



Cooperative Education Report

Analysis of Marketing Management of SEA Consulting- GBAC Thailand.

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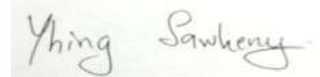
Title: Analysis of Marketing Management of SEA Consulting- GBAC Thailand.

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Abstract

This report summarizes my 16 weeks of internship. The cooperative report entitled Analysis of Marketing Management of GBAC Thailand (Global Biorisk Advisory Council) is the cleaning industry's primary accreditation for facility outbreak prevention, response, and recovery under SEA Consulting. The objectives of the study include: (1) to explore the process of preparing and using various marketing approaches, (2) to understand the use of marketing tools, (3) to be familiar with the principles, manuals, provision, guidelines, regulation of the activities, (4) to examine about the different products and services offered by GBAC, (5) analyze the viability of theoretical considerations and a deeper understanding of the subject matter. Being assigned as a marketing associate at the company under the direct supervision of an administrative manager, the procedure of preparing and using various marketing approaches and tools were carried out.

The difficulties encountered were a hesitancy to ask inquiries and a communication gap. The problem was discovered to be fixed by self-observation and confronting the issue to my mentor, understanding the work ethic and scenario, and after getting insights from my mentor and supervisor, I was able to handle the issue on my own. In these four months of collaborative training, I found that my theoretical knowledge of marketing was transformed into hands-on experience. Students experience work in the corporate environment and not only gain flexibility, but also develop professional abilities to work in the multicultural environment, which is crucial for further career development and profession.

Keywords: Accreditation, Facility outbreak, Corporate, Internship, multicultural environment

Acknowledgment

This report presents the cooperative education experience at GBAC Thailand. It was a very good learning experience for me to have worked at this company as there are a lot of marketing tasks based and it definitely gave me the idea of a multicultural environment. I also got to learn a lot about Thailand work culture.

GBAC Thailand team members deserve my respect for their extraordinary support during the co-op period. The success of effective co-op education in this project is primarily collaboration, enterprise, and support of GBAC Thailand staff and supervisor Dr Pusit Ketmayoon. I would also like to pay acclamation to Kathmandu University of Management and Siam University. Every year, co-op education in different company disciplines brings us the opportunity to raise interest in various fields and know accurate career goals.

Finally, I would like to thank everyone who helped me directly or indirectly with cooperative education and this report.

Suswonti Shrestha

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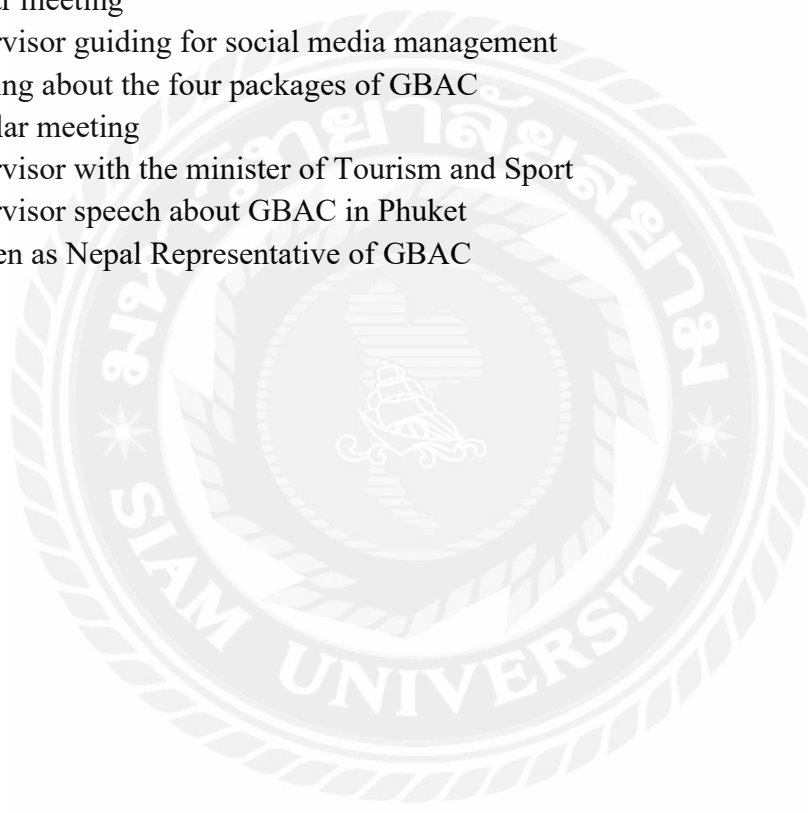
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List of Acronyms

SEA: South East Asian

GBAC: Global Biorisk Advisory Council

ISSA: International Social Security Association

CEO: Chief Executive Officer

SOP: Standard Operation Procedure



Chapter 1: Introduction



Figure 1: Company logo

GBAC Star is the cleaning industry's primary accreditation for facility outbreak prevention, response, and recovery under SEA Consulting. GBAC is a division of ISSA, the worldwide cleaning industry association. The International Social Security Association is a world-leading international organization for social security institutions, departments, and institutions. ISSA promotes social security management excellence through professional guidelines, expertise, services, and support, enabling members to develop dynamic social security systems and policies around the world.

1.1 Company Profile

SEA Consulting has been a member of ISSA for over 10 years and currently has a highly trained team of advisors. GBAC originated from a discussion among experts in biosafety, infection control, forensic restoration, and bio-decontamination and cleaning who saw gaps in their respective fields that could be filled through collaboration. GBAC and ISSA merged in 2019. GBAC launched the GBAC STAR facility accreditation program in May 2020, which focuses on cleaning, disinfection,

and infectious disease prevention.

GBAC STAR specifies guidelines to assist facilities with work practices, protocols, processes, and systems to control infectious agent risks, such as SARS-CoV-2, the virus that causes corona virus disease 2019 or COVID-19. It ensures the execution of protocols across 20 program elements with particular performance and guidance requirements through third-party assessment.

The GBAC STAR certification is intended to prove the status that the facility knows how to do so and is ready to provide protection. Response and recovery from outbreaks of infectious diseases and biohazard situations such as COVID19. The GBAC STAR program chose the term "STAR" for building management certification because it must meet higher standards to ensure clean and secure access to building space.

GBAC STAR certified buildings undergo a rigorous verification process to ensure they meet 20 elements. It covers everything from high-level corporate commitments to regular on-site inspections and everything in between.

