize structure and prize pool budget finalization for championship series
Apr 18 2026	Saturday	Go-Karting Championship promotional material review and distribution coordination
Apr 19 2026	Sunday	Holiday
Apr 20 2026	Monday	Marketing segmentation strategy planning session with Head of Marketing
Apr 21 2026	Tuesday	Holiday
Apr 22 2026	Wednesday	Outreach to corporate HR departments for team-building and group booking packages
Apr 23 2026	Thursday	WIT Karting Championship — Qualifier Round 2: Race day coordination, lap timing review, bracket updates, and sponsor branding management on-site
Apr 24 2026	Friday	Taken Leave
Apr 25 2026	Saturday	Monthly event planning meeting with Founding Directors
Apr 26 2026	Sunday	Holiday
Apr 27 2026	Monday	Post-event debrief and report drafting for previous qualifier round
Apr 28 2026	Tuesday	Holiday
Apr 29 2026	Wednesday	Simnox billing software training and operations familiarization

Date	Day	Tasks
Apr 30 2026	Thursday	W1T Karting Championship — Qualifier Round 3: Final qualifier race, advancing participants announcement, and post-event debrief with Directors
May 1 2026	Friday	Paid digital advertising planning and budget allocation review
May 2 2026	Saturday	Brand voice and tone alignment meeting with social media team
May 3 2026	Sunday	Holiday
May 4 2026	Monday	Competitor analysis: researching entertainment marketing strategies across Kathmandu
May 5 2026	Tuesday	Holiday
May 6 2026	Wednesday	Photography and videography briefing for race day and event content creation
May 7 2026	Thursday	W1T Karting Championship — Semi-Finals: Semi-final race day coordination, participant warm-up management, sponsor hospitality, and media coverage coordination
May 8 2026	Friday	W1T Karting Championship logistics and venue setup coordination with operations team
May 9 2026	Saturday	W1T Karting Championship — Grand Finals: Finals race day, prize ceremony coordination, sponsor acknowledgement, and post-championship social media wrap-up
May 10 2026	Sunday	Holiday

Pictures

