



Co-operative Education Report

**Feasibility study of Social Media Strategy and Content Marketing at
Lohmann Tierzucht GmbH**

Written by

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**This Report is submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 2/2018
Siam University**

Title: Feasibility study of Social Media Strategy and Content Marketing at Lohmann Tierzucht GmbH

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018.

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Academic year: 2/2018

Abstract

This cooperative report entitled “Feasibility study of Social Media Strategy and Content Marketing at Lohmann Tierzucht GmbH” has the goals to investigate/study/examine whether a globally operating poultry company which is working B2B should adopt a digital media strategy. Objectives of the study include: (1) to provide an exposure into the practical working environment and to be able to apply hone one’s professional skills (2) to carry out an in-depth research on the feasibility of social media platforms for Lohmann(3) to attain detail insights on how Marketing activities are planned and deployed in a globally spread organization.

With the company, the student was assigned to work as a Marketing Intern, in the department of Marketing. Main responsibilities are to carry out a research on the social media feasibility for the company and to support in other activities as per required and assigned by the department. In this matter, student is able to learn more about the poultry industry and the functions of a Marketing Department which are very important for future career development and profession.

Keywords: feasibility study, media strategy, content marketing

Acknowledgment

I would like to take this opportunity to thank Siam University for providing me with such a wonderful opportunity to practice my business knowledge in reality. I would take this opportunity to sincerely thank Dr. Maruj Limpawattana, Assistant President of Cooperative Education, Mr. Chantip Suksai, Lecturer and Researcher and my Academic Supervisor for their relentless guidance throughout the internship period.

The internship opportunity that I had with Lohmann Tierzucht GmbH was a great chance for learning and professional advancement in an international setting. Hence, I consider myself as a very lucky individual to have been granted this opportunity to further up my knowledge and skills. I am also grateful for having a chance to meet a number of wonderful and skilled people and professionals who led me through this internship period and further helped me enrich my internship experience.

I am using this opportunity to express my deepest gratitude and special thanks to the MD of Lohmann Tierzucht GmbH, Mr. Javier Ramírez Villaescusa who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path. I am very much indebted towards him for allowing me to carry out my project at their esteemed organization and helping me successfully complete my internship program.

I express my deepest thanks to Mrs. Andrea Callwitz, Marketing Head for welcoming in the Marketing Department and giving me necessary advices and guidance during my internship. I am very much thankful towards her for arranging all facilities to make my stay in the company and Germany easier. I choose this moment to acknowledge her contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to the entire Lohmann Team for their continuous support, careful and precious guidance which were extremely valuable for my study both theoretically and practically. I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement in order to attain desired career objectives.

Sincerely,

Shriya Shakya

Student ID: 5808040090

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List of Acronyms

GmbH: Gesellschaft mit beschränkter Haftung (A company with limited liability)

EW Group GmbH: Erich Wesjohann GmbH

H&N: Heisdorf, and Nelson International

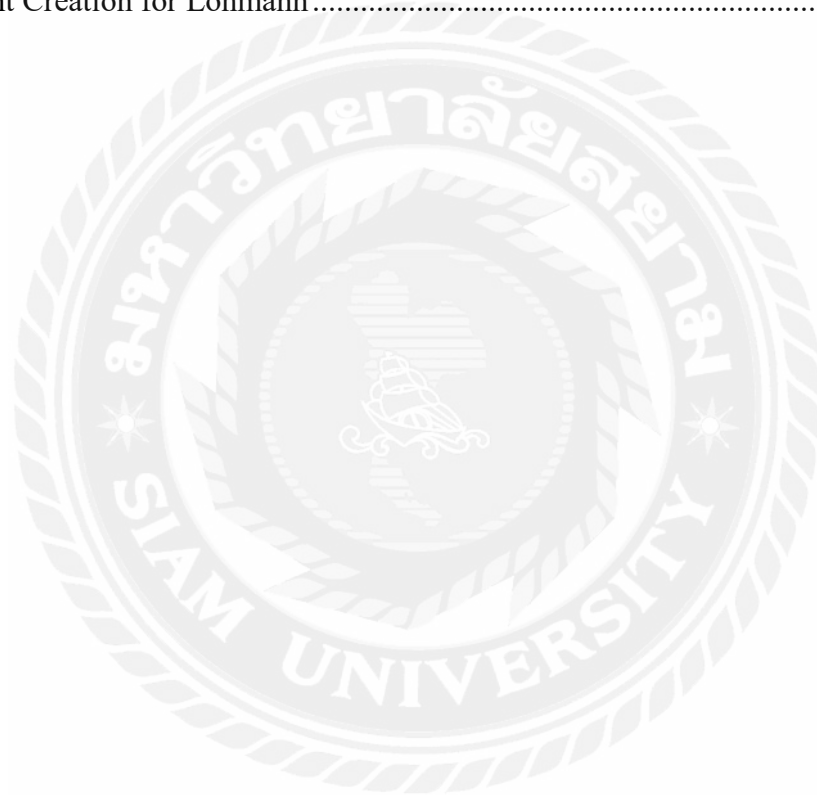
C.I.S.: Commonwealth of Independent States (Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan.)

