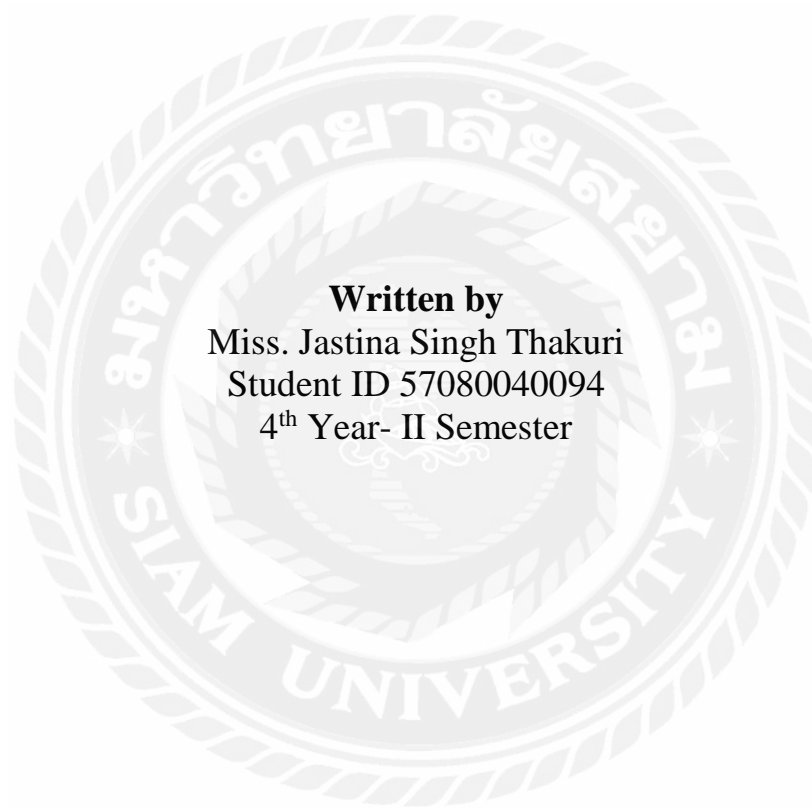




## **Cooperative Education Report**

**“Marketing through digital platform in Syn-hub Co-innovative space”**



**This Report Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration**

**Academic Semester 2/2018 Siam University**

**Title** "Marketing through digital platform in Syn-hub Co- innovative space"

**Written by** Jastina Singh Thakuri

**Department** "Marketing" BBA

**Academic Advisor** Mrs. Sumaia Farzana

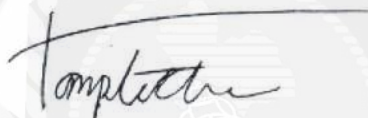
We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

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**Credits:** 5

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**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

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### Abstract

This internship is conducted at Syn Hub Co- innovative Space, where the main objective was to be helpful with our abilities to make the company reach its brand exposure goals to more of international customers rather than the usual Thai customers, via various marketing approaches such as online marketing and also offline marketing.

SYN HUB is where makers, trend-setters, visionaries and creators meet up to deliver fantastic outcomes. Something other than a collaborating space, occasion setting, learning extension or get together spot, SYN HUB is a group that endeavors to draw out the best in each individual that strolls through our entryways. We develop a situation of working, sharing, organizing, enhancing, fusing and rousing and are drive to give just the best to individuals and group.

Even though the main purpose of internship was working in marketing department of this particular company, but the overall assisting work such as barista work, event organizing, photography, videography etc. were also assisted accordingly.

To reach to the potential international customers and expose this specific brand to them, we basically designed various promotional ideas that could be used to attract the international customers such as "buy one get one free coffee offer", "Songkran promotion offer" and many more, and published it on digital platform such as official Syn Hub face book page and also its Instagram account. Heavy digital promotion was done, and to assist this promotion, we also distributed brochure's hinting promotional prices of co-working space in the nearby area apartments where statistically many foreigners were shown to be living.



**Keywords:** Digital marketing / international customers/ brand exposure

## Acknowledgement

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I would further like to extend my appreciation to our principle, Mr. Bishnu Raj Adhikari, without whom this journey of this internship opportunity would not be even slightly possible. I would also like to thank my supervisor Mrs. Sumaia Farzana, for guiding and assisting to complete.

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Jastina Singh Thakuri

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## Chapter 1: Introduction

### 1.1 Company Profile



*Figure 1 Logo of the company*

SYN HUB is a space where creators, innovators, dreamers and makers come together to produce incredible results. More than just a co-working space, event venue, learning annex or meet up spot, SYN HUB is a community that strives to bring out the best in every person that walks through our doors. We cultivate an environment of working, sharing, networking, innovating, incorporating and inspiring and are drive to provide only the best for members and community (syn-hub).

This space is a way of life and the pattern for another age of individuals who adore flexibility. Or on the other hand who work frequently, however need to change the environment to work more to increase their efficiency. It additionally incorporates the chance to mingle and create new connections, particularly for that startup, which is a solid business strategy in this period of competitive business scenario.

Originally this company is a part of a bigger company named “Synergy Technology” which focuses on innovation Tech manufacturing and exporting of its products, which was established on 2008. Then after some years later “Syn- Hub Co-innovative space” came into picture, with its sole purpose of creating a state of the art place for people to come and work on and fulfill their dreams. It does serve to wide variety group of customers, but their main target market is people who are thinking of startup in innovative field. It is located in 4<sup>th</sup> floor of Pratunum mall which is easily accessible.

