



Cooperative Education Report

Stepping into the Tech journey with KPTM

Written by

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This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, and Academic semester 2/2021

Siam University

Title: Stepping into the Tech journey with KPTM

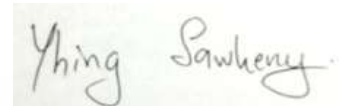
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We have approved this cooperative education report as s partial fulfillment of the cooperative education program semester 2018-2022.

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Project Title: Stepping into the Tech journey with KPTM

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Degree: BBA, **Major:** Marketing,

Credits: 5

Faculty Bachelor of Business Administration

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ABSTRACT

This internship report serves the purpose to record all the data and information about my experience during my co-op internship at KPTM. This internship report covers over 3 months of my co-op even though my co-op is for 4 months, starting from the 15th of January and ending on the 15th of May. The objective of this report primarily focused on 3 aspects-

- My employers
- My duties
- My evaluation of the work experience.

Working as an intern for a foreign company in a foreign nation there is a lot to learn and a lot to do. This co-op report contains my working experience and the different tasks I performed and the difficulty I had to go through in order to complete the tasks. Companies consider students with internship experience to hold greater value for hiring traits. (ARTICLES An Exploratory Study of the Effect of Professional Internships on Students' Perception of the Importance of Employment Traits Brian Patrick Green, 2010).

For students from KCM, it is mandatory to do their co-op for 4 months in their 4th-year 2nd semester in order to graduate. The objective of this co-op is to give the students a taste of the real corporate/business world and the exposure as well as the experience to start their journey and explore the different paths they can step into and take a step in their career development.

All the duties and responsibilities assigned during the cooperative education are explained in detail in this study. Problems faced were solved with the alternatives from the team members of the company. Working rigorously for the organization has taught me to be more responsible and have time management skills. This practical cooperative education program also helped me to understand the activities and procedures of different functions relating to approaching various people, creating the brand name, and analyzing the market type.

Keywords: Hiring traits, internship, career development

ACKNOWLEDGMENT

I perceive this opportunity as an open door in my career development. I will endeavor to use gained skills and knowledge in the most ideal manner, and I will continue to deal with their improvement to accomplish desired career objectives.

My co-op journey with KP Technology Management was filled with experiences and new learnings. There was so much to learn and so many new things that I'd never even heard before. Getting the opportunity to work with such a prestigious company under such a professional and easy-going senior.

I would like to thank KCM for the foreign co-op opportunity they provided and Siam University for introducing us to Dr. Pusit Ketmayoon the director of KP Technology Management. I would also like to thank Dr. Pusit Ketmayoon who took me under as an intern. I didn't have any experience in the IT/software sector, and everything was very new to me, but he personally guided me all the way and now I believe I am confident enough to take on certain responsibilities and share my experience with other people without any hesitation. I would also to thank my supervisor from SIAM and KCM for being very understanding and guiding me throughout the co-op. My special thanks to Sonia ma'am for being understanding with my delays with submissions and for the disturbance during the meeting.

This has been my first step in the international IT world and another path throughout my career life.

Thank You

Yours Sincerely,

Tenzing Tharchen Gurung

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List of Acronyms

IT: Information technology

KPTM: KP Technology Management

CHAPTER 1: INTRODUCTION

COMPANY PROFILE

The company that I interned for my co-op is KP Technology Management. It was founded by Dr. Pusit Ketmayoon in the year 2016. Our company is based in Thailand and provides solutions and SAAS services for small to large size enterprises. Other than developing software and solutions our company also develop market platforms for e-commerce, e-learning, and service marketplace.

KPTM is also an official partner of Caspio Inc., a low-code development platform where you can build your own database application as well as websites and use it for other different purposes. The IT industry is a growing industry and has a lot of potential. Started off as a software development company now it's been partnering with international companies and, we are looking forward to expanding our network to foreign countries. Our company has a competitive advantage over the others since we have a powerful network with foreign countries.