Through GBAC STAR Facility or Service accreditation, businesses and public facilities can build and maintain a comprehensive system of cleaning, disinfection, and infectious disease prevention for employees, customers, and the community. Successful GBAC STAR Registrations reassure customers and manufacturers that the registered program or technology has been evaluated for scientific validity, usability, practicality, safety, and efficacy by the GBAC Advisory Council Scientific Board.

GBAC Academy is an online learning site for professionals who want to be prepared for, respond to, recover from, and be resilient in the face of biological dangers at work. In the event of an infectious disease outbreak or other biohazard crisis, our expert-led training resources will assist you in implementing infection- and contamination-control measures.

1.2 Vision

Vision is considered as an integral part of the business(Papulová, 2014). The vision of GBAC is to establish and maintain a cleaning, disinfection, and infectious disease prevention program to minimize risks associated with infectious agents. Also, to be Thailand's top provider of cleaning

and sanitizing solutions, assuring the growth and development of our employees, customers, partners, and shareholders while providing a safer and cleaner environment.

1.3 Mission

Mission is known as the standard tool in an organization(Braun, 2012). The mission of the company is to help facilities and individuals prepare, respond, recover and become resilient in the face of infectious disease outbreaks and biohazard events. Also, to deliver high-quality cleaning and sanitizing solutions, as well as exceptional and innovative technical service, driven by constant research and development within Thailand.

1.4 Organizational Structure

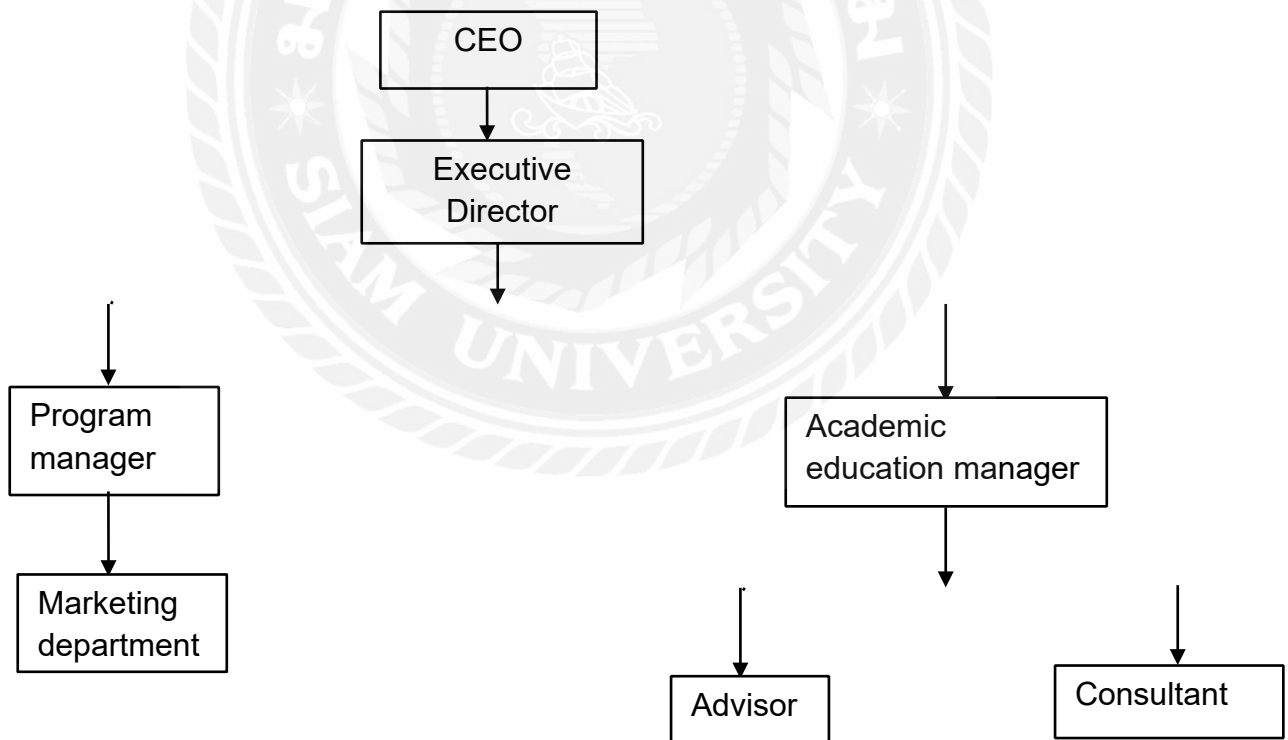


Figure 2: Organizational structure of SEA Consulting- GBAC

Conceptualization of organizational structure is the manifestation of systematic thought(Ahmady, 2016). The CEO is in the top managerial positions in a firm. The CEO is responsible for the overall direction of the organization as well as its day-to-day operations. The executive director comes next, ensuring that everything the organization does is in line with the company's vision, mission, and goals. They establish the company's underlying ideals, ethical beliefs, and strategic directions. They are tasked with looking after the well-being of all members. The company's employees are in charge of the day-to-day operations and implementation of initiatives and projects.

1.5 Intention to Choose the Company

Choosing an organization for an internship is a very delicate and important task as it is a matter of starting the right path to study. We have the opportunity to network with influential people and large companies. It gives us the opportunity to get to know people with the same goals. This will help you broaden our horizons, influence your path to reach our goals, and make decisions. This organization will help you acquire the knowledge and experience to collaborate with people from different cultures. This enhances the ability to adapt to different cultural requirements and behavioral expectations. The factory will greatly contribute to a better future. It helps the instill job satisfaction and self-motivation to do more.

1.6 Objectives of the study

One of the main goals of the internship is with a specific job occupation or industry. We may have an idea of what a job looks like, but we do not know until it is done, we will have the training and skills to do so. The duration of the Cooperative Education program at GBAC Thailand was four months. It was a great opportunity for me to work on a separate GBAC project as a marketing associate. Not only were marketing tasks completed, but knowledge of all other engagement and work was gathered as well. The investigation has been complicated by a lack of data, which has limited the scope of examination required for the study. Many procedural matters were handled directly by the top administrative level, resulting in information limits. Access to the computer system was restricted and certain prohibited verbal data was delivered. Cooperative education's main goal is to help students put theoretical business concepts into reality, as well as to introduce

them to capable role models and possible coaches who can offer guidance, criticism, and support.

The main purposes of this study are:

1. Understanding the operational efficiency of the company
2. Understanding the organizational culture.
3. Understand and gain experience in a highly competitive environment.