CRM: Customer Relationship Management



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Chapter 1: Introduction

1.1 Company Profile

Lohmann Tierzucht was established in 1959 where it started layer breeding in Cuxhaven, based on a license agreement with Heisdorf & Nelson (H&N), USA, and established the Lohmann Tierzucht Veterinary Laboratory. It is now a subsidiary of EW Group GmbH. With the motto “The right hen for every management – the right egg for every market”, Lohmann has, until this very day, achieved excellent breeding results and has become the global leader in the production of parent stocks and laying hens in the last six decades.

This success is attributed on systematic research and development, intensive veterinary care and constant dialogue with customers. This results in highly efficient layers of a robust quality as well as excellent egg mass and outstanding shell quality – i.e. features which give Lohmann Tierzucht breeders a competitive edge throughout the world.

Lohmann consistently sets high standards in quality, innovation and service and employs around 200 people at its sites around the world (Tierzucht, 2019). With excellent customer service and the provision of the right hens for new growing markets Lohmann is also ideally equipped for the future.

With production sites, subsidiaries and shareholdings worldwide, Lohmann is well-represented in all key regions around the world. Having its own production sites for pure lines and grandparent stocks in countries such as Germany, Denmark, Spain, Canada and the USA, as well as having its own franchise hatcheries in all major countries, Lohmann Tierzucht is well-positioned and can ensure that its customers enjoy significantly competitive advantages.

1.2 Organizational Structure

Lohmann Tierzucht has many departments that work in conjunction with each other. Due to the nature and spread of the business across the globes, it is very natural to have such a structure with a lot of departments. However, communication and coordination has not been stifled or

hampered between the departments in any manner or so. The following figure gives a general overview on the firm's organizational structure.