Figure 1- Company logo



Figure 2- Founder and Managing Director- Dr. Pusit Ketmayoon

Organiza

There isn't any certain diagram regarding our company's organizational structure. The founder/managing director is Dr. Pusit Ketmayoon. Though there is a hierarchal structure in our company the communication between all the employees is very flexible and there isn't any chain of command. Everyone is free to share their ideas and has certain decision-making rights. I along with 3 of my classmates from KCM were hired as interns, each of us was assigned different roles and different tasks. I was assigned as a marketing intern. I had only 2-3 senior employees as well our managing director to communicate with within the company, to whom I report and assigned me tasks as well. As an international student for an intern, I believed I fitted perfectly to come out with new and fresh ideas and a huge opportunity for me to explore and grow as well. There are seniors in higher posts, but the chain of command is very flexible were opinions and ideas of everyone in the company whether an intern or the director of the company is respected. At first, I also had trouble sharing ideas and giving opinions since I was nervous that I may be crossing the line by trying to give my opinions and comments on the current structure and strategy. But the moment I joined I was given a task to come up with my own strategy for one of the products with my own ideas using my own theories and ideologies which I believe would fit the market and ultimately bring in profit to the company.

INTENTIONS TO JOIN THIS COMPANY

There were other internship opportunities that were given to us as well, but I personally preferred to work in this company as I saw a place for me to grow and explore. Being a marketing student in Nepal I never really got a chance to work with international companies and especially in the IT industry. Nepal being a developing country still lacks when it comes to IT and digitization. I saw an opportunity for me where I will get to learn new things and develop skills in a field where I may not get the opportunity to do so in the future. Also, KPTM had a strong history of serving its customers I was very keen on being part of this company's team. During the time of the COVID pandemic, it has been very difficult to look for internships since there are already a lot of employees being laid off by companies and finding a job in Thailand is difficult due to the language barriers that we face since most people in Thailand speak in Thai and aren't very fluent in English.

STRATEGIC ANALYSIS OF THE COMPANY

SWOT ANALYSIS

Strength-

- KPTM has been in the IT market for over 6 years and has a strong grasp of the Thai market.
- Our company has a very strong team with expertise in different fields.
- KPTM also is a partner with an international company called Caspio.

Weakness-

- The IT industry bares high risks and costs.
- A lot of people and companies are still not being used to IT.
- Confusing laws for IT companies
- High cost of advertising

Opportunities

- Growing industry
- High-tech work environment
- Quick solution to problems with software
- Stronger grasp over the market

Threat

- Security concerns regarding data security
- High competition
- Constant changing needs of the customer

OBJECTIVES OF THIS CO-OP STUDY

- To share my experience during my co-op
- To express the relationship, I've created and the knowledge I've gained

- Collecting information that I've gained
- Summarizing my overall experience
- To talk about the company, I worked for
- To identify the market environment and about different strategies
- A brief analysis of the company and market



CHAPTER 2: CO-OP STUDY ACTIVITIES

JOB DESCRIPTION AND RESPONSIBILITIES

I was first assigned as a marketing intern along with 4 of my classmates. So, at first, I was given simple tasks such as making ads for the company's products. As a marketing intern there were different responsibilities and being part of an IT company for the first time everything was very new to me. I was first assigned to a product called eS/clean software that optimizes cleaning and makes cleaning management convenient through digitalization. I then had to make online ads regarding the product on LinkedIn. I also had to come up with my own marketing strategies and do my own research regarding the product and the possible prospects. I was advised to use different marketing tools such as ahrefs.com and similarweb.com tasks. These websites helped with identifying customers, competitor analysis, and keyword analysis. I also had to use a marketing tool called Geru it was used to create your own marketing strategy where you had to identify your own source of traffic and the amount of traffic you plan on generating. Calculating the costs to generate a proper working and well-functioning analysis. Later after learning from these tasks, I was moved on to more complex tasks that involved using Clickminded where I had to generate different information with the help of SOPs. Though the task was getting harder it was getting more interesting at the same time. There was so much more and new to learn and so much to explore. Most of them I didn't even know existed till I joined this company. Finally, after working well with the first product, I was moved to another product/company called Caspio which is a low code/ no-code platform created by a company called Caspio itself in the US. Our company was chosen as a partner for Caspio in the Asian market. Now currently at the month of April, I'm more into depth with the company personally working under Ms. Natthaphat who is our marketing and sales leader.

