



Cooperative Education Report

Title: Supply chain management of Thai Exhibitions overseas

Written by:

Mr. Sudev Kumar Shah

Student ID: 5908040064

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

Academic Semester 2/2019

Siam University

Internship Report

Title: Supply Chain Management of Thai Exhibitions overseas

Written by: Sudev Kumar Shah

Department: Bachelor of Business Administration (Finance & Banking)

Academic Advisor: Dr. Chanatip Suksai

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2019.

Oral Presentation Committees



Dr. Chanatip Suksai
Academic Advisor



(Mr. Simon Hoban)
Job Supervisor



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



(Asst. Prof. Maruj Limpawattana, Ph.D.)
Assistant President
Director of Cooperative Education

Internship Report

Project Title : Supply Chain Management of Thai Exhibitions overseas

Credits : 6

Written by : Mr. Sudev Kumar Shah

Advisor : Dr. Chanatip Suksai

Degree : Bachelor of Business Administrations

Major : Finance & Banking

Faculty : BBA

Academic year: 2/2019

ABSTRACT

This cooperative report entitled “Supply Chain Management of Thai Exhibitions overseas” required to study about the operations of a supply chain firm and what problems did the Thai exhibitors faced when shipping their goods overseas. Objectives of the study include: (1) to understand the operations of a supply chain organization related to exhibitions, (2) to look at the problems faced by the Thai exhibitors overseas, (3) to understand the issues and different ways of handling various shipments. With the company, the student was assigned to work as an intern, in the department of exhibitions and operations. Main responsibilities are to assist the supervisor with the documents consolidation, hold meetings with them along with the supervisor to bring in clients for the company and handle on-site household shipments with the supervisors, workers and handle the exhibition shipments for the clients as well. Upon the completion of the internship, it was found that the problems were resolved by means of experience, understanding various problems stated by the clients and working on them taking into consideration the reviews of the operations team. In this matter, student was able to learn more about the practicality of the corporate world, which is very important for future career development and profession.

Keywords: supply chain, overseas, exhibitions

Situation during the COVID-19 Pandemic

The spread of COVID-19 virus had started in January in Bangkok, Thailand. However, the serious measures were taken from March, which has lead down to a certain cities in Thailand, being on lockdown. My supervisor had allowed me to work from home since March 18, 2020 until further notice.

My supervisor would send me tasks such as follow ups with the previous sales lead, keep the organization updated with the latest news of various events occurring throughout the world in order to keep the exhibitions department's operations effective and efficient. I was also asked to make lists of members of different associations. In addition, I had to send an introductory email to each company so that the firm could market its services. I could not take part in the events of the operations department, as my physical presence was required for any task that they could have provided.

The tasks were provided to me via email or phone calls. There were a certain occasions when the tasks would be explained through WhatsApp or line. Nevertheless, the workflow was reduced, as there were not many tasks that I was able to do remotely. My working hours did not change, I was available for the office at the same office hours i.e. from 8 a.m. till 5:30 p.m.

The spread of the COVID-19 virus had caused me some precious time in which I could have learned a lot about the processes of handling various types of shipments. Nevertheless, I tried to cope up with the best of my ability and tried to learn as much as I could. I hope that I can work in a same, if not, similar organization without the interference of such a pandemic virus.

Acknowledgement

I would like to express my sincere gratitude towards KCM and Siam University for providing me with an opportunity to understand about the corporate world and for helping me know the ways of working in an organization. Without KCM and Siam University coming forward with this idea of compulsory internship, being introduced to the professional world and being a part of it would never have been possible. The experience that I have gained has helped me grow in a professional manner, which will definitely play a very important role in my future.

Also, I would like to take this opportunity to thank my company supervisor Mr. Simon Hoban for accepting me as a suitable candidate to work at Boonma Moving & Storage Co. Ltd. as an intern and for shouldering me with the responsibilities and duties to be performed during the tenure. All my company colleagues were also very helpful and cooperative. This has helped me know a lot many things about the requirements and regulations of the industry. This tenure has helped me understand the real meaning of professionalism.

I would not miss this chance to pay my gratitude to my academic supervisors Dr. Chanatip Suksai and Mr. Dhabup Prasai for helping me throughout this internship, they have guided me and they have never failed to help me whenever I needed.

Lastly, my deepest gratitude to all my friends and family members who helped me in completing this cooperative report.