1.7 SWOT Analysis of GBAC

SWOT analysis is a tool for analyzing a firm's performance, competitiveness, risk, and potential, as well as specific aspects of the company such as a product line or division, an industry, or another organization. A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry (Kenton, 2021). The methodology can guide businesses toward tactics that are more likely to succeed and away from those that have failed or are likely to fail, using both internal and external data. Every business plan includes this research since it helps the organization to rely on and use its strengths. It GBAC and ISSA, the Worldwide Cleaning Industry Association, joined in 2019.

Strengths

Strength is the characteristics that adds value to something and makes it more special than others (Gurel, 2017). Strength describes the characteristics that distinguish a business from its competitors: a strong brand, a loyal customer base, a strong asset report, one-of-a-kind innovations, and so on. GBAC has the following advantages:

1. Comprehensive Package of Services:

Target groups receive all services connected to them in the form of various packages.

2. Appropriate awareness of beneficiaries' problems:

The organization has adequate understanding of the many challenges that beneficiaries confront because of its extended experience in the sector.

3. Professional Staff:

The Organization's staff has extensive experience, as well as sufficient skills and training.

4. Provides training:

Hotels that are participating in disinfection receive training.

Weakness

Weakness prevents an organization from reaching its full potential. To stay competitive, the organization must improve in the following areas: high obligation, an insufficient manufacturing network, or a lack of cash. The following are some of GBAC's weaknesses:

1. Inadequate sensitization program:

In hotels and hospitals, sensitization programs are less effective.

2. Inadequate collaboration with skill development organizations for beneficiary links:

The organization has insufficient coordination with skill development organizations for beneficiary referral and linkages to income-generating activities.

Opportunity

External elements that may provide a competitive advantage to a company are referred to as opportunities. The following are some of GBAC's advantages:

1. Having a lot of experience in this field will help you get other grants.

2. The competent and experienced team assists in the development of organizational capacity.
3. Government resources in the future can be used to provide similar services.
4. Excellent opportunity, particularly because of the Covid situation as it is a disinfection company that can assist in keeping hotels and hospitals clean and safe.

Threat

Threats are possible circumstances that could cause harm to the company. A similar competition is one of GBAC's threats. Other service providers provide similar services.

Chapter 2: Co-op study activities

2.1 Job Description

During these periods starting from January 22, 2022, I was placed as a marketing associate at GBAC Thailand. Working as marketing associate the work was assigned as follows:

1. To generate advertising content, coordinate with the marketing design and content departments.
2. To manage tasks to ensure that marketing of the company works efficiently.
3. Also have been assigned to monitor on what our competitors are doing in terms of marketing. For this task I have been introduced to different software.

2.2 Job Position

The job description must accurately and totally describe the duties, allow for applicant matching, be understood by the employee, serve as a source of training for each job, serve as a primary source of performance measurement, and represent the actual activities and responsibilities of each position (Sennewald, 2011).