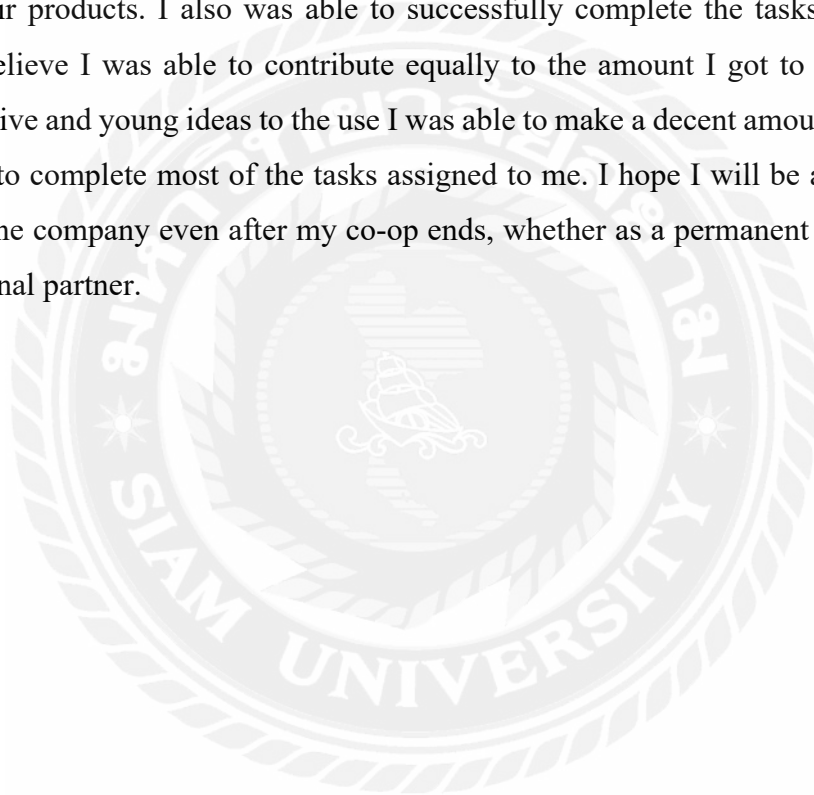
Currently, I'm focused on different tasks from looking for prospects for the company's partnership with Caspio, market research for a product called Happy check to launch in the foreign market and focusing on social media marketing for the company's product.

There wasn't much I could apply what I learned from the coursework to a real working situation. The things I learned in class were far different from the actual work environment I was in. There

were a few things I was able to use in my co-op such as trying to keep up with deadlines, something that I've been used to for a while.

CONTRIBUTION AS A CO-OP STUDENT FOR THE COMPANY

Bringing in new fresh ideas is my biggest contribution. Since my seniors at the company already have very strong knowledge about the market and the products and the way we do things there isn't much for me to add to. Doing different tasks using different tools. I was able to come up with new ads for their products. I also was able to successfully complete the tasks assigned by my supervisors. I believe I was able to contribute equally to the amount I got to learn from them. Putting my creative and young ideas to the use I was able to make a decent amount of contribution and, I was able to complete most of the tasks assigned to me. I hope I will be able to contribute and work with the company even after my co-op ends, whether as a permanent employee or as a future international partner.