Contents

ABSTRACT.....	3
Situation during the COVID-19 Pandemic.....	4
Acknowledgement.....	5
Abbreviations.....	7
List of Figures.....	8
Chapter 1: Introduction.....	9
1.1 Company Profile.....	9
1.2 Organizational Structure.....	10
1.3 Statement of the report.....	13
1.4 Objectives of the Study.....	14
1.5 Roles and responsibilities of the student.....	15
Chapter 2: Internship Activities.....	16
2.1 Assignments and responsibilities of the student.....	16
Chapter 3: Identification of Problems Encountering during the Internship.....	17
3.1 Indicate how you successfully solved the problems.....	17
3.2 Provide some examples.....	18
Chapter 4: Contribution and Learning Process.....	19
4.1 Contributions of student made during the internship.....	19
4.2 Details of the related learning process and new knowledge student has received.....	20
Chapter 5: Conclusions.....	21
5.1 Self-assessment as a future professional.....	22

Internship Report

Annexure..... 23

References..... 27

Abbreviations

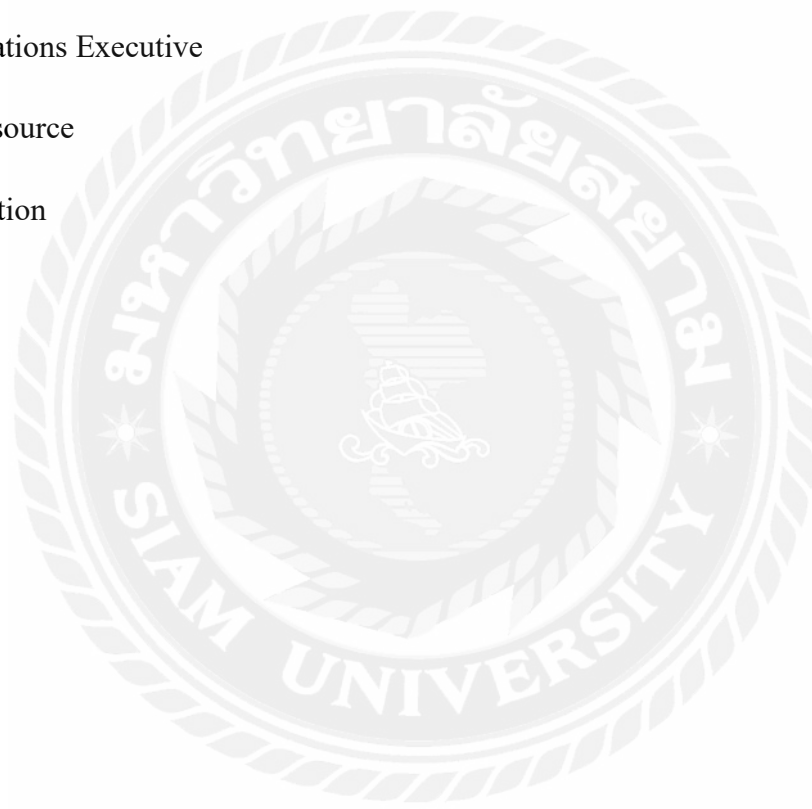
SC: Supply Chain

Pvt. Ltd.: Private Limited

PRE: Pet Relocations Executive

HR: Human Resource

PR: Public Relation



List of Figures

Figure 1: Organizational Structure..... 10

Figure 3: With the Exhibition Team Members 23

Figure 4: With the Operations Team Members 23

Figure 5: With the Exhibitions Team Supervisor 24

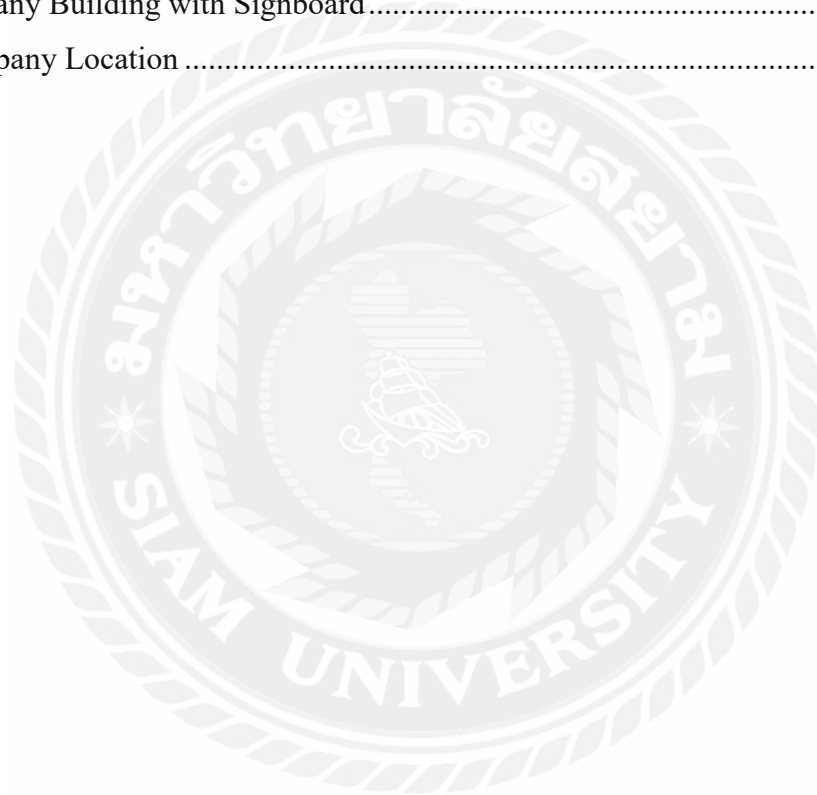
Figure 6: With my Job Supervisor/Operations Team Supervisor..... 24

Figure 7: With our Executive Director 25

Figure 8: At the workplace 25

Figure 9: Company Building with Signboard..... 25

Figure 10: Company Location 26



Chapter 1: Introduction

1.1 Company Profile