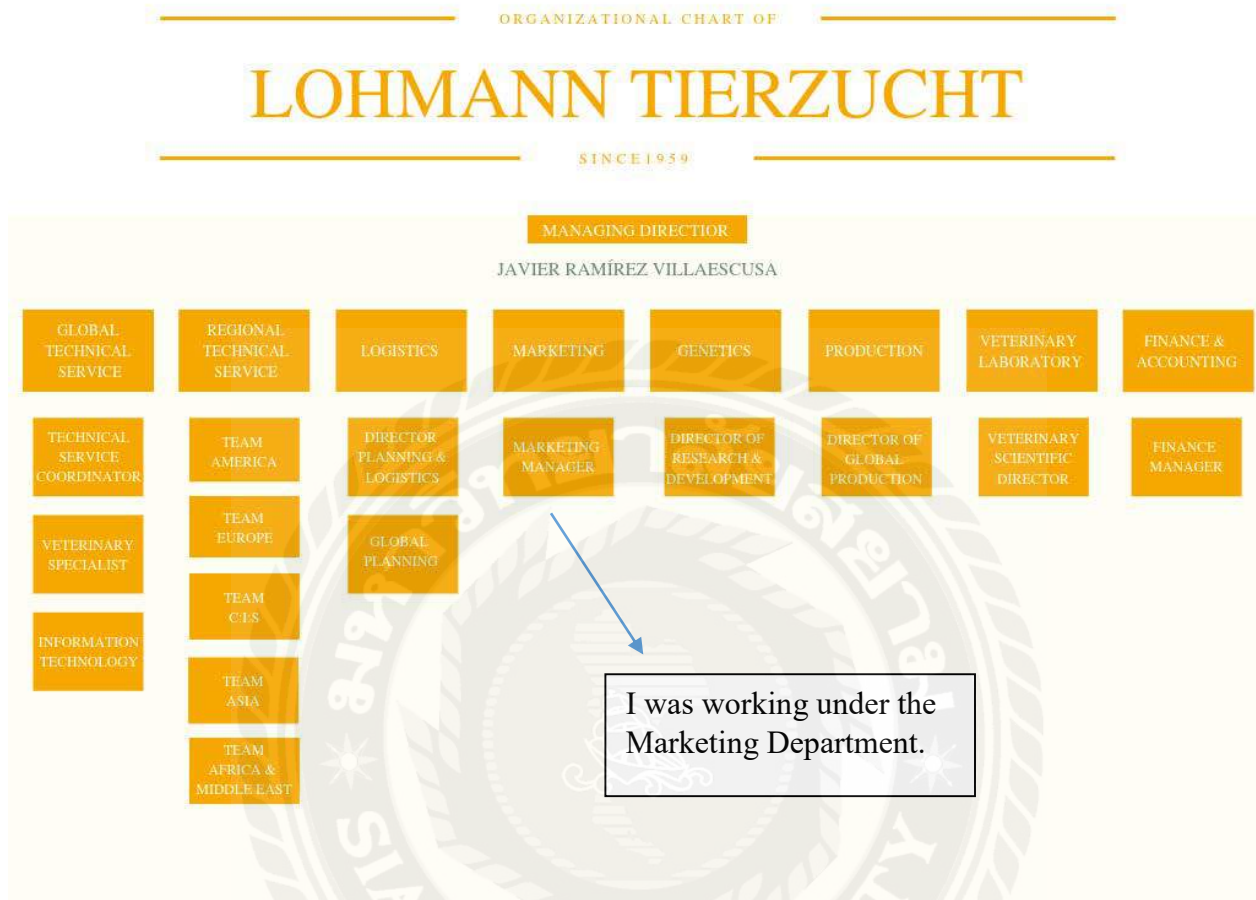


Figure 1: Organizational Chart of Lohmann Tierzucht GmbH

As seen in the figure above, the organization has a Managing Director, Mr. Javier Ramirez Villaescusa under which there are different departments. Every department has a unique function and they coordinate with each other to drive the organization towards its goal.

The global technical service has been divided into three departments. The Technical Service Coordinator is Mr. Farhad Mozafar and under him there are: Mr. Robert Pottgüter (Technical Service Nutrition), Juan Valle Diez (Technical Service Nutrition), Mark Allen (Technical Service Flock Management), Davide Assirelli (Technical Service Incubation) and Dr. Ovidiu Pentelescu (Technical Service Quality Management). Our Veterinary Specialist is Dr. Atoussa Mazaheri and Mr. Dirk Polke is the Head of Information Technology (IT).

Then, the regional technical services have been set up according to the five different regions. Mr. Thomas Abdo Calil is the Regional Area Manager of America. Mr. Marek Malkowski

is the Regional Area Manager of Europe and Ukraine. Mr. Norbert Mischke is the Regional Area Manager of C. I. S. Mr. Ron Eek is the Regional Area Manager of Asia. Mr. Mohammed Chairi is the Regional Area Manager of Africa and Middle East. Under all these Regional Area Managers are the Technical Service Team assigned to each five areas.

The Logistics Department is responsible for the planning and transport of our parent stock day-old layer chicks. This department has several subsidiaries all over the world to guarantee the optimal execution of customers' orders. Ms. Silvia Mouriño is the Director of Planning & Logistics. Ms. Imke Stegemann looks after Global Planning. Under them there are Logistic Area Managers country wise.

The Marketing Team is responsible for the planning, implementing, executing and evaluating all the marketing goals of the company. The Marketing Head, Ms. Andrea Callwitz looks after all the marketing and communication efforts of the company along with her other team members. I was working under this department.

The Genetic Department is led by Dr. Matthias Schmutz along with his seven team members who render their experiences and know-how in the Genetic department and ensure the practical implementation of breeding measures.

Mr. Jörg Heier is the Director of Global Production and under him region wise production managers and hatchery managers are working.

Veterinary after-sales service is very important to our customers. Highly qualified vets specializing in poultry, ensure that after a thorough diagnostic investigation, practical measures are quickly taken. The Veterinary Laboratory is managed by Dr. Matthias Voss (Veterinary Scientific Director). Dr. Anne Bolte is the Veterinary Specialist and looks after the areas of serology and virology. Dr. Martin Barz is responsible for the areas of bacteriology and molecular biology.