These patterns are perfect for the "free" work space, which is Co-Working Space, since it is a work zone that backings all individuals in any industry. Regardless of whether it is a solitary or group Co-Working Space, it can bolster all. At exhibit, Co-Working Space is more than 40 in Bangkok and different provinces (Dolly, 2017). Clients can apply for any Co-Working Space package.

Some of the packages of Syn hub involve:





Figure 2 Package for single use



Figure 3 Package for group work





Figure 4 Package for big events

Collaborating Space will have office gear to serve clients. Web, copier projectors, meeting rooms, and so on. A large number of them additionally have a coffeehouse to serve beverages and bites to clients. The air is different; each place is brightened to pull in clients.

For those considering working on Startup, Co-Working Space will spare you more cash. Since the individuals who begin business would prefer not to spend a high spending plan to lease office to work. Cooperating Space is the best decision to work since it can be leased day by day, week after week or month to month. You can likewise work throughout the day. Likewise, individuals who come to work at Co-Working Space can likewise be persuaded to work and open their eyes to know and meet more individuals in a similar line. Or on the other hand related work. This is an awesome chance to trade thoughts. Making new thoughts including another viewpoint on the work back. Another purpose of offer of Co-Working Space is concentrating on an agreeable trip. Great business areas or Metro, and in addition enrich the air inside the Working Space to draw in clients too.

The tagline of Syn-hub co working space is “Where innovators shape the future”, which implies on various hardworking people coming in this pace to build their career ultimately shaping the future of themselves as well as their countries’.

And its vision and mission statement is to be “The One Stop Service Co-working Space for Thailand's Next Innovators and Maker.”

Some of its official partners are:



Figure 5 Syn- hub's official partners

There are various services that Syn Hub co-innovative space can offer. Some of the main services that Syn- hub offers are as following:

1. Modern Facilities
2. Convenient location
3. Premium café
4. Networking opportunities with other innovative creators
5. Innovating in state of the art prototype lab
6. Surrounded with work friendly environment
7. Good Wi-Fi facility

People come at Syn Hub for various purposes, some come to get some space and do their work quietly, some come for serious business meetings, and some come as their office to their start up business and mostly many people host their events such as workshops like makeup workshops, photography workshops, innovative workshops etc. Below are some pictures to show how the workspace is allocated and designed in order to cater all these given services:



Figure 6 Entrance of the workspace

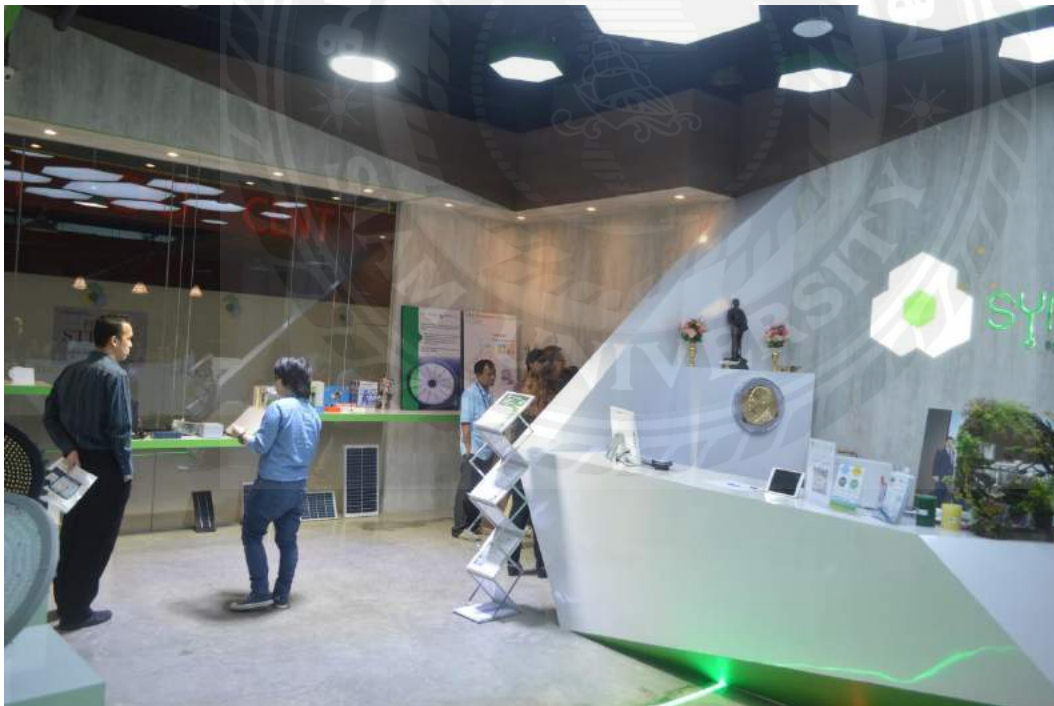


Figure 7 Registration area



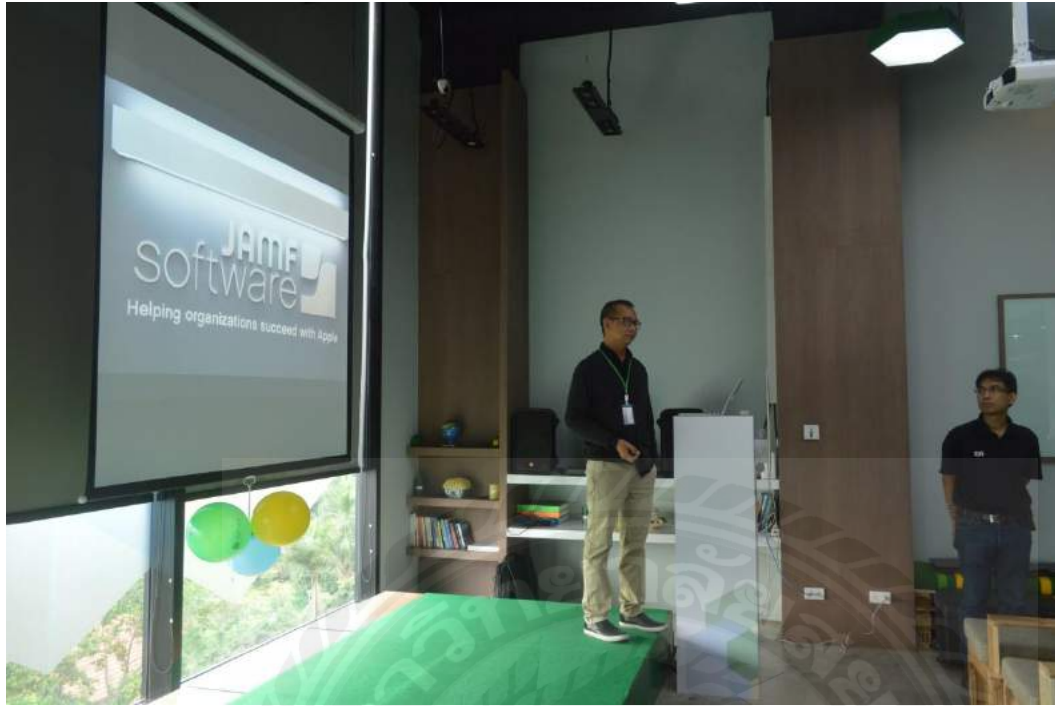


Figure 8 Event room



Figure 9 Individual workspace/ event room



## 1.2 Organizational Structure of Syn Hub

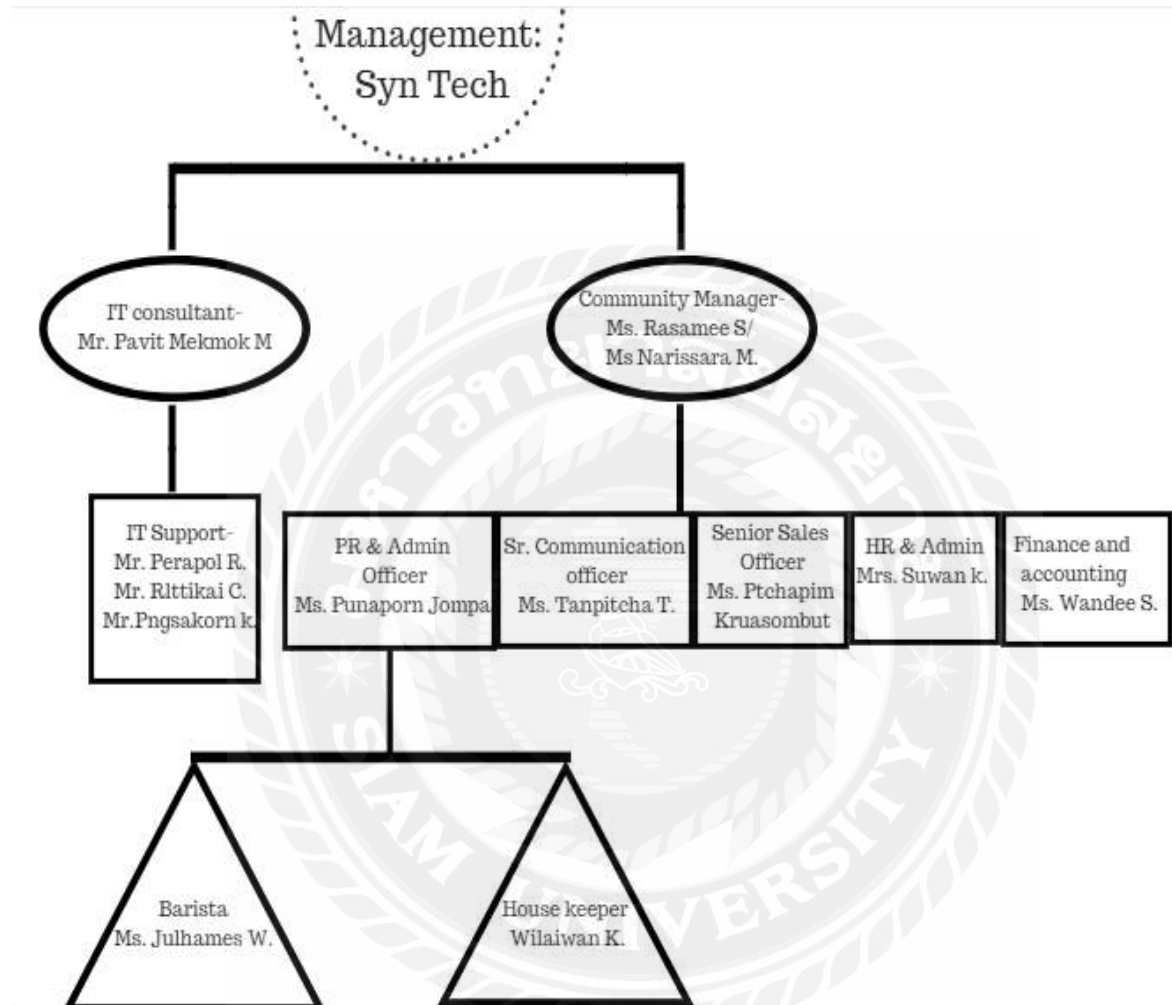


Figure 10 Organizational structure

## 1.3 Statement of the report

This report states about my experience in Syn- Hub Co- innovative space, working as an intern in marketing and sales department, where our theoretical knowledge was properly put into test by applying it in a practical manner. The main drawback that I noticed in this company was lack of employees that knew how to communicate in English properly. Considering the fact that they wanted to attract lots of international clients, but when they arrived I was the only one who could communicate with them fluently to understand their needs, was a huge limitation to the company. This also created lack of content to put out in digital space in the universal language to gain attention of the international clients. This definitely evoked the company to do a lot more digital marketing and offline marketing as well, because promotions and brand awareness were one of the major factors that they could attract their desired customers.

So, that is the reason why I was given lots of responsibilities on designing materials for digital and offline marketing, so that during my internship period in Syn-Hub, I could help them gain more international clients, through our English communication skills and marketing knowledge. Therefore the title “Marketing through digital space in Syn-hub Co-innovative space”.

#### **1.4 Objectives of the Study**

The principle target of this report is to create and enhance my business abilities in correspondence, innovation, showcase presentation and collaboration specifically in the digital marketing field.

My experience as an intern in this company additionally helped me build up my Public relations as I got the chance to connect with numerous experts. I got the opportunity to apply my business ideas and speculations to true basic leadership and settle on an appropriate choice. I got the opportunity to watch and partake in business activity administration and in basic leadership process. I additionally got the chance to meet proficient good examples of professionals who can give me direction, criticism and bolster and furthermore extended my connections with business experts. Some of the specific objective of this study could be as follows:

1. Gain knowledge about how digital market functions and also how it impacts the users of the internet.
2. Get insight on how the marketing trend has changed in the recent years and how much it has been digitalized and also how we can adapt accordingly

#### **1.5 Expected Outcomes**

I built up the capacity to gather, process, and dissect customer information, amend it and settle on educated showcasing choice. I obtained the learning to recognize and react to customers' publicizing and advertising correspondence objective as per their given framework and build up a legitimate promoting plan and various promotional tactics. It likewise helped me to enhance my polished methodology to finish my work in moral and auspicious way.

Some of the expected outcome from this Internship could be:

1. Being adaptable as indicated by the flow of the organizations these days



2. Be more refreshed and mindful about every one of the patterns and changes that the business situation of any nation has been evolving
3. Adapt the adjustments in the work that I'm improving and better bit by bit
4. Increase my demonstrable skill and be prepared for the business world to take me in sooner rather than later