Boonma was established on April 1, 1964 by Mr. Boonma Pungthong and has become the most experienced and oldest mobility provider in Thailand. Boonma has been providing services to diplomats, organizations, multinational corporations and individuals for over 50 years. They are the only movers in Thailand who have their own facilities, fleet and operations in Bangkok, Chiang mai, Chiang rai and the airport zone.

Boonma Moving & Storage Co. Ltd. is a part of Boonma group of companies. The other companies are MPE Insulation Co. Ltd., MPE Industry Co. Ltd. and Thai Max Cold Storage and Distribution Center. However, this firm is the first firm of the group of companies.

Boonma Moving & Storage Co. Ltd. provides various services to different institutions as well as to different individuals. The services that Boonma provides are household goods logistics, exhibitions logistics, relocations services, pet relocations and many more. United Nations, Embassy of Switzerland, Embassy of the United States of America, Department of International Trade and Promotion Thailand and United Nations High Commissioner for Refugees are a few of the clients to whom Boonma has provided it's services.

The company has over 5 decades of experience, is well renowned in the logistics' industry, and hence, is one of the top competing businesses in various fields. It has its presence in the international market as well, being a member of over 10 associations and being a senior member in many of them; it has his network spread throughout the world.

The head office is situated in Ramkhamhaeng Soi 8, Bangkok and it has offices spread throughout the country. The firm hopes to grow bigger and better every day.