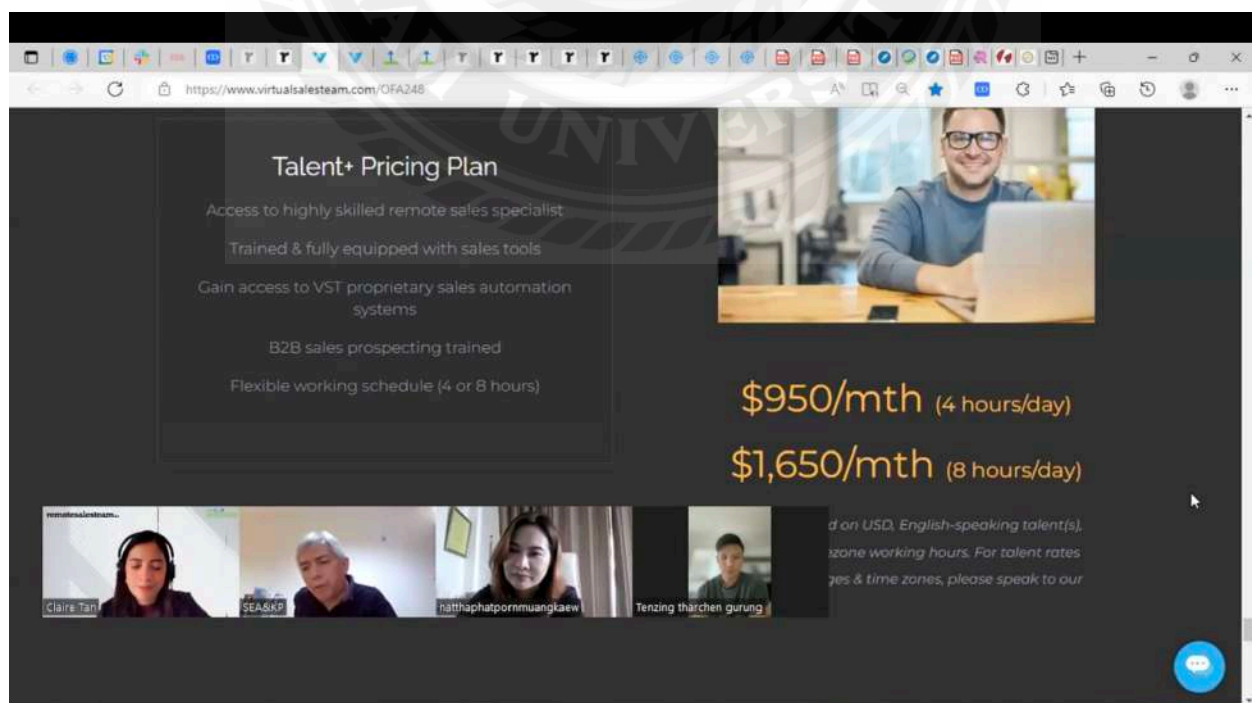


CHAPTER 3: LEARNING PROCESS

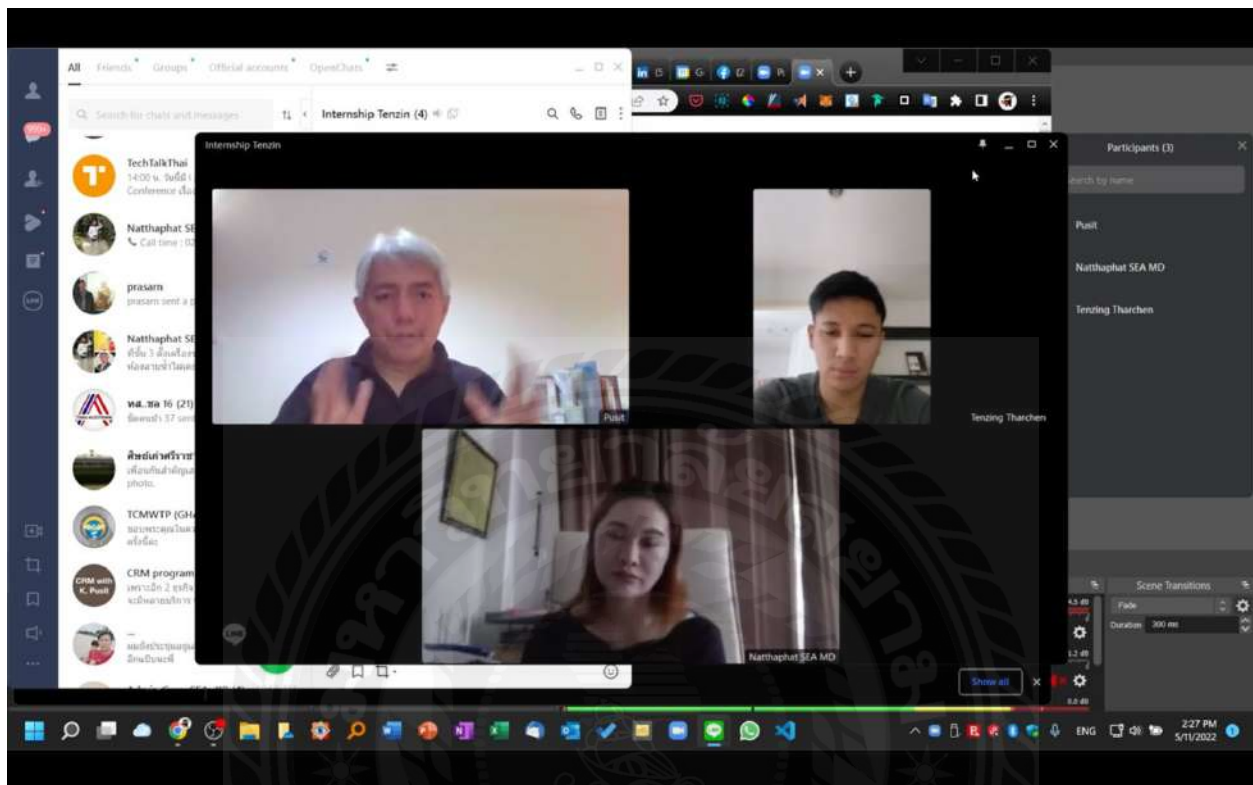
THE PROBLEMS I FACED AND HOW I SOLVED THEM

So being part of an IT company in a foreign though was very exciting at the same time I was a little cold foot. Since this was my first time working in an IT company, I was a little nervous, and my first time working with a foreign company other than Nepali. So, there was a lot on my mind when I first joined. To be honest I was surprised by the fact that I was selected as an intern since I didn't have a lot of hope due to my qualifications and, I believed that there would be some language barriers I'd have to face. I was relieved by the fact that 3 of my classmates were working with me as interns for KPTM. At first, we had our introductions and then were assigned certain tasks. Creating advertisements was the first task that they had assigned to me. Social media advertisements were a little easy since I had an experience using them for my personal family business as well as for the college events, I was a part of at KCM. But after that came the hard tasks. We were given a new task that involved a marketing tool called Geru. So, using Geru I had to create my own marketing strategy for a product called eS/clean that our company was planning on launching in the next few months. Using Geru wasn't an easy task, creating your own source of traffic, estimating the number of traffic you can generate, how you can attract people, what would be the means of costs for the advertisements, etc. At first, I did face problems, but I had our director who constantly guided me, and I felt a little agitated and nervous and I didn't want to bother him with every confusion I had and problems. I faced. But after every feedback, I did work on them and finally, after 2 weeks of effort, I was able to draft a working marketing strategy that was realistic and at the same time able to generate profit when I ran it in the system in Geru. So, after this task came to the next task using doodles and videos to create advertisements. This on the other hand was very new to me when it came to social media advertisements and posters since I only used to use Canva for most of my ads and posts. It was a new learning experience for me. Some tasks were difficult as it was new to me. After every week the tasks slowly started getting more difficult and complicated but at the same, it was very interesting and new to learn. So, the next assignment for the following weeks was creating SOPs from a site called Clickminded. Doing different customer research and finding prospects and at the same doing competitor analysis in the current market to find out who our competitors are and the keywords, they are using. For advertisements, we mostly focused on social media and digital advertisements. The SOPs were