5. Consider my shortcoming and work on it harder to be significantly more better individual professionally and by and by also
6. Know appropriately how an association capacities and be comfortable with it so it will be useful sooner rather than later
7. Get learning about your own particular capacities in the field that you have been contemplating hypothetically for right around 4 years
8. Improvise and utilize your imagination to help the brand introduction of the organization that you have been working for
9. Revise every one of the works that I have achieved and take a shot at what is missing and add more idea to zones where I am now solid
10. Be more mindful about the business situation
11. Expanding my communication skill and presentation skills

## 1.1 Limitations of the Study

Talking about limitations of this study, since, it's an international internship where English is not their first language, there was a huge language barrier, and communication and working process was affected due to this. Proper flow of information could not be done many times and the working process was affected. Works could not be easily distributed among us and the Thai interns because of the Thai content required. And since we are focusing on targeting foreign customers and exposing them to this brand, the research and implementation time requires a lot of time investment which was a constrain for us. To be more detailed about the limitations:

### 1. Language barrier:

As many people in Thailand do not communicate in English, same scenario was in this office as well, it was a huge problem for me, communicating basic things like asking for permission to do things were very hard which affected the fluency of the works.

### 2. No proper flow of information:

It comes under language barrier, due to this the proper flow of information was hard and mutual understanding was lacking.

### 3. Difficulty in distribution of work:

Again under language barrier, the work that needed to be allocated to us could not be properly explained to us and the result of our work might not have been too reliable for them because of it.

### 4. Time constraint:

Since one of their goals was to gain lots of international clients, we had only about 4 months to make it happen which is a very short amount of time to accomplish this goal, as it takes a lot of



## 2.1 The growing statistics of digital marketing

The work assigned to me in Syn Hub, was incorporating various types of online and offline marketing and designing all the contents required for the company. In midst of it the entire main objective was to expose our brand to many new national and international clients and to do that proper use of both online and offline marketing is necessary. In the present focused universe of business, powerful marketing is absolutely critical. On the off chance that you need to contend with your adversaries on a worldwide level, you have to ensure that you utilize the correct marketing techniques.

What is online marketing?

In shortsighted terms, online marketing also widely known as digital marketing is the advertisement of items or brands by means of at least one types of electronic media or digital space. Online marketing varies from customary promoting in that it includes the utilization of channels and techniques that empower an association to investigate advertising efforts and comprehend what is working and what isn't – ordinarily progressively.

Digital marketing has the potential to attract a very huge amount of potential customers, and it can either go really right or it either can go really wrong, so a company must do really good research as to which tools to utilize and what channels to approach in order to flow their brand exposure or information via a digital space in order to really speak to their potential clients or audience.