1.2 Organizational Structure

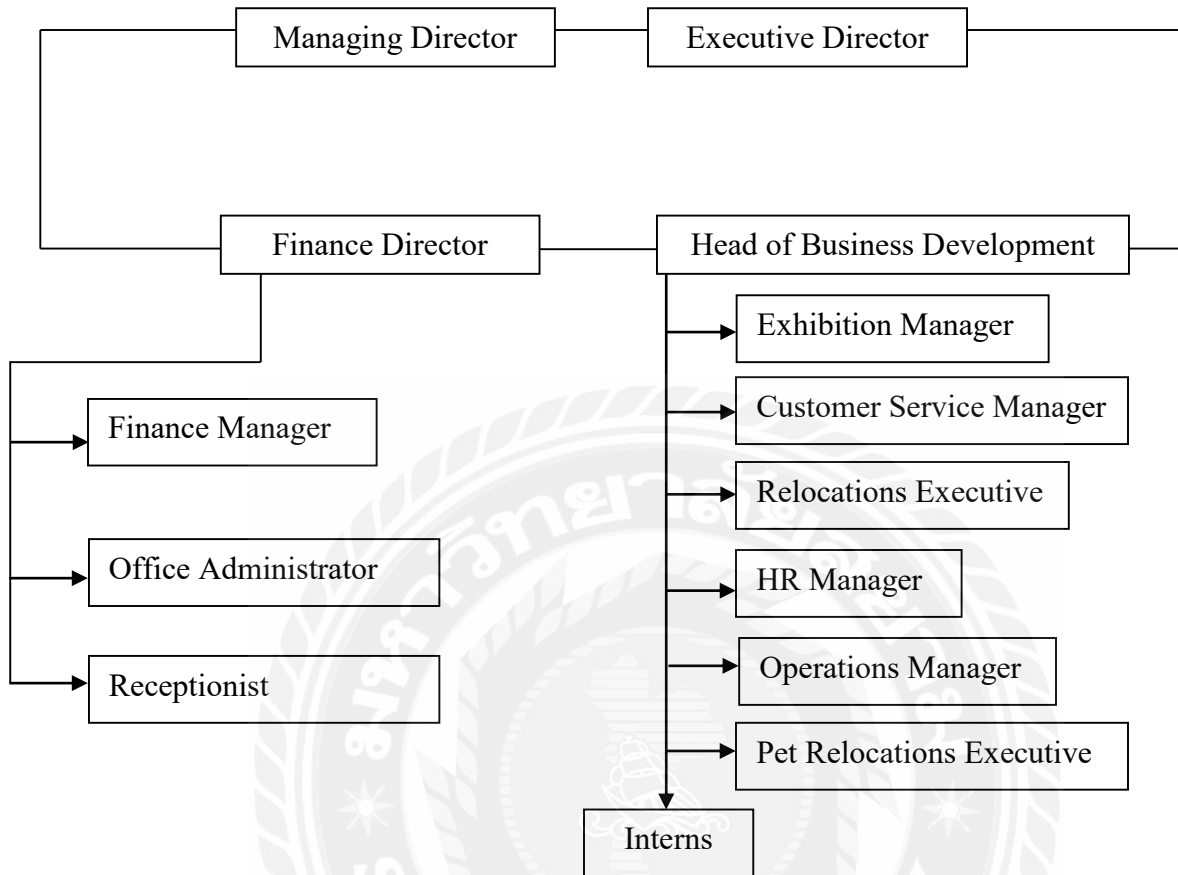


Figure 1: Organizational Structure

Internship Report

The roles are explained as follows:

1. **Managing Director** – He looks after the overall objective of the organization and prepares plans and policies to meet the organizational goals in a certain time. He sets up a company target and leads the organization towards success.
2. **Executive Director** – The executive director implements the plans and policies prepared by the managing director. He monitors the tasks performed by the staffs and evaluates if the tasks are up to the mark to reach the organizational goal. He helps the members to carry out tasks and suggests if not anything is up to mark and needs to be done in any other way.
3. **Finance Director** – The finance director is the head of the finance department and looks after all the finances of the company. He handles all major and minor finances along with supervising the finance manager. He is responsible for tracking all of the expenses and income of the company along with checking the reports prepared by the finance manager.
4. **Finance Manager** – The job of finance manager is to file all the income and expense of the organization, maintain a daily account book and report to the head of finance department.
5. **Office Administrator** – The job is to follow up clients for payment, collect the cash or cheque from them after it is ready and help the finance manager to file the bills.
6. **Receptionist** – The front desk officer is there to handle the phone calls and receive the guests in the office.
7. **Head of Business Development** – The main duty of the business development head is to help develop the business for the company. He looks after all the internal things that include looking after the meetings held, brainstorming on the different ways the business can be developed, help the respective managers and executive if they require any assistance and work on the weak points of the company.
8. **Exhibition Manager** – The exhibition manager is required to take care of all the exhibitions shipments, comply with the legal requirements and set a route for the supply chain of the exhibition goods. They must make sure that the client is well aware of the status of their shipments.