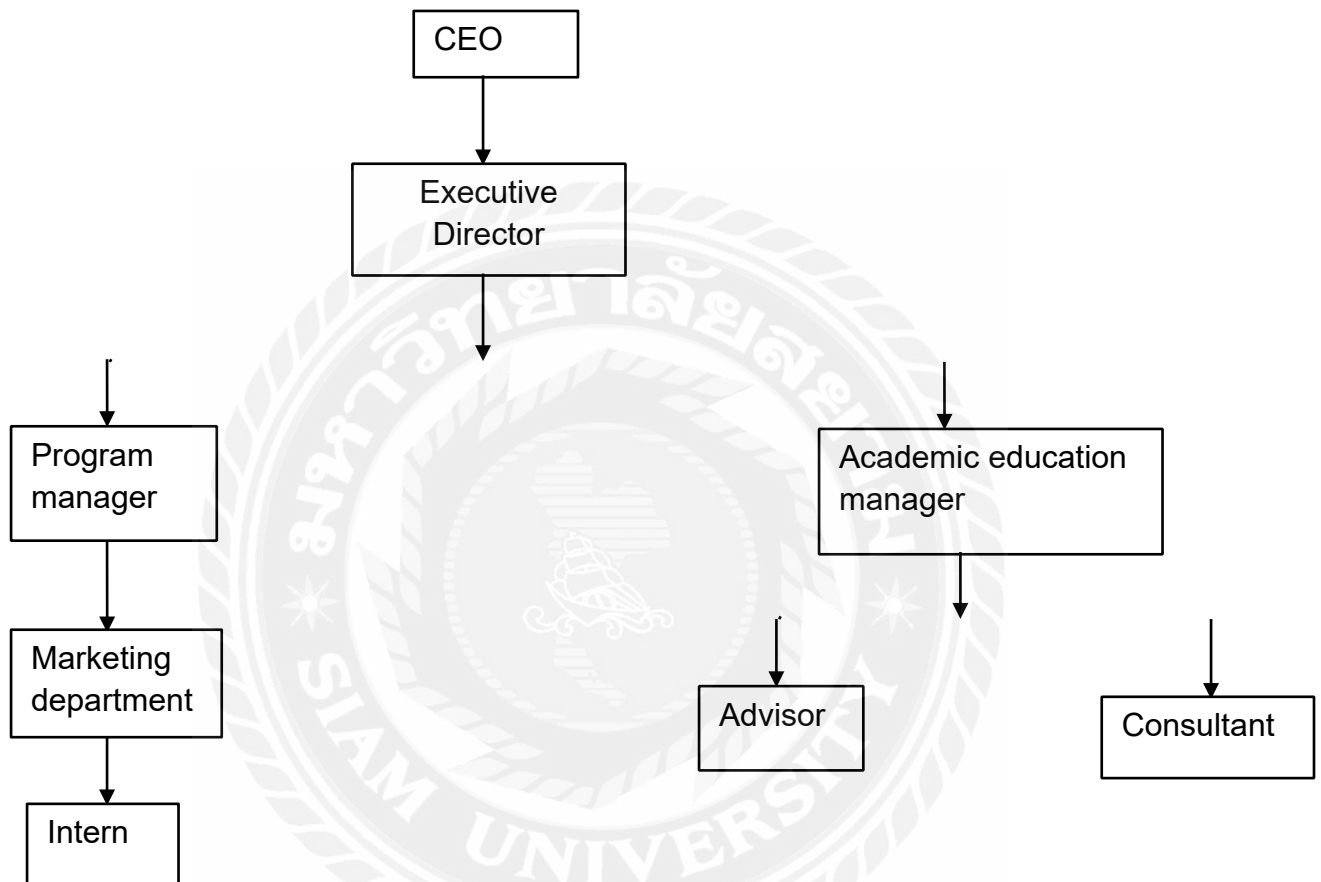


Figure 3: Job Position of the Intern

2.3 Job Process Diagram

1. Content creation

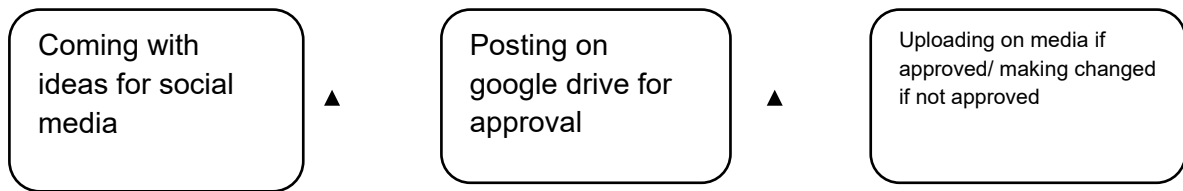


Figure 4: Process of content creation

The process of discovering a new topic to write about, deciding the shape the material should take, formalizing your plan, and then actually producing it is known as content creation. Coming up with new ideas for social media content creation were also the tasks that my supervisor assigned me with. First, I create a topic and will be send to my supervisor for approval. When it is approved, I upload it to social media but if there is any correction to be made, I make the content again and repeat the process.

2. Marketing analysis using different software

a. Ahrefs

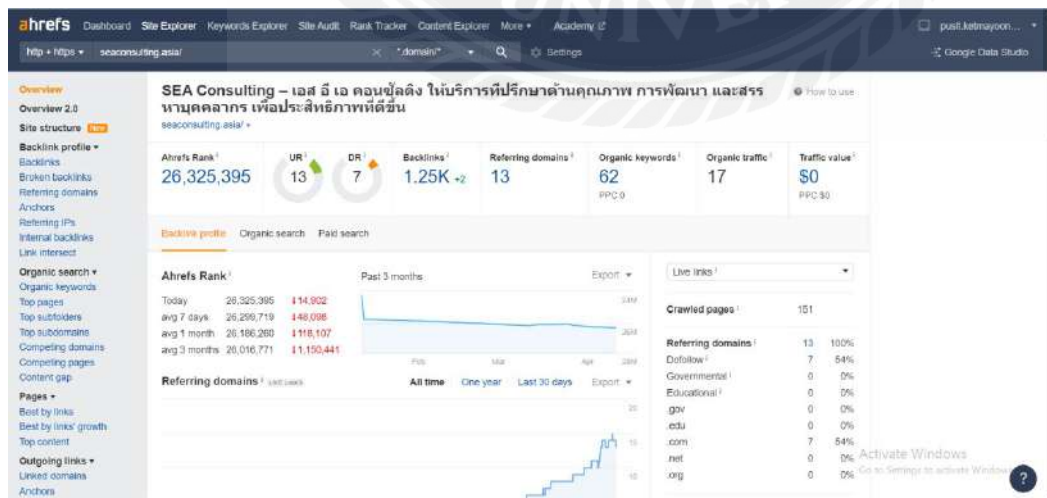


Figure 5: Data analyzing tool

Ahrefs is one of backlink analysis tools, which can analyze website and tell which links are associated with our page. We can track not just our backlinks, but also our keywords using Ahrefs. So I used this software to analyze the company's backlink and know what keywords are they using. In order to use this software, we also have software named clickminded which guides up to make the SOP.

c. Smilarweb

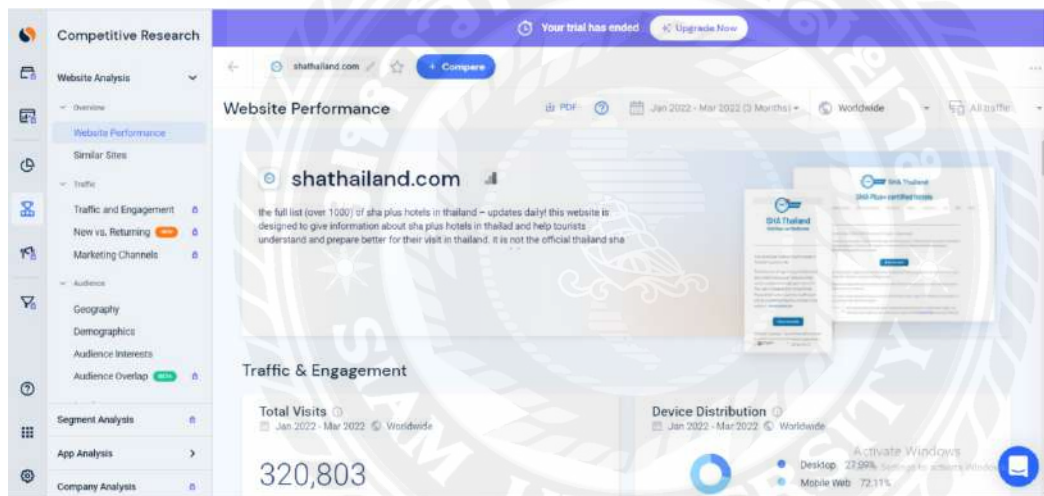


Figure 6: Tool for analyzing competitor

Similarweb is a provider of digital information for company and customers. The platform delivers online analytics services and provides users with data on the web traffic and performance of their clients and competitors. Using this software, I found out about the traffic, traffic source and other data of the competitors. Clickminded about had the SOP so, I used clickminded as well in order to use this software.