The Finance-Accounting department is led by Mr. Max Timpe, the Finance Manager of the company. He, along with other few employees handle the accounts receivable and revenue tracking, account payable, payroll, reporting and financial statements and financial controls.

1.3 Statement of the report

As a student majoring in Marketing and someone who comes from a family of business background, I have always been inquisitive with the endless possibilities in the world of business and marketing. My undergraduate study has provided me a firm foundation in this academic area. My major motivation for this study has arisen due to the possibilities that social media can have on the B2B Poultry Industry.

This report has been prepared in line with the course requirements of my course Co-operative Education. I believe that this was a great opportunity to apply the knowledge and skills that I had amassed till date in a business environment.

This report covers my work experience as a Marketing Intern at Lohmann Tierzucht GmbH, Germany: a globally operating firm that is the market leader in layers breeding. Besides other tasks, the major project that I was assigned during my work period was to conduct an extensive and in-depth analysis and research and to reach a conclusion on whether a globally operating organization like Lohmann should focus on developing its social media presence or not. Poultry industry has widely shunned social media due to often the negative attention it attracts due to growing influence and pressure from animal activists and advocates of animal rights especially in the European and American countries. Readers of this paper shall find this aspect of a globally operating B2B firm intriguing and peculiar since social media are all the hot cakes now and their usage is only predicted to grow in the future. This report entails my findings from the research and I hope it provides the reader with some insights on whether social media is really necessary for some businesses.

Furthermore, the report provides insight on my experience of working abroad with a diverse and globally spread workforce and in a completely new working culture and the contributions that I was able to provide during my internship period. This experience has certainly expanded my horizons further leading me to the path of becoming a judicious and creative professional, helping me to explore myself even further.

I would like to clarify that even though I worked for Lohmann, I also worked for H&N International. H&N is the sister company of Lohmann and a subsidiary of EW Group. H&N and Lohmann share some of the departments, hence I was involved in the marketing activities of both the companies simultaneously during my internship period.

1.4 Objectives of the study

- Increase proficiency in specific business disciplines in a globally spread organization: marketing by observing and taking part in business operations and decision-making
- Develop and improve business skills in communication, technology, quantitative reasoning, and teamwork and research.
- To meet professionals and potential mentors who can provide guidance, feedback, and support in the future and expand network of professional relationships and contacts.
- Develop a strong work ethic and professional attitude, as well as a commitment to ethical conduct and social responsibility.

- Develop awareness and understanding of multicultural and diversity issues and how those issues impact work
- Gain knowledge about layer breeding and commercial layers
- Carry out an in-depth research on the feasibility of social media platforms for Lohmann

1.5 Limitations of the study

- The time frame available to carry out the internship was limited i.e. 3 months only. Since the Schengen Visa permits only a stay of maximum 90 days and I had to wait for few more months to get a Visa for 4 months, I was compelled to choose the Schengen Visa.
- The employees are globally spread so it was not possible to interview and interact with everyone during the internship period.
- There have been no studies conducted on the B2B poultry industry regarding the adoption and usage of social media which makes it hard to draw a general inference from.
- The study cannot be called a completely inclusive one because of the global presence and spread of customers.

Chapter 2: Internship Activities

2.1 Assignments and responsibilities of the student

2.1.1 Carry out an extensive research on the viability of LTZ using social media platforms and devising a digital strategy

One of the major projects that had been handed down to me was to assess the viability of creating a presence on major social media platforms for LTZ. It was a thorough research based project where I had to reach recommendations based on my research on whether a B2B Poultry company like Lohmann should adopt the usage of social media platforms and what platform would be best suited for the company to utilize. The research was based on a very qualitative approach.

2.1.2 Prepare and participate in interviews with internal staff members

In order to understand how the company employees feel about social media and its likely benefit to Lohmann, I was assigned to talk to the internal staff members, more specifically the sales and technical team since they are in contact with the customers most of the time. So, I had to arrange the interviews according to their schedules and ask them a series of questions which I had prepared beforehand.

2.1.3 Compiling survey satisfaction forms and using the data to make presentation

During the execution of our events, the company deployed satisfaction survey forms on each desk where the participants would be sitting in the seminar hall. After the completion of the formal event every day, they were asked to form a survey form. So, I had to compile the data and feedback received from the survey forms. This included knowing and analyzing the participants' views on the different topics presented by different people, their satisfaction with dining and service, and their satisfaction regarding their stay in the chosen hotel and destination and also collecting feedback on anything else they would like us to improve on.