This kind of marketing via digital space is prevalent to the point that customers have easy access to data whenever and wherever they need it. Those days are gone when the messages individuals got about your services, products or maybe even your organization originated from you and comprised of just what you needed them to know. online marketing is a consistently developing wellspring of amusement, news, shopping and social collaboration, and buyers are currently presented not simply to what your organization says in regards to your image, however what the media, companions, relatives, peers, and so forth., are stating too. (SAS) What's more, they will probably trust them than you. Individuals need brands they can rely on, organizations that understand those particular people, correspondences that are customized and important, and offers custom-made to their necessities and inclinations.

To build such kind to trust and inclination towards your brand, you really need to up your game in the marketing aspect, in order to create good things about your organization, product, or service for people to talk about and actually recommend it to their families' friends and colleagues. This might be being more creative and incorporating well known personalities of the society, or it may also be creating an interactive type of marketing scenario where your potential customers can actually experience your brand and what your brand is all about. It may also be through viral marketing as many big brands such as Dove, Coca Cola, and Pepsi etc. are practicing right now.

### Gaining International clients

Gaining new customer and that also international ones is a huge challenge for any company. To genuinely reach to that spectrum costs a chunk of market research, various surveys and a whole lot of addition and development of inner workings of the company. First and foremost you got to create an environment that really appeals to the international clients and create a space that they can actually relate to. Designing and customizing an proper information flow system to them is very vital, as they have to feel their presence is welcomed and the company gives priority to those clients as well.

Especially for company like Syn-Hub, which caters to a huge amount of their own local clients, and also the English communication is very rare; they really need to step up their game in this aspect if they really want to attract international clients.

Creating deals and promotions to their favor also adds up a lot of value to the company. For instance in case of Syn-Hub creating promotional prices not only in Thai holidays but also international holidays, would really attract the international clients and not only help in their brand exposure, but also help in their brand image and also increase sales.

### Incorporating innovation with marketing

Marketing in itself has been widely known amongst almost all the organizational being of the world, but to actually make use of them in a way that really catches the attention of the passer byes is a hard job to do. Because people's attention span differs from person to person and to keep on making people engaged in your content requires creativity and innovation. The marketing team must really up their game to make people remember the brand just by one encounter with the marketing material that they put out to the world to see.

The best examples that I can think of innovative marketing is Coca-Cola, their marketing scheme is always interactive and viral kind which makes one of the old brand to feel like a young and fresh brain in the minds of the general public. The another brand that really puts an effort to highlight innovation in their marketing content is "Free toll way to BMW sticker owners", which created a massive hype on this brand creating positive brand image and whole lot of brand exposure.

Going viral is "the thing" in this era. As there is a very less place where internet is not used, so viral video marketing is also a huge innovation effort for a company to put out like Dove does with their emotional campaigns.

One quality that joins the promoting frameworks of these brands is creativity or innovation. Effective automated exhibiting requires that brands can conform to change, and to understand new openings. Having the ability to enhance empowers brands to conceptualize new musings and get them under way.

### 3.1 Roles and responsibilities assigned by company

Since Syn-hub is a co-working space, the traditional works of an organization was not much highlighted. In fact, the working environment is very informal and most of the employees are encouraged to add their own twist to their work and work independently most of the time.

Same kind of pattern was applied to me as well, our supervisors addressed what they wanted from me, that was my assistance in day to day work days and also build many strategies that could lead up to more brand exposure not only to their traditional targeted customers, such as the general Thai people, but also more international clients, as their goal was to branch out to international territory in one point of their business timeline in the near future.

During my internship period here in Syn- Hub innovative co- working space, I was assigned in Sales and marketing intern department, where I assisted and supported the CSR team in the day to day running of each account and take responsibility for ensuring all necessary administrative procedures are adhered to. Along with assisting the CSR works, we also had to help in organizing one of Syn hub's main event i.e. CSI (creativity, smart, innovative) entrepreneur competition where many people come up with their business idea and compete with one another to ultimately win their business been actually running with the help of funds and consultancy from various panels from Syn-hub.

Some of the responsibility that I had to look after during my internship period is given below:

- Research where our potential customer resides
- Know the dimensions of our potential customers
- Prepare required online and offline materials for the marketing projects
- Design info graphics
- Edit videos
- Assist the employees when needed
- Prepare reports on the works achieved by the company
- Re arrange the floor plan according to the event happening in the workspace
- Reach our potential clients through online and offline marketing
- Discuss various marketing strategies for the company
- Assist in barista works
- Help in communication with international customers
- Prepare offline materials for various promotional events in the office and distribute it in the places where potential customers could reside.
- Photography and videography of the events taking place at the working space
- Design the photo boards according to the recent events that took place
- Help in managing the inventory
- Help in maintaining the work environment clean and tidy
- Create, design and give life to the new synergy mascot.

### 3.2 Project details

The main focal task given to me was to take over the marketing department and do as much as I can to bring in new clients to Syn Hub especially international clients. Aside from that we were given side projects such as event photography, videography, video editing designing info graphics, creating Syn- Mascot, creating annual reports, and assisting in main events such as CSI, and workshops when held in the working space of Syn-hub.

I also focused on offline marketing, by researching where the company's target market could be, and preparing valid materials for it such as fliers, promotional coupon, online info graphics etc. and distributed to the targeted areas so that the brand could be exposed properly. Some of the main projects that I laid our hands on during our internship period were:

CSI competition:



Online marketing

Creation of promotional tools in Facebook and Instagram page, such as buy one get one free offer in our Syn café, promotional discounts on packages of Syn hub workspace, Songkran offers etc.