mainly focused on our competitors and the different types of analysis that we can do. There were 3 main SOPs that I was focused on for my task, they were finding out who our competitors are, and I was also handed some lists of existing customers as well. One was focused on competitor backlinks, their email strategies and structures they use, and the keywords they use. This was also very new to me since I've never been part of such a huge company with so much digital work. Some of them required complex information and the use of other marketing tools such as Ahrefs, Similarweb, and Semrush. Since there were guidelines step by step for the SOPs it was a little easy. The tasks were difficult but thanks to the guidance of Dr. Pusit I was able to complete most of them and some I was not able to due to technical issues such as lack of information in the net and the sites itself. So, later I was moved to the product called Caspio on which I have talked about previously, so moving forwards to the tasks I was given and the problems I faced during the period. So firstly, was making social media ads for the product, I had a schedule that I had to follow for it. I also had to do a separate competitor analysis for this product in the market as well. I was also looking for suitable prospects for Caspio in Thailand. It's a little difficult to find corporate prospects. Currently, I am preparing a webinar session for Caspio under the guidance of Dr. Pusit and Miss Natthaphat and working more on a different product that we are planning on expanding in future markets.



Meeting with remote sales company



Weekly meeting with my supervisors

SPECIAL SKILLS AND NEW KNOWLEDGE I HAVE LEARNED DURING THE CO-OP

There were so many skills I've developed and so much knowledge I have gained so far in my internship, and I look forward to gaining more in my remaining month as well. When I first joined, I was very shy and nervous since I didn't have a lot of experience working especially in the tech industry, but after 3 months of experience so far in KPTM, I believe I'm confident enough to share and talk about all the skills I've gained, and I believe that's a plus for my future endeavors. Having experience in using digital marketing tools and using other marketing funnel simulator tools. I believe it is a unique experience compared to what I could learn from other co-ops and it's a big take I can bring to the future businesses back in my country. I've learned how to work with other employees and work in different scenarios, it has made me very flexible working in new work environments. Doing my own analysis and market research helps me grow further and gain a lot of knowledge and the biggest pro is working in an international business environment. I am glad I

got the opportunity to work with KPTM and I hope to continue working with them in the future as well. I have also been comfortable talking to people while having confused since I used to avoid bothering people in the past but now, I confidently ask for guidance and share my ideas without hesitating, that's a personal skill I've developed and proud of since I used to struggle with this for years.



CHAPTER 4: CONCLUSION

SUMMARY OF MY CO-OP STUDIES AT THIS COMPANY

The overall experience of my co-op has so far been good. I am glad I came to Thailand for my co-op because I don't think I would've gotten such an opportunity back home in Nepal, being able to intern for a tech company due to my lack of experience and qualification and working for an international company as well. From day 1 of my co-op, the journey has been filled with new learning and experience. Being able to take this experience with me will be very good for my future career development as well as for my future business endeavors. I was able to succeed and built a lot of connections along the way and would like to continue to do so. This has been my first time working for a company for this long my previous experiences were only for 2 months. In the past 3 months of my experience here I learned so much and at the same time, I got a chance to explore Thailand as well. This gave me an opportunity to really go outside and see how the real-world works, instead of limiting ourselves to just what we learn in the classroom being part of an actual company doing actual work feels a whole lot different. I was glad that my way of thinking matches the mission and vision of the company and my seniors in the company. I believe I was almost close to a perfect fit as a marketing intern. I gained a lot from this co-op and at the same time, I think I was able to pay back my efforts.