2.1.4 Provide assistance on proof reading and changes needed to be made in the Management Guides

I was also assigned with the task of proofreading and going through the company publications before they can be finalized for printing and to be uploaded on the website. I had to go through the article and direct the editorial company on any changes that are to be made regarding the correctness of the stated number, format, structure, grammar, graphical representations and pictures.

HOUSE PREPARATION AND ARRIVAL OF CHICKS

- ▶ How to prepare the house before the one-day-old chicks arrive.
- ▶ How to house one-day-old chicks.

CLEANING AND DISINFECTION PROCEDURE



FEED
Food intake





EGG PRODUCTION

NICK CHICK
White Egg Layers



Production
0 days
duction
6 %
er 90 %
eks
en Housed
eks 376
eks 428
eks 473
Egg Mass Housed
ks 22.9 kg
ks 26.3 kg
ks 29.1 kg
EGG WEIGHT
ks 60.5 g
ks 60.9 g
ks 61.6 g



NEW Management Guide

Figure 2: H&N Management Guide Brown Nick 02/2019

2.1.5 Help with content creation for various events and exhibitions

I assisted the Marketing Team in content creation for various events and exhibitions. This content creation usually were made for invitation emails to customers, reminder emails, detailed information email and scheduling plans for an event. One such work prepared by me can be seen below.





2nd H&N DISTRIBUTOR CONFERENCE
Phuket, Thailand from 9th–11th March 2019

DEAR CUSTOMERS AND FRIENDS,

With our **2nd H&N Distributor Conference** happening in Phuket, Thailand approaching, we would like to present you with a comprehensive rundown of the event that we've laid down for you.

With the agenda of **"Adding Values- the key to your Profit"**, on the first seminar day we will review our new H&N Management Guide along with an extremely gripping round table discussion on improving productivity. We will bring the day to an end with the culturally extravagant show and dinner at Siam Niramit to explore Thailand's rich artistic and cultural heritage.

The second day of our seminar will include illuminating presentations on value addition in different aspects of the business with an enlightening round table discussion on improving sales. We have dedicated half of the day to explore some Thai temples and historical streets of Phuket which will be very refreshing.

We intently believe that we can make this event a huge success by fulfilling the agenda of the event with a very leisurely ambience.

IN ORDER TO ENSURE THAT YOU LEAVE WELL-PREPARED FOR PHUKET, WE WOULD LIKE TO GIVE YOU SOME GENERAL TRAVEL TIPS

Airport transfers from Phuket International Airport (HKT) to our Hotel Dusit Thani Laguna Phuket will be organized by us and we will personally pick up all the guests. Please be on the lookout for our representor holding the **H&N INTERNATIONAL LOGO** in the arrival hall.

Since we will be staying at the beach and exploring the city on foot, we recommend you bring along some comfortable shoes. The weather is expected to be very warm and humid so please do bring some comfortable clothes with yourself.

The dress code for our **2nd H&N Distributor Conference** is:
Business look for the conference and casual wear for the leisure programme. Our gala dinner will be a semi-formal happening with some remarkable arrangements.

For any questions or remarks, please write our marketing team (marketing@hn-int.com). We will be more than pleased to assist you in any matter.

We look forward to welcoming you in Phuket.