Figure 1 Active posts on social Media handles of Syn Hub

Offline marketing

Designing Boucher and pamphlets to distribute to our potential residing customers, and also constantly changing the decoration of the bulletin boards of the workspace to highlight the main events of Syn-hub workspace.



Figure 2 Portfolio of Syn-Hub



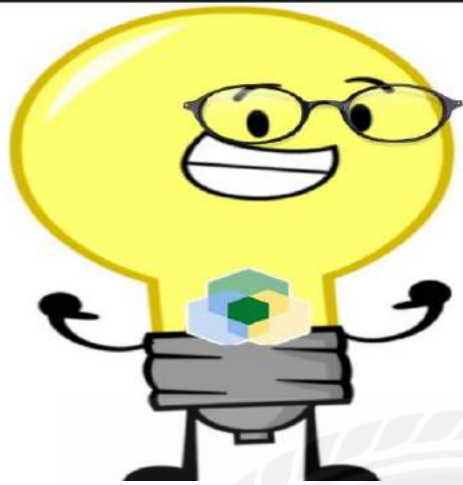
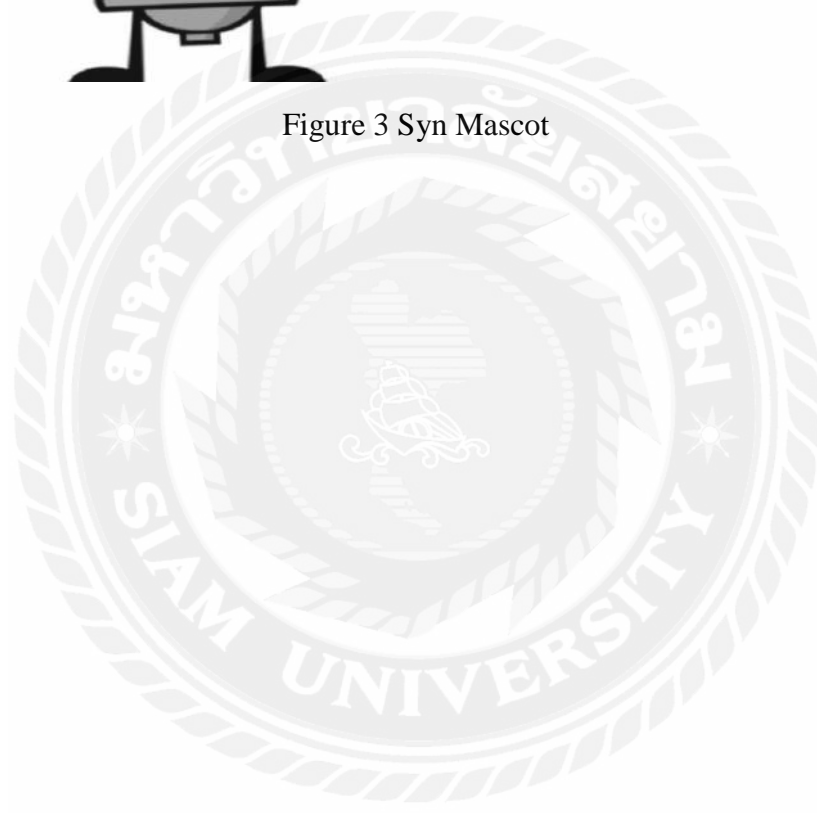


Figure 3 Syn Mascot



## 4.1 Contribution of students made during internship

Amid my temporary job period here in Syn-Hub imaginative collaborating space, I was doled out in Sales and marketing understudy office, where I helped and bolstered the CSR group in the everyday running of each record and assume liability for guaranteeing all important authoritative methodology are clung to. Alongside helping the CSR works, we additionally needed to help in sorting out one of Syn center's headliner i.e. CSI (imagination, brilliant, inventive) business visionary rivalry where numerous individuals concoct their business thought and rival each other to at last win their business been really running with the assistance of assets and consultancy from different boards from Syn-center point.

Since Syn-center is a collaborating space, the conventional works of an association was very little featured. Truth be told, the workplace is exceptionally casual and the vast majority of the representatives are urged to add their own curve to their work and work freely more often than not.

Same sort of example was connected to me too, my bosses tended to what they needed from me, that was my help with everyday work days and furthermore manufacture numerous techniques that could pave the way to more brand presentation not exclusively to their customary focused on clients, for example, the general Thai individuals, yet in addition more universal customers, as their objective was to stretch out to a worldwide area in one purpose of their business course of events sooner rather than later.

A portion of the contributions that I made during the time of my internships were:

1. Assist in barista works
2. Help in correspondence with universal clients
3. Prepare disconnected materials for different limited time occasions in the workplace and appropriate it in the spots where potential clients could live.
4. Photography and videography of the occasions occurring at the working space
5. Design the photograph sheets as indicated by the current occasions that occurred
6. Help in dealing with the stock
7. Help in keeping up the workplace perfect and clean
8. Create, outline and offer life to the new cooperative energy mascot.
9. Research where our potential client dwells
10. Know the measurements of our potential clients
11. Prepare required on the web and disconnected materials for the advertising ventures
12. Design info graphics
13. Edit recordings
14. Assist the representatives when required
15. Prepare investigates the works accomplished by the organization
16. Re mastermind the floor design as indicated by the occasion occurring in the workspace

17. Reach our potential customers through on the web and disconnected showcasing
18. Discuss different showcasing techniques for the organization

## **4.2 Details of related learning process and new knowledge received**

As per learning process and knowledge received while working in this company, there are lots and lots of things that I learned during my internship period.