Internship Report

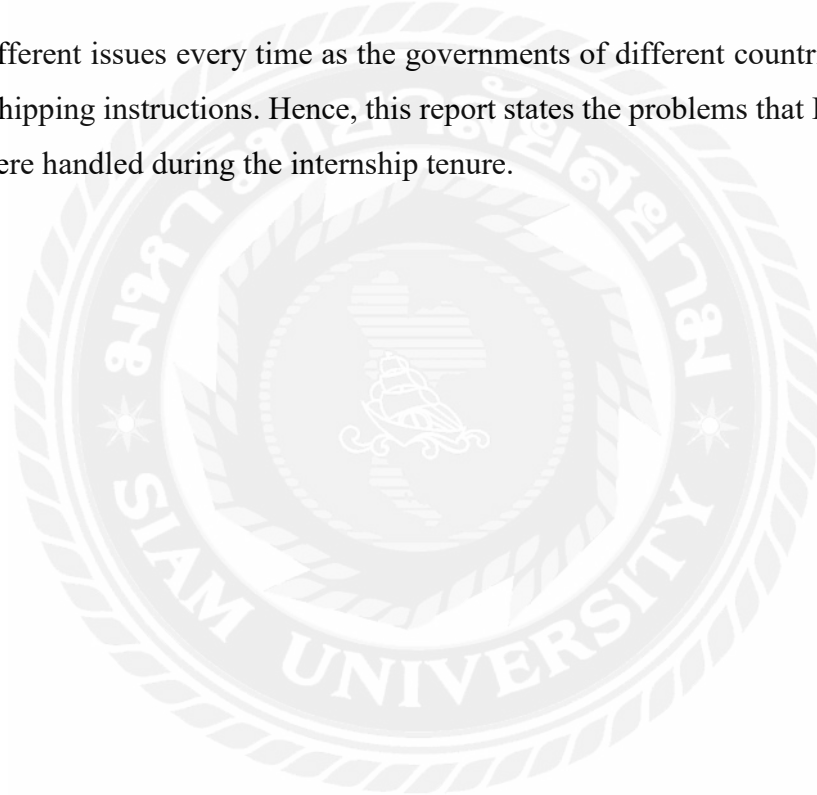
9. Customer Service Manager – The customer service manager is an individual who is responsible for handling queries and complains of the clients. The problem can be of any department; however, it is his/her duty to solve the matter with the help of coordination.
10. Relocations Executive – The relocations executive is responsible for all the relocations tours that are requested to the company. They will conduct the tour while helping the client understand the environment and help them get the amenities they request.
11. HR Manager – The Human Resource Manager is responsible for handling all the problems of the employees and provide insights to the head of business development for improvements.
12. Operations Manager – The operations manager is responsible for all the household moves. The household shipments are the core operation of the organization.
13. Pet Relocations Executive – The PRE takes care of all the pets that the client requests to take overseas. They are responsible for getting the documents from the vet and to fulfill all the requirements, which makes the pet fit for transportation.
14. Interns – The main responsibility of the interns is to help in all departments as assigned. The interns get to work in the area in which they are interested.

1.3 Statement of the report

There are exhibitions held by Thai institutions, which are increasing every year. This is due to the strong supply chain of Thailand. They have efficient transportation services and a good geographical advantage in south East Asia. This has led to the increase in competitors in the Thai Supply Chain market.

Nevertheless, since the numbers of exhibitions are increasing every year, the number of problems faced by the organizers are increasing as well. They have to deal with different kind of products such as food, cloth, precious metals and machinery.

There are different issues every time as the governments of different countries have different tariff rates and shipping instructions. Hence, this report states the problems that I had encountered and how they were handled during the internship tenure.



1.4 Objectives of the Study

The objectives of this study are:

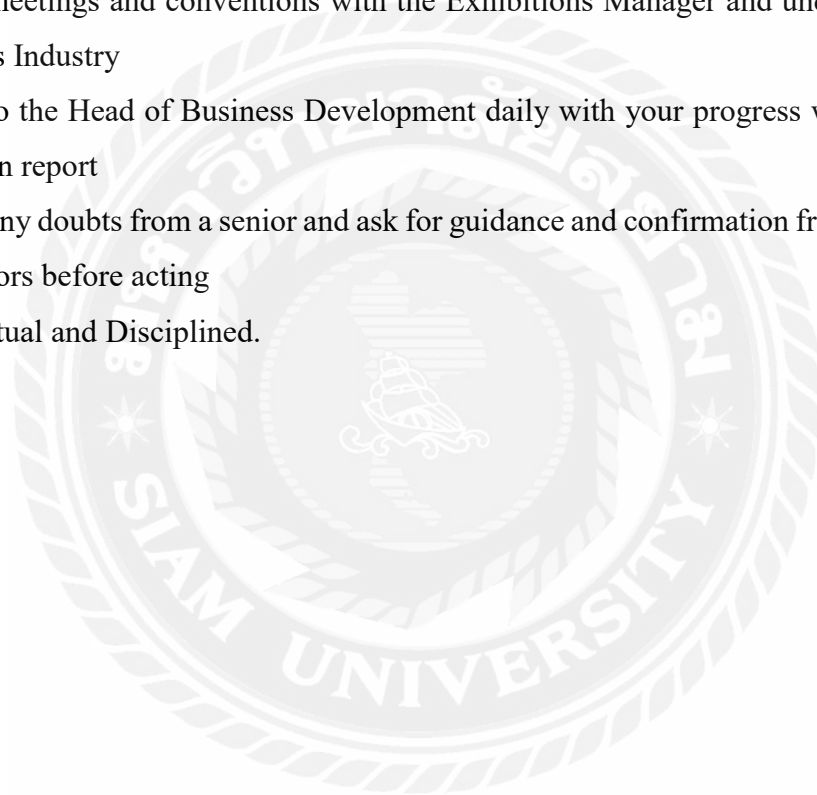
1. To understand the difficulties faced in the supply chain of exhibition goods and the solutions provided by professionals
2. To learn about the operations of the company and develop a sense of decision-making.
3. To help increase my professional skills and knowledge
4. Learn proper work ethics and culture from the professional people in the corporate sector.
5. Develop Public Relation (PR) in the corporate world.