MY EVALUATION OF THE WORK EXPERIENCE

My ability to make my own decisions and problem-solving skills have developed during this co-op period. My ability to work in teams and follow orders has been valuable during this co-op. I believe in understanding who I am is critical in order to improve myself and become successful in the career world. In this paper, I will talk about how I grew as a person and as a professional in the corporate world. I was able to break my shell and communicate fluently, being an introvert most of the time I had trouble expressing and freely expressing myself. Creativity has been one of my biggest strengths and I was finally able to put them to good use during this co-op. I was able to develop my current skills and at the same time was able to learn new skills that would help me with my career development. Some skills that I've learned are things that I wouldn't be able to if I was working in any other company. Using different marketing tools for business analysis and

using different software and data analytic tools are skills that very few obtain and I'm glad I got the opportunity to work for KPTM. The importance of self-assessment during your internship is very important it ensures the growth you've had and the goals you've achieved. (Beard, 2007).

I am very much satisfied with this co-op, and I will be taking this experience and learning into my future business endeavors and career path. I didn't realize the huge scope of tech in today's world being used in everyday-to-day life till I did my co-op. Also, after this co-op I now want to be more engaged in the IT tech industry since it has a lot of potentials and, I am very keen to learn more and explore. I never thought this is where my career path would lead, and I would want to be more involved and learn further with KPTM as I see so much more potential for me to learn and grow further. As weeks passed my tasks have been more difficult but at the same time, it's gotten more interesting. My roles and responsibilities have also grown since I joined, from doing competitor analysis and creating ads to now I'm more involved with making decisions and leading certain projects and webinars. I'm glad I've been able to become someone my supervisor has been able to trust with such responsibilities. Both Dr. Pusit and Miss Nattaphat have actively pushed me to become better and encouraged me throughout my co-op. For me in the past internship was more like a compulsion that I had to do in order to pass but now I want to get more engaged in co-ops and have regrets for not taking them seriously in the past.

LIMITATIONS OF THE CO-OP STUDIES

Even though I was able to complete this co-op on time that does not mean that I didn't face any problems in doing my research. Every student has a different co-op report since most of us worked in different companies, under different people doing different tasks.

Compared to other people doing their co-op in Thailand it was easier for me since I had fewer language barrier issues as our company director spoke fluent English and he himself was also my supervisor as well. The other problem was finding information about the company itself since companies in Thailand prefer to keep things more private and not share the company's information.

The major problem is that I couldn't share information regarding the company's product and provide details about the works I was engaged with. I was only able to provide brief information about what I did during my co-op I couldn't provide any real data to avoid any leak of information about the company.

However, I was able to complete my co-op successfully with the information I had. All the problems can be solved even though they must put extra effort in it to solve them (limitations example for internship report, 2017).

RECOMMENDATION

I think students should be given more opportunities and should be encouraged to work in a foreign company and KCM students should be encouraged to do their co-op in Thailand because it is a whole different experience with so much to learn and gain from compared to co-ops done in Nepal. I would like to request students as well to take their internships more seriously. Rather than taking it as something that they must do since it's compulsory to pass instead they should be willing to experience this. But I think the weekly Saturday sessions were a bit too much and some I didn't find relevant to our co-op in any way. I think there can be other alternatives to these weekly activities. I would recommend students to work for unique firms and try out new stuff because you never know till you try them. I too never thought that I'd be more engaged and interested in tech and IT until now. Also, students should take this co-op more as a fun learning and self-development than something they must do in order to graduate. I want my juniors to come to Thailand for their co-op and explore the country as well, not just as a vacation but to learn. Thailand is a fast-growing country with rapid industrial development. There is so much to learn and so much to take in later to Nepal for business expansion or jump-starting my own business.

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