First and foremost, working in an international environment is a whole new aspect, which I experienced for the first time. I learnt to overcome my fear of doing things individually or alone. My communication skills got a lot better as I had to talk and interact with clients of various nationalities, not only interacting with clients but also we had to present our works in weekly meetings, which enhanced my confidence of public speaking and also improved my presenting and talking skills. Since a lot of digital marketing works were assigned to us, we had to use various digital tools to accomplish our tasks and works, so we got exposed to many new tools such as Canva, Photoshop, PhotoScape, Adobe video maker, etc. which not only helped us to learn a completely new programs, but also learned how those specific tools can be utilized to incorporate with marketing the brand that we were working with, so that it looks attractive and grabs attention of the potential customers.

As various big events were constantly taking place in the workspace and we were involved in behind the scenes of it before the D-day of those events, I got to learn how much work, discipline and pre planning it actually takes to complete one day of event, and much each and every aspect should be taken into consideration so that no-one can criticize about the work that we put into.

I also got to learn more about how brand personality should be maintained in a constant pace, whether it be in a big event or a very small one, a brand's personality is a company's biggest asset and it should not be overlooked not matter how small the work or product is, because that is how people will relate your brand to and that will ultimately will decide whether they will consume your product or service or not.

I also got to know how group brainstorming is important, as every people have new to bring to the table and with the combinations of ideas, a very creative new thing could arise. Even while working here our team got together and had a heavy discussion about what could be the best marketing strategies that would help this brand to reach to its most likely clients, and with the combined work we could conduct a successful research and implement our plans accordingly.

## **5.1 Self-assessments as future professionals**

Through this internship experience I can definitely say that it will come very much come in use in my future professional endeavors. I have learnt to overcome my fear of working in an alien environment and doing things without actually relying on anyone. I also noticed and took note about my weakness such as being punctual and discipline in my works, and now I am a better person regarding this aspect as I have gradually improved myself. Other weakness that I noticed about myself was that I was weak in organizing time to my works and that aspect also has definitely improved. I have learnt that focusing on your weakness and approving them as your weakness can actually help you to transform them into you strength as well. Not only my weaknesses but I also got to feel my strength like, communication, managing customer relationship, putting forward my ideas, and allocation works.

Working as an intern in Syn-hub co-working space, not only I have developed my practical knowledge necessary for my professional career I have also developed good public relation with some professionals in the corporate market. Though I have been just working as an intern in the organization, the internal team has provided me with various knowledge and opportunity which would enhance me on my professional development. I have been able to recognize some legal and ethical principles that this organization works on. I believe that I have also been able to compose and present effective oral forms of communication which would have a great impact in my professional career in the near future.

An organization can't perform well without team effort and leadership, working in Syn-hub I have been able to develop my skills to work in groups, work under pressure and adapt to the working environment of different professionals. This gave me brief knowledge about how employees in an organization work as per their daily activity.

## **5.2 Comparison of practical learning VS theory**

This international internship experience provided lots of insight on how an organizational structure functions and how much effort actually goes into making all the organizational goals, missions, and vision come true. Whilst, sinking in the theoretical parts of these works in our university, we don't get the actual gist of how much hard works goes into each and every small

detail that goes in the process of marketing. We only learn that creative marketing should be done in order to create brand image and exposure, but we don't get to know that it requires physically laborious works to do market research, pitching so many ideas for creative content and it might be that all of those ideas can be rejected and you have to start from the scratch, it might also be that when you put your content out there people might not actually like your content and it is so easy to offend and trigger criticism nowadays. So being extra careful on your materials that you put out to the world is also very critical.

The other thing that I didn't learn in theory is that you actually need to be more innovative in the next marketing material that you put out because you always need to be on the edge and constantly be updated what's to come with the marketing scenario and the competitors as well. The content should be fresh and relatable to the target market going parallel with incorporating creativity, innovation, interactivity, and follow up in a constant manner.

There is loads of theoretical information's that we as a whole have been gaining from our Childhood that could be utilized as a part of our future or in our expert profession life however reality does strike thus it did. There are numerous things that don't work as indicated by our hypothesis learning from our books and E-Books as association works under their morals, strategies and laws. We do experience numerous things that we haven't learnt from our business colleges in down to earth life and this is the place we get the opportunity to take in stuffs as a matter of fact seniors and staffs. Hypothesis Knowledge has helped me comprehend why one works where another falls flat and down to earth information has helped me see how one flops and how another can function. For this, I was constantly guided by my seniors and director to rectify my slip-ups and showed me to utilize it effectively. Hypothesis learning is never enough until the point when we attempt it or place it in our commonsense utilize, and filling in as an understudy I have possessed the capacity to advance my hypothesis information for all intents and purposes and attempt it on the ground.