d. Geru

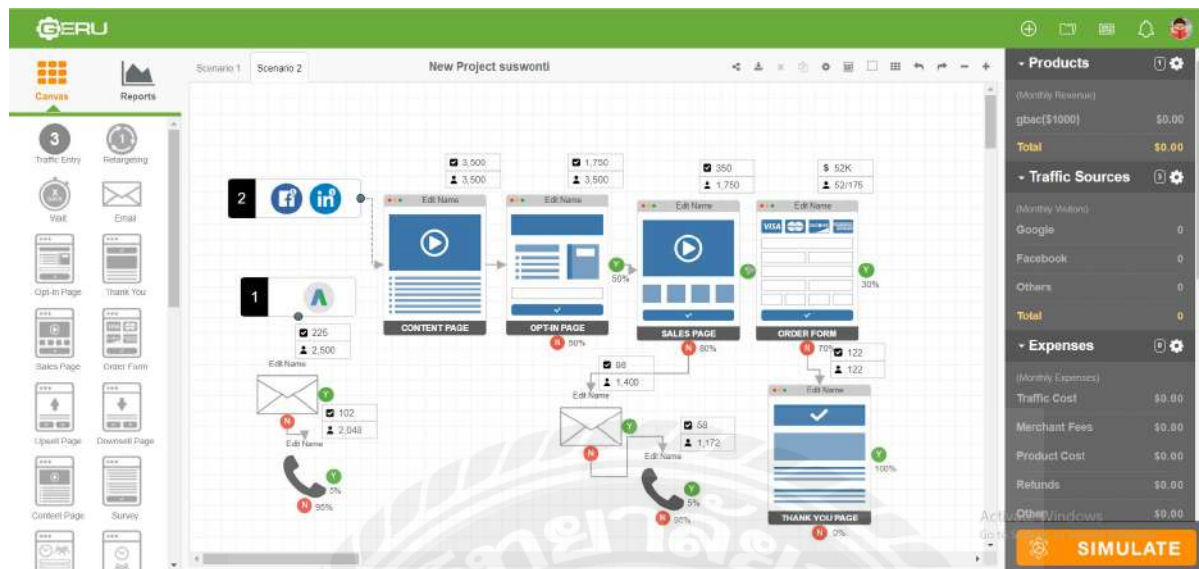


Figure 7: Funnel simulator

Geru is the a Funnel Simulator that helps to easily create profit-optimized funnels and prevent marketing mistakes. This is a software that aids in the formulation of your whole company plan and marketing strategy. The about figure is the plan that I created for marketing of GBAC. The software basically helps the company to plan for any marketing strategy and analyze the cost before hand.

2.4 Activities in Coordinating with Co-workers

In my co-op education, communication was the most important role for all employees. Communication is seen as the central to professional and cultural endeavors(Vangelisti, 2016). This allows tasks to work in parallel without interfering with or interfering with each other. All of the above responsibilities are performed activities assigned according to tasks other than the typical job description or the job description above, all in good coordination and collaboration with colleagues. It was done in and actively checked with the manager and other team members. GBAC provides Challenge and creates a healthy environment for employee care. The following are a few keys that helped me manage:

1. Actively listening because everyone has a different perspective on the topic
2. Earning trust
3. Requesting advice and instructions for assigned job
4. Getting personal but not too casual
5. Identifying the problem/outlining the major problems encountered at work

2.5 Contributions as an intern

Undergrads in an internship program are typically required by their institution or university to complete their training for a set amount of hours, which can range from a month to several months. Under the guidance of an employee, trainees are supposed to learn new skills, apply concepts and ideas taught in university, and develop good workplace etiquette and behavior. Interns can gain experience working with a variety of people in the workplace in addition to developing their talents. The ability to work and engage with people contributes to a healthy work environment. Internships allow students to consider their career options. Under the guidance of a professional mentor, they would be able to uncover their career interests and goals.

During my 16-week internship, I feel my efforts helped the company achieve its goals. During my internship, I successfully managed the organization's social media and increased its traffic. Additionally, brainstorming social media marketing ideas by developing creative and articles and publishing them to the company's social media profile. I was also assigned to analyze our competitors strategies and plan for social media advertisements accordingly.

Chapter 3: Learning Process

3.1 Identifications of problems

Internships allow us to obtain experience in the workplace and learn about the company's overall operations before beginning our own career. Internships allow us to obtain experience in the workplace and learn about the company's overall operations before beginning our own career. It is certain that we will run into an issue or two when entering the workplace. There were a lot of things to learn, and the first few weeks would definitely be challenging and confusing because it was so different from what we were used to. While working in GBAC, I also ran across several issues. They did, however, always have something new to teach us. This was my first time working for an international disinfection company, so there were a few things that caught my interest. Despite the fact that I had some hypothetical information, putting those thoughts into practice was quite difficult. For the first few weeks, the authoritative contrast and the organization's own working technique prove to be an obstacle. While working at the association, I had the opportunity to learn both what to do and what not to do in order to keep a business running smoothly. The following are some of the issues that arose at GBAC during my internship:

1. Communication:

Communication is the most important aspect of every organization; without it, the organization will not be able to function effectively. A communication barrier can arise from a variety of factors, including frequency and time, as well as medium and strategy. We had to work from home due to the Covid-19; therefore, communication was not done correctly. In addition, because our language could not communicate with our coworkers, it was difficult to comprehend the tasks.

2. Workload:

Occasionally, a large amount of work would be assigned at once, making it difficult to complete the work on time, prioritize which tasks needed to be completed first, and maintain attention.

3.2 Ways to solve the problem

Even though a company has a lot of challenges, they can be solved over time with effective planning and management. During the first few days of my internship, I struggled to get to know all of the staff members. I studied the behavior of all of the employees and began a dialogue with them based on their personalities. Even though we are only interns, I realized that we must be confident and bold enough to present any concerns we are having to our superiors. The following are some solutions to the challenges listed above:

1. Communication:

The general view of communication is that it is an interaction within a social context (Fatimayin, 2018). The organization's most important component is communication. Communication is a two-way street rather than a one-way street. It is critical not only in the workplace but also in everyday life. In an organization, a communication barrier can be problematic since it can disrupt the company's workflow. Communication problems can be managed in a variety of methods, including training sessions and providing staff with team-building activities to encourage participation and alleviate communication challenges.

2. Multi-tasking:

To reduce my workload, I adapted and learned to multitask at the same time, and I tried to prioritize the tasks that needed to be completed first. In order to deliver effective output in an organization, it is necessary to balance work in a competitive environment. It also helps to relieve work-related stress. I gradually learned to manage my workload while I worked.

3.3 Knowledge applied from coursework

Throughout the three years, the acquired outcomes assisted me in not only understanding but also applying parts of the coursework to real-life working situations. As a marketing student, the course material taught me the value of customer relations in the operational department while working in the group's professional environment. Although there is a distinction between real-life working situations and course learn-outcomes, after experiencing both, it appears that certain of the technical aspects of the credit department require further knowledge and abilities to properly appreciate the entire department.

Since it was my first time working at a disinfection company, there were a few things I was unfamiliar with. In the beginning, the marketing department's and operation's roles were a little unclear. Those things have to be learned the hard way. Although I had some theoretical knowledge, putting those principles into practice proved to be tough. For the first several weeks, the organizational differences and each organization's unique set of working procedures proved to be a barrier.

Certain information is required when doing a task because it makes the work easier and faster to complete. Theoretical information, such as drafting mails, composing letters, and so on, from professional English usage made it easier for me because it helped me comprehend how employees communicate in a company and how professional communication is carried out. Similarly, the topic organization and management allows students to learn about the culture and structure of a company. Also, with the help of digital marketing, I learned about promoting online or digitally through various social media platforms. I also had the opportunity to put my theoretical knowledge into practice by doing an internal and external examination of the organization using the tools provided.