1.5 Roles and responsibilities of the student

The roles and responsibilities during my internship tenure are as follows:

1. Assist the Exhibitions Manager when requested
2. Keep the firm updated with the events which could attract potential clients
3. Speak with non-Thai clients and clarify their doubts
4. Understand the supply chain problems of Thai exhibitors and provide possible solutions to the exhibition manager
5. Work on different sites with the Operations manager and give suggestions, if any.
6. Attend meetings and conventions with the Exhibitions Manager and understand the Thai Logistics Industry
7. Report to the Head of Business Development daily with your progress with either verbal or written report
8. Clarify any doubts from a senior and ask for guidance and confirmation from the respective supervisors before acting
9. Be Punctual and Disciplined.



Chapter 2: Internship Activities

2.1 Assignments and responsibilities of the student

My primary responsibilities were to learn about the exhibitions supply chain and assist the supervisor when required, assist the on-site supervisor in the operations department and help with the communication of the organization with the non-Thai clients.

I was not only limited to the exhibitions department but I was able to join the operations department from time to time. I was allowed to work on the sites as well. In addition, I was able to provide some insights on how the operations could be improved since I have expertise in this field.

My secondary responsibilities included follow ups for the company's progress with potential clients, updating the company's calendar with the potential events through which we could attract clients and to learn the processes being conducted in the organization.



Figure 2. Process of Exhibition Shipments

Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indicate how you successfully solved the problems

Boonma Moving & Storage Co. Ltd. is one of the best exhibition handlers in the country and they are senior members of esteemed associations. Hence, their performance in every job is top notch and I did not face many new problems, as the supervisors would provide solutions for them with ease. There were just a few issues and I had provided solutions to as per my experience.

In the operations department, I had worked on a few sites with a few of my fellow supervisors. They were experts in their field; however, they had closed themselves from learning new things even further. There are times when people are blinded by their own ego and talking to them is not a way to get through the situation. Hence, I tried out different ways to make them learn a few things from my experience and make them more efficient at their tasks.

In the exhibitions department, they had to do a lot of marketing with various organizations and record all the entries in the books. Hence, causing a team with many responsibilities. In my tenure, I was able to provide some help with my linguistic skills and my knowledge in accounts because of my IBBA and ACCA experience.

Interacting with the employees was a bit difficult due to the language barrier. However, I was able to earn their trust by learning more about their culture and language. I would question them if I had any doubts and they would clarify them. This made working with them much easier and efficient.

As an intern, I solved this problem by interacting with the clients, giving my 100% effort in explaining them about the concepts or motives we had behind any random post or design.

3.2 Provide some examples

A few examples are as follows:

1. I had worked on a few sites outside of the office. There was a time when I was working with a fellow supervisor and our client was a British who did not know how to speak Thai. The client started asking questions in English and he started using words, which were quite difficult to comprehend for the Thai supervisor. Hence, I spoke to the client and tried to clarify all his doubts regarding all the documentation and the process of his shipment. Nevertheless, there were certain questions I was unable to answer. Hence, I asked my Thai supervisor with the little bit Thai I know and worked as a translator. The client was quite satisfied and he gave us five stars in the customer reviews.
2. One of the issues faced by the exhibitions department was communicating with international clients in proper English. The members were capable enough to speak it, however, they lacked the writing skills. I was able to help them out by writing emails and speaking to non-Thai clients. In addition, I was able to reduce their workload by keeping the department updated with the latest list of exhibitions in which the firm might have a chance of acquiring clients. I had also helped them in their accounts.
3. I was an intern when the COVID-19 virus had infected the world. A co-worker and I had started taking initiative regarding the precautions that could be taken in order to fight this virus. We had provided suggestions to the HR and they had performed the possible actions.
4. There were times when I would go to meetings with my Exhibitions supervisor, and I had observed that there was a common doubt. They were unaware of the documentation required and the rules and regulations of the other country. We had then prepared an email in both English and Thai, which would educate all the exhibitors regarding the issue.