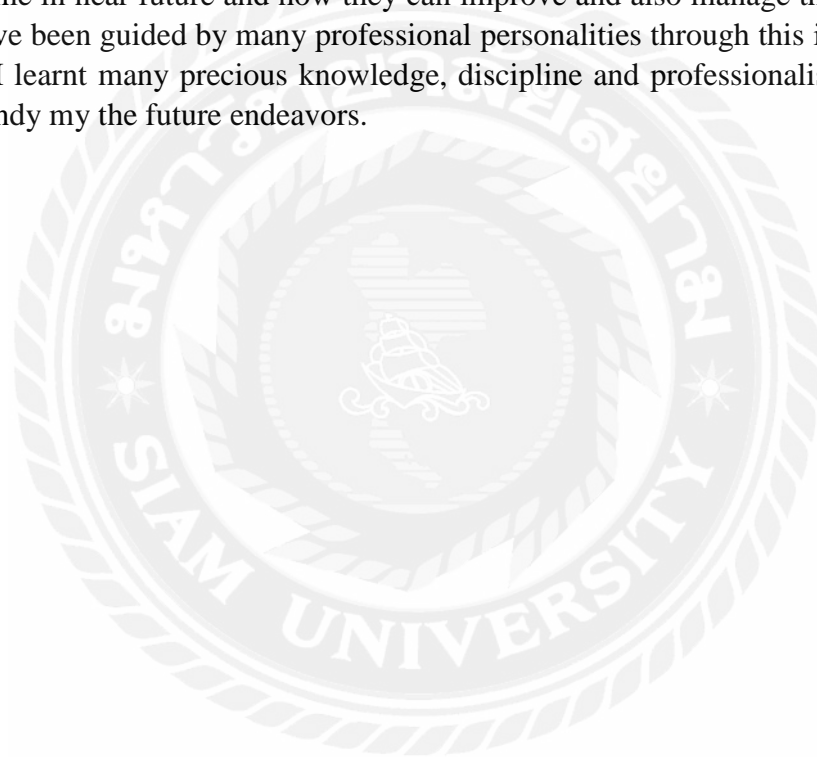
However if I were to relate the practical works done in the internship period to the theories I learnt in my bachelor's life, they would be as follows:

1. Assignment 1: Online marketing Represent Syn Hub as an open national and international platform creatively via digital platform such as Facebook and Instagram
2. Theory:  
Digital Marketing
3. Assignment 2: Fulfill one of company's goal, that is bring
  - i. Brand exposure to international clients
4. Theory: International marketing, Marketing planning, Brand management
5. Assignment 3: Integrating Innovation with each and every marketing projects so that our audience's attention is gained and the purpose of the marketing plan is fulfilled
6. Theory: Integrated marketing, Marketing planning, Digital Marketing

## Conclusions

In conclusion, this particular experience helped me use my ability and creativity to bring more improvements in the company that is Syn-Hub Co-innovative Space. I also got to realize many of my weaknesses in professionalism, which will help me do better in such aspects in my future endeavors, along with my weakness I also got a taste of what my abilities and lead up to, which brought bring more of inquisitiveness of what more I can do, which is always a positive thing to look up for. I learned so many things in this company, like communication with our clients, professionalism, public speaking etc. that I will forever cherish and surely utilize these knowledge in my future professional as well as personal life as well.

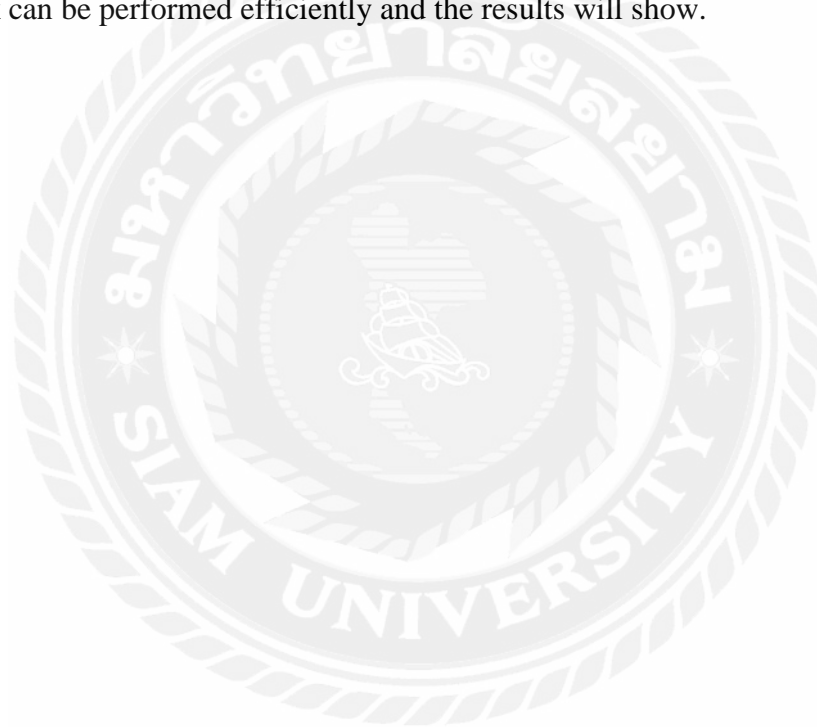
In my opinion I feel that this experience is very necessary for any student to get the taste of what is to come in near future and how they can improve and also manage their own business some days. I have been guided by many professional personalities through this internship period, through whom I learnt many precious knowledge, discipline and professionalism which will fo sure come in handy my the future endeavors.



## Recommendations

The company provides a very unique facility that is rarely seen on the market as of now, but also with its state of the art facilities there are some drawbacks that could be improved in this new venture, they could be:

1. Hire employees who can speak fluent English, because proper communication is required and also proper content display in digital and non- digital platforms is required in order for the international clients to notice you and be aware about your brand.
2. Assign a proper supervisor to the intern team, so that proper allocation of work is done and the work can be performed efficiently and the results will show.





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