The company creates a Human Resource policy manual that outlines the company's policies on employee management and the manager-employee interaction. The key goals of the human resource policy document will be employee management and acclimating employees to a new workplace. It could be in the form of an employee handbook or an internal management document that aims to explain workplace operations like hiring and firing. It serves as a guide for explaining an organization's workplace practices and can be used as evidence in court. We must guarantee that

we follow all of the principles and processes described in the handbook, as well as that the manual is clear and correct, because the document will be used as evidence.

3.4 Special skill and knowledge learned from co-op studies

Internships enable a student to grow and learn while also assisting them in excelling in the field in which they choose to develop. Internships aid in the translation of theoretical knowledge into practical experience. Due to the epidemic, it was extremely difficult to get into the office and meet with individuals during my 16-week internship at GBAC. My 16-week internship had come to an end. Interning in a different field was a fresh experience for me because I had previously done internships in the automobile and fashion industries. The internship program took a hands-on learning approach. My supervisor would hand me the job and instruct me on how to complete it. There were countless errors on my part from the start. However, as I grasped the task, it became clearer. My supervisor taught me everything I know about work. I had to rely exclusively on my supervisor for the first several days to clear up my uncertainty and get used to the job. In the event of a misunderstanding, I could directly contact my supervisor with a query to clarify things out. The marketing department in which I work is primarily responsible for ensuring the proper operation of the project, as well as monitoring and marketing it as needed. Similarly, I was able to acquire few other things through the period which are listed below:

1. Coordination among Colleagues and Management:

Seeing new faces when starting a new job might be overwhelming. It's difficult to recall everyone's name and details. Despite being a member of the Marketing Team, I needed to communicate with individuals from various departments. However, because of the organization's open work culture, approaching others grew easier.

2. Balancing work:

When I first started as an intern at GBAC Thailand, I had two types of days. On one day, there was a lot of work to do, whereas on other days, there was a lot less work to do. However, slowly our supervisor assigned us with certain task and we had to present it every Saturday. When I had a lot of work to do, it was easier for me to familiarize myself with the assignment and communicate with other employees. It immediately gave the idea that you are putting out effort and are productive. When I had more free time due to less job, however, this was not the case. When there were fewer workloads, I used my leisure time to learn more about the organization.



Chapter 4: Conclusion

4.1 Self Assessment

The internship at GBAC taught me about how the disinfection industry differs from other fields or industries. I had the opportunity to put my theoretical knowledge into practice. It also assisted me in learning about organizational structure and educated me about work ethics. The internship program allowed me to try my hand at a variety of other sectors outside of industry. It was a great learning opportunity as well as an opportunity to have a better understanding of the different company's organizational culture. I also got to learn a lot about Thailand work culture. The internship facilitated the development of professional abilities such as time management, work-life balance, formal letter writing, interpersonal skills, and so on which are some fundamental concepts that would be impossible to grasp in a theoretical lesson and could only be learned by hands-on experience. Outside of industry, the internship program allowed me to try my hand at a variety of other fields. It was a great learning experience as well as an opportunity to have a better understanding of the organizational cultures of other companies.

Every work and task need a theoretical foundation, thus theoretical knowledge is equally crucial. The internship program provided a great opportunity for me to expand my capacity and improve

my skills and knowledge. My seniors and specialists were easily persuaded because to the organization's diversified and open culture. I was able to maintain professional ties with senior members of my department as well as senior members of other departments. In addition to developing interpersonal skills, I was able to gain a thorough understanding of the marketing department's procedures. I consider myself really fortunate to have been given this platform and to have been mentored through the end of my internship period. The knowledge and abilities I gained here will undoubtedly be useful in my future job.

I got positive internship training in one of the growing firms, as required by the curriculum. For my internship training, I spent about four months at the organization. I was able to increase my knowledge and abilities in a practical situation thanks to the training. As a co-op student working at GBAC, I noticed a lot of things that I would not have noticed otherwise.

I am glad for this opportunity and for the mentoring, I will receive throughout the internship. This internship provided me with valuable skills and knowledge that will aid me in my future professional path.

4.2 Limitations of the study

The only limitation during the 16-week internship was COVID-19. Our internship was conducted entirely online because to COVID-19. It put the health of many employees in risk. This had an impact on the organization's entire program. Furthermore, because working from home was so new, it was difficult to understand the organization and get to know the people, let alone learn from them. Also, as an intern, I had limited access to software which prevented me from understanding and practicing in depth more about actual data in the system. The company's habit of keeping certain topics hidden has prevented the study of a number of important facts and issues.

4.3 Recommendation of the company

It was a great experience working at GBAC. As I got to work in a different field, and it was a privilege working for the company. Some of the things I would recommend the company. There are many competitors out there so to promote the company and create brand awareness of the company, use of social media platforms is very important. To reduce the communication gap among the employee's weekly or monthly trainings should be given to staff members. This will make to staff members easy to know the employees as well as the organizations plan and goals. Also, to add the resources such as packages so that customers can have prepare more better for the disinfection.



Appendices

Dear Katie,

To summarize our last meeting:

1. Kindly arrange a greeting and congratulation video clip from Patty Olinger for the event detailed in the attachment.

Please mention some organizations that supported the successful accredited facilities namely:

-PMUC: Program Management Unit Competitiveness: support on funding of the program; see logo in the attachment, and the website link is here <https://pmuc.or.th/>

-SEA Consulting: Accreditation Researcher and Advisor. (I try to keep SEA Consulting profile as a member of working team in this event.).

(Further background information, might be useful when Patty is making a clip: Phuket is a province that is top on the list of tourist destinations in Thailand.

The tourism industry generates the most income as a province and contributes significantly to the country's economy. There was a mission to find "some tools" to help the country to pick up economically.