Chapter 4: Contribution and Learning Process

4.1 Contributions of student made during the internship

The contributions made by me as an intern included providing the company with many different ideas and suggestions regarding the betterment of the company. I was required to listen to all the instructions carefully and take notes of the same and I was highly encouraged to present my views on the same. I highly dedicated my time and energy in thinking and clarifying my doubts for the events. I helped all the employees in their works in different departments.

I had been assigned to two departments, where I would switch my roles from time to time. Those departments were exhibitions and operations. I looked after approaching the international clients through emails and phone calls and clarified any query. In addition, I made sure that the consolidation of goods for an exhibition shipment was done in a proper manner. I would also provide assistance on site where I would instruct the workers of the organization and clarify any doubts of the clients. If I were unable to provide any answers, I would get it clarified for the client from my seniors. I was not an intern for them, but a representative of the company and hence, I always made sure that I would update myself with the expectations of the client and provide them that service, if possible. The internship period was unfortunately, during the period when the COVID-19 virus had infected the world, and due to that I was unable to learn many things that I could have learnt. Nevertheless, I did perform as per the instructions of my seniors and I shared my experience so that they would know my comprehension levels for the situations.

Therefore, I believe I was an asset for the firm who had reduced a certain amount of workload and had shared his experience, which would help the firm to improve its quality standards.

4.2 Details of the related learning process and new knowledge student has received.

The internship tenure with Boonma Moving & Storage Co. Ltd., the learning process that had been included was a practical approach of doing and learning things. With this internship, I have learnt things by doing rather than just relying on a bookish theory. The internship helped me understand that the same process could be performed differently in different countries.

I am an IBBA student who was an intern at Boonma Moving & Storage Co. Ltd. and I came to understand the meaning of proper communication. An organization might provide the best services in the world; however, if it does not know how to communicate properly to the clients, everything else might all be in vain. Hence, if someone is able to communicate properly, he/she might end up in places that they had only imagined. Establishing and maintaining relations is an equally important thing for the growth in the industry. It is very important for people to like you as an agent to grow well. It is necessary to keep yourself up to date with the information provided by the governments throughout the world. The governments sometimes issue orders to stop operations, but sometimes they might issue orders, which might improve the organization's workflow tenfold. Hence, it will help the firms hold grasp of potential opportunities.

The internship program indeed, was a very good experience for my professional growth. It really helped me gain ample of knowledge regarding the working culture of Thailand. In the future, I will be dealing with international clients from throughout the world, and this internship has provided me the knowledge to understand Thai individuals better. I would also say that I have learnt about the client's behavior, requirements and expectations and learnt how to deal with them. One of the major skills other than the ones mentioned that I had learned is the management skill.

Chapter 5: Conclusions

The conclusions from my internship are listed below:

1. I have gained knowledge and understood various things about the supply chain industry. For example, now I know that every organization has a different but similar organizational structure. I learnt about the operation of the industry and to some extent. I was also able to apply the theoretical concepts of supply chain that I had learnt in the class. For example, I learnt how the Just-In-Time management concept is usable in practical situations.
2. I have had experience in a similar organization in the past and now I am able to understand why there are different standards applied for different situations and organizations.
3. I had always observed trucks carrying heavy goods, individuals working to lift certain items when machinery was available and I used to question the underutilization of machinery. However, after working in an organization such as Boonma, I came to understand that although machinery helps reduce the workload of human labor, it is difficult to handle goods with care when using machinery. For example: While transporting a piano from one point to another, if a person uses a lift in a small area, he might end up damaging the piano at the edges, which could damage the keys. However, in small spaces, if a human is used, he/she will be more careful with the instrument and can make sharp moves with the subtlest of motions.
4. I have learnt many things working as an intern, from every individual in the company that has increased my knowledge and skills. Every small thing matters in the organization. A professional attitude is required for everything i.e. from sending an email to meeting people.
5. I learnt understanding the importance of different individuals since they all come from different cultures. A Japanese man might feel insulted when you call them out with their first name, whereas a Nepalese or Thai might be all right.
6. Dressing like a professional is necessary. It is unfortunate, but people judge a book by its cover and if they are not well dressed, they are not looked upon as professional. Calmness is another quality that is required when dealing with clients; it is a pre-requisite.
7. The internship allowed me to make a lot of friends and acquaintances around Thailand; it also allowed me to understand the various ways in which Thai professionals act.