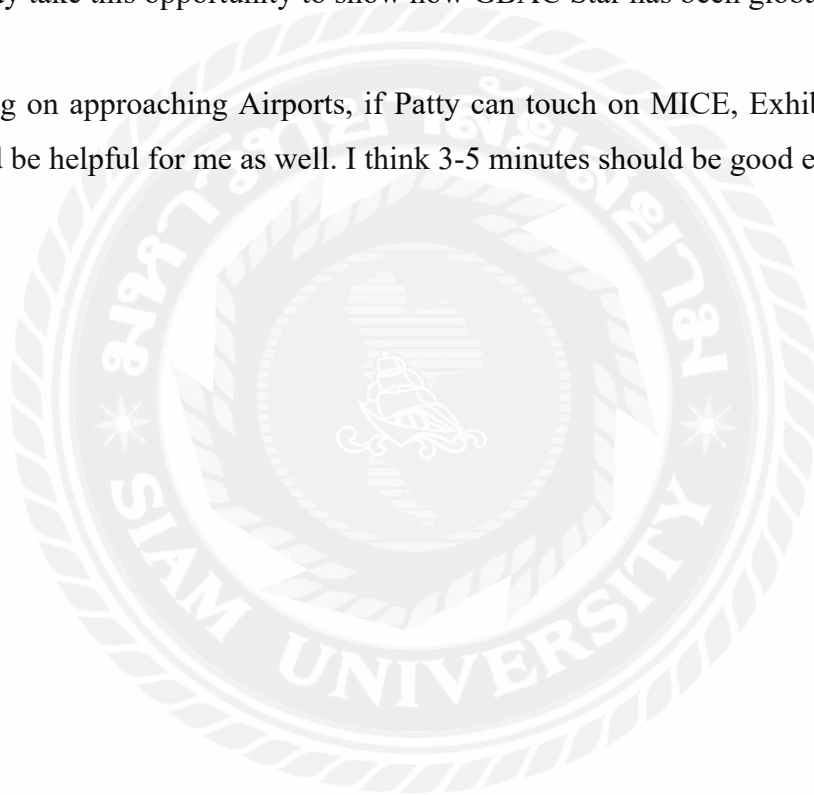
GBAC Star was found (through SEA Consulting presentation). However, there was no evidence that GBAC Star could be a good fit with our local working environment and conditions generally. Therefore, the mission was assigned to one research team (The members consist of professors from top universities in Thailand, together with a working member from SEA Consulting). At the same, the mission was to apply, implement, and complete GBAC Star Facility Accreditations for three facilities: Patong Bay Hill Resort, Tiger Muay Thai, and Koh Yao Yai Village, respectively. Now that all the above three facilities are accredited. It's time to promote publicly. This Certification

Ceremony is considered a major event as you may see that there are many high-level officers joining this event e.g.

Minister of Tourism and Sports, Director of the Office of the National Higher Education, Science, Research and Innovation Policy Council (NSTDA) Director of Capital Administration and Management Unit for Improving Thailand's Competitiveness Chairperson of the Tourism and Creative Economy Group Planning Subcommittee Research Program Director Health Tourism Group Governor of Phuket Province

Ideally, Patty may take this opportunity to show how GBAC Star has been globally recognized.

FYI. I'm working on approaching Airports, if Patty can touch on MICE, Exhibition Centre, and Airport, it would be helpful for me as well. I think 3-5 minutes should be good enough.



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Annexure

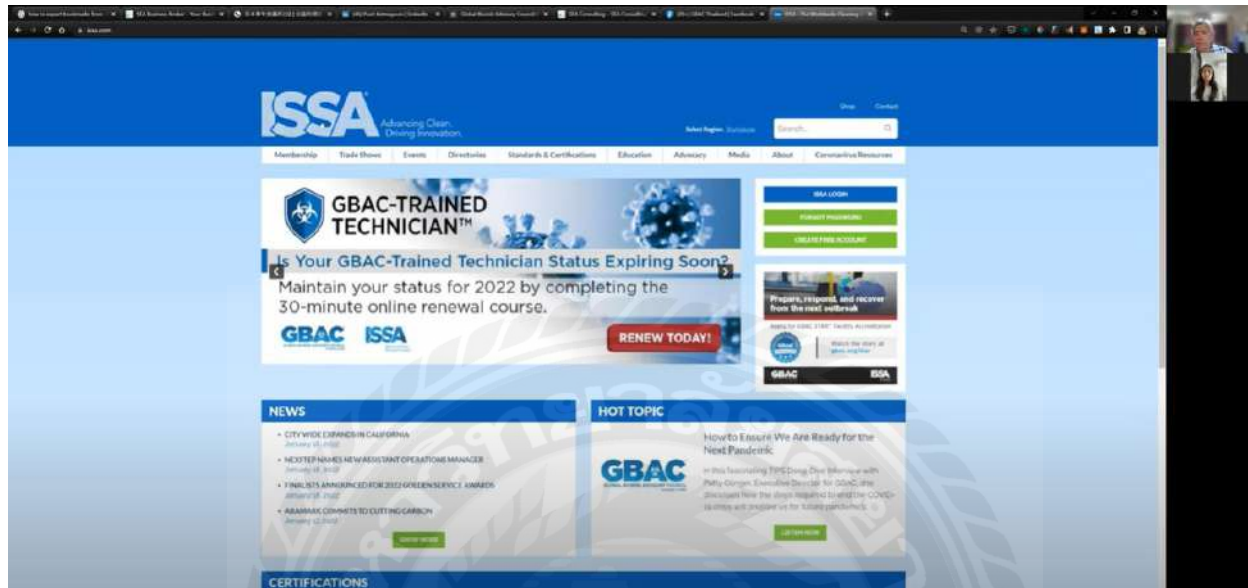


Figure 8: First meeting about ISSA



Figure 9: Regular meeting

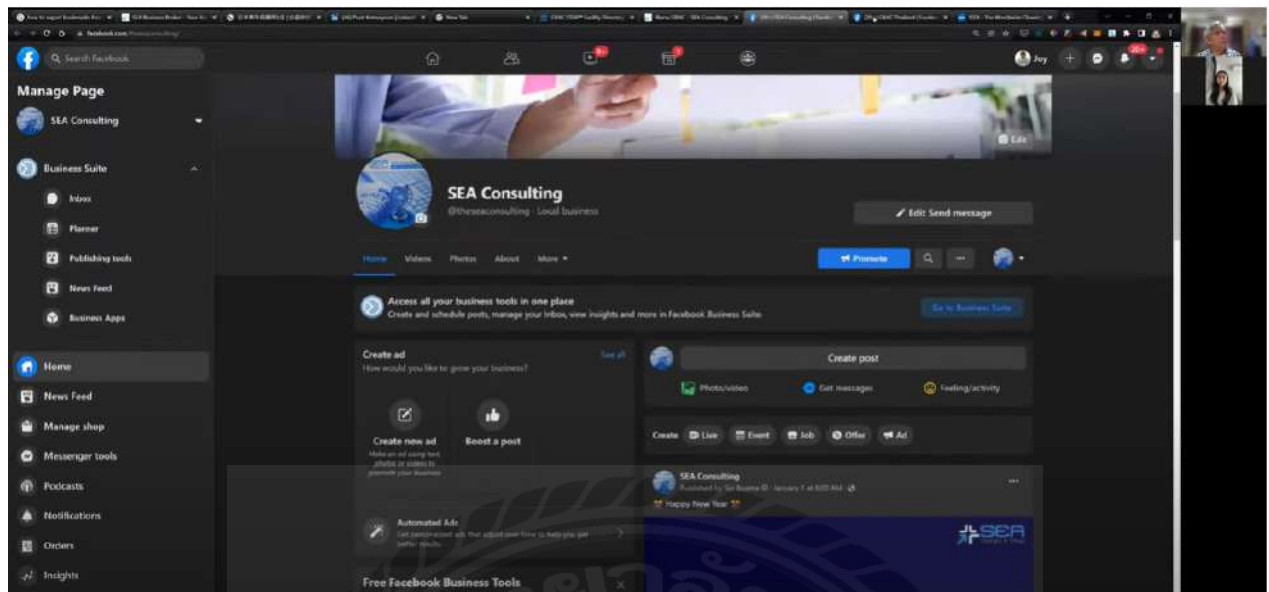


Figure 10: Supervisor guiding for social media management

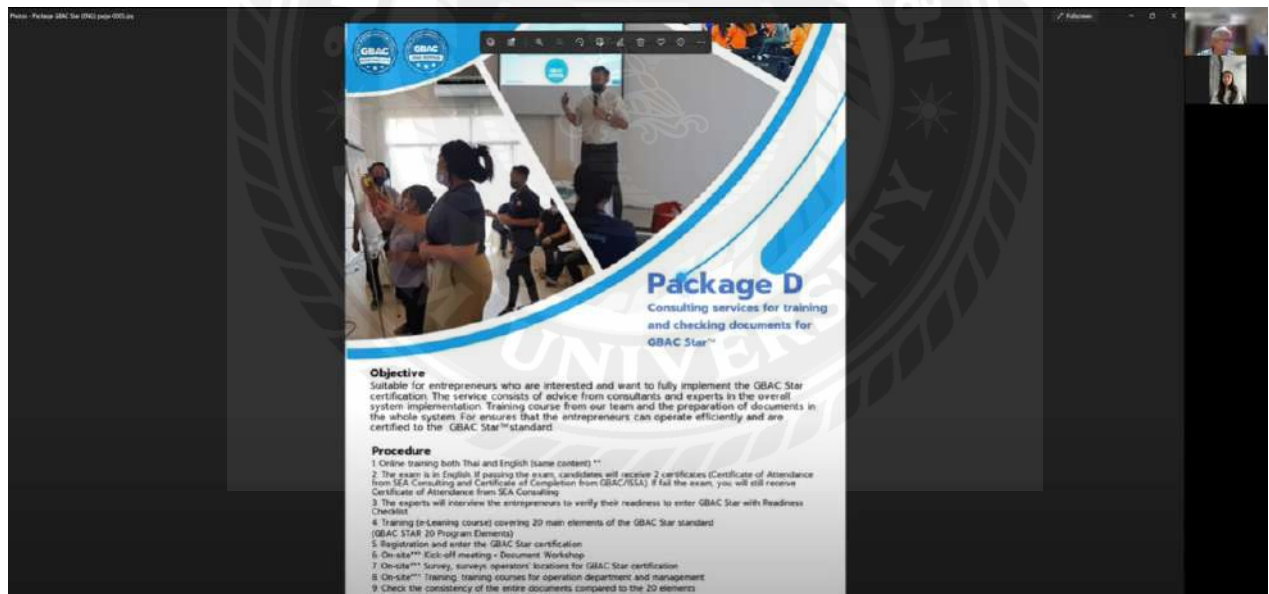


Figure 11: Meeting about the four packages of GBAC



Figure 12: Regular meeting



Figure 13: Supervisor with the minister of Tourism and Sport



Figure 14: Supervisor speech about GBAC in Phuket

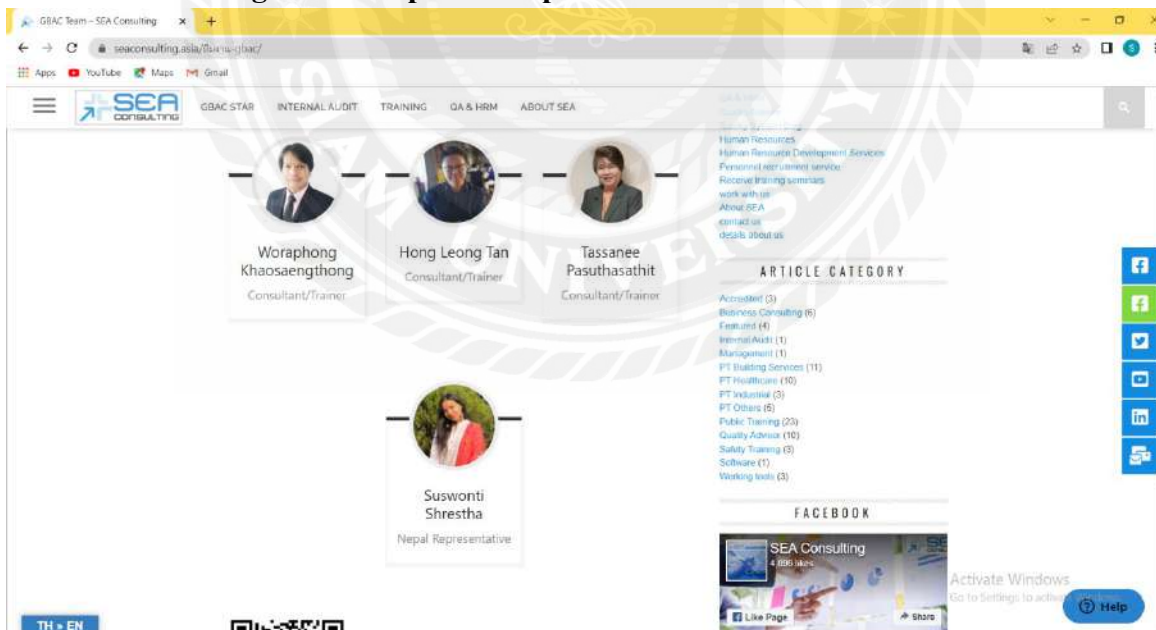


Figure 15: Chosen as Nepal Representative of GBAC