5.1 Self-assessment as a future professional

I believe internship at Boonma Moving & Storage Co. Ltd. has helped me gain ample knowledge about the supply chain sector and the work ethics. I would say that I have been able to learn many valuable things for my future in this short period of time. I received knowledge on various matters. In addition, I was also successful to gain hands-on experience in the field of logistics. I learnt about applying the theoretical knowledge gained in classes. This internship program provided me with a platform to look closely into business and practice relevant concepts and theories regarding the same.

Some of the most important things that I would like to discuss are that each individual in an organization has very important role that contribute towards achieving the organizational goal. The new technologies are very important, as these have made tasks much easier to perform. Teamwork is another aspect that I learnt during my tenure. A company has a particular goal and every individual strives to achieve that goal, it is better for the whole organization when all the team players cooperate with one another and work towards the goals. This can be possible with the help of an effective team leader who can constantly guide all the people and support them at the time of need.

Nevertheless, I have been able to present myself and my tasks were completed in professional ways. I came to accept the facts regarding my weaknesses, as I was uncomfortable and inefficient outside my areas of expertise. I have grown my skills such as that of time management and separating my professional and personal lives. There are many things, which I do not know, and hence, I will strive for continuous improvement in the upcoming future.

Annexure



Figure 2: With the Exhibition Team Members



Figure 3: With the Operations Team Members



Figure 4: With the Exhibitions Team Supervisor



Figure 5: With my Job Supervisor/Operations Team Supervisor



Figure 6: With our Executive Director



Figure 7: At the workplace



Figure 8: Company Building with Signboard

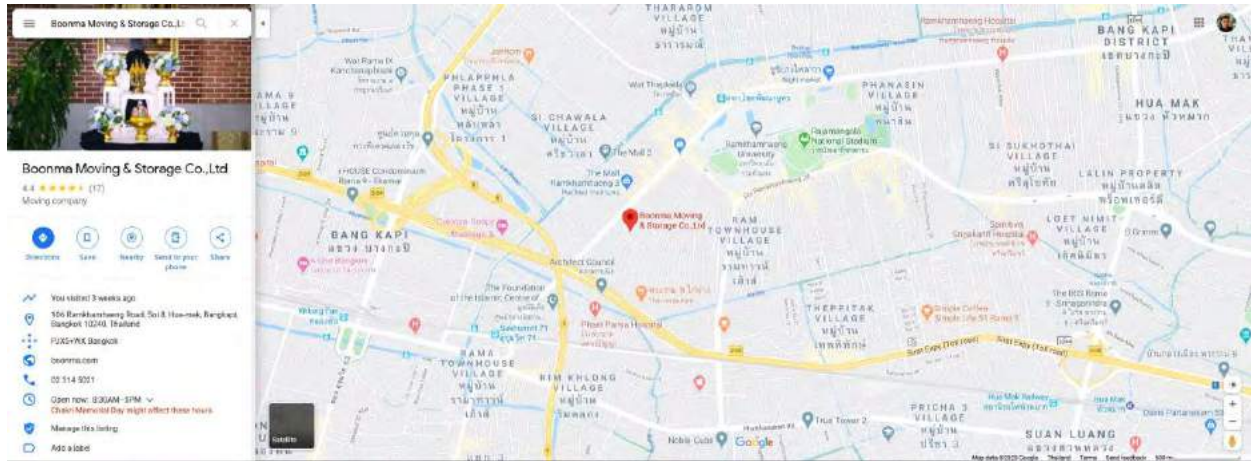


Figure 9: Company Location



References

BITEC Events. (n.d.). *Events*. Retrieved from BITEC: <http://www.bitec.co.th/events-en.html>

Boonma. (n.d.). *Boonma Moving & Storage*. Retrieved from Facebook:

https://web.facebook.com/BoonmaMoving?_rdc=1&_rdr

Boonma Moving & Storage Co.,Ltd. (2020, 04 06). Retrieved from Google Maps:

https://www.google.com/maps/place/Boonma+Moving+%26+Storage+Co.,Ltd/@13.7498228,100.6099375,15z/data=!4m2!3m1!1s0x0:0xa6e23cca64367547?sa=X&ved=2ahUK EwjysZai0dPoAhVkjgGHZQTBYAQ_BIwCnoECBsQCA

Boonma-Real Mobility. (n.d.). Retrieved from Boonma Moving & Storage Co. Ltd.:

<https://www.boonma.com/>

Members Directory. (n.d.). Retrieved from Asian Relocation Association:

<https://asianreloassociation.org/members-directory/>