Best regards,

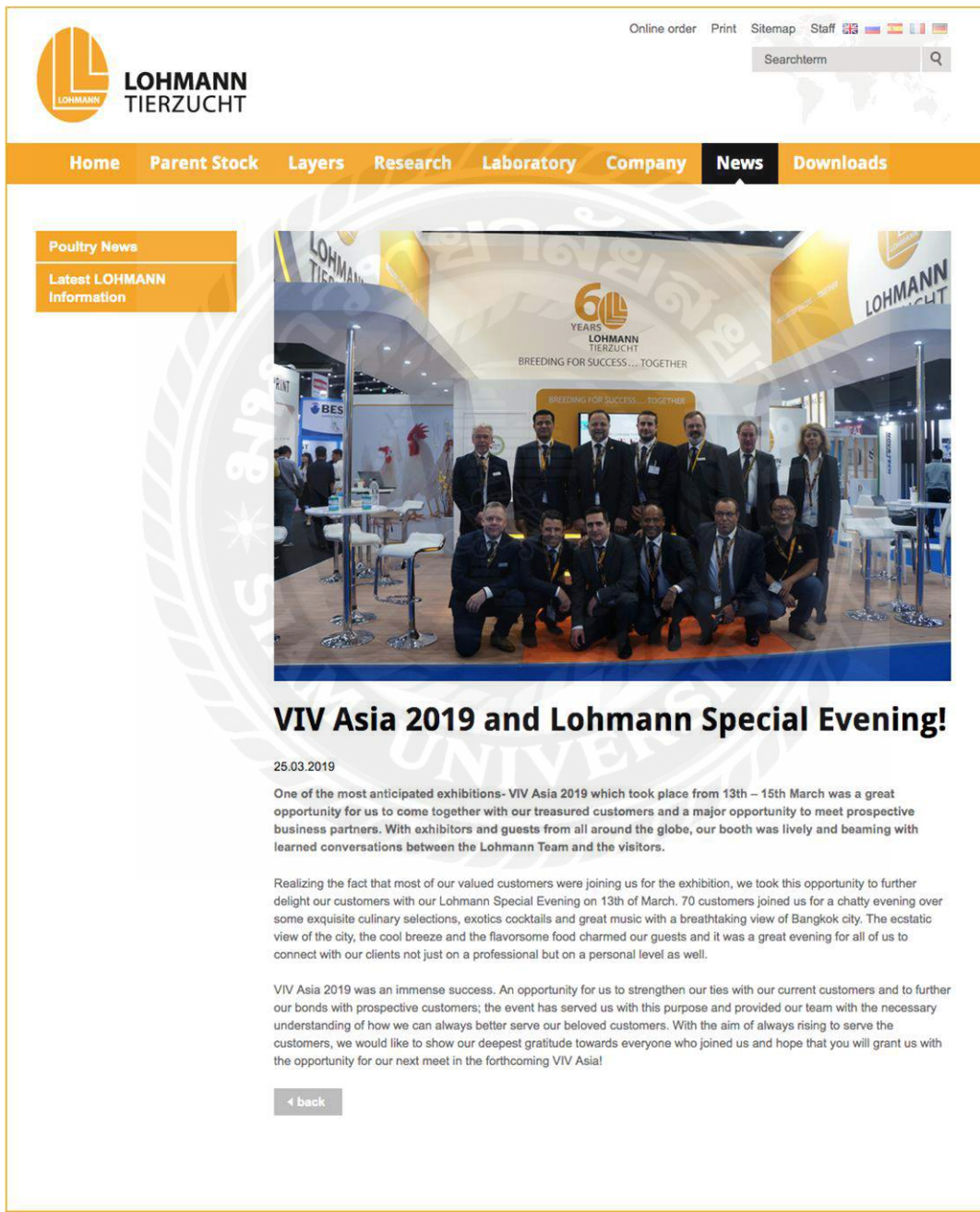
Your Team at H&N INTERNATIONAL



Figure 3: Program overview and general information for the guests

2.1.6 Compose articles to be uploaded on website

During my internship period at Lohmann, there were two major company events and one exhibition that took place. So, after the successful completion of the events and exhibition, I was assigned to write short articles about the events in order for publishing them on the website and in the Poultry News. I did this both for Lohmann as well as H&N. One such article can be seen below and the other ones can be found in Appendix.



The screenshot shows the Lohmann Tierzucht website interface. At the top left is the Lohmann logo. To the right are links for 'Online order', 'Print', 'Sitemap', and 'Staff', along with a search bar. Below this is a navigation menu with 'Home', 'Parent Stock', 'Layers', 'Research', 'Laboratory', 'Company', 'News', and 'Downloads'. The 'News' tab is selected. On the left side, there are two orange buttons: 'Poultry News' and 'Latest LOHMANN Information'. The main content area features a large group photo of the Lohmann team at an exhibition booth. The booth has a banner that reads '60 YEARS LOHMANN TIERZUCHT BREEDING FOR SUCCESS... TOGETHER'. Below the photo is the article title 'VIV Asia 2019 and Lohmann Special Evening!' and the date '25.03.2019'. The article text describes the success of the VIV Asia 2019 exhibition and the special evening event held on March 13th, highlighting the opportunity to meet with customers and strengthen relationships.

VIV Asia 2019 and Lohmann Special Evening!

25.03.2019

One of the most anticipated exhibitions- VIV Asia 2019 which took place from 13th – 15th March was a great opportunity for us to come together with our treasured customers and a major opportunity to meet prospective business partners. With exhibitors and guests from all around the globe, our booth was lively and beaming with learned conversations between the Lohmann Team and the visitors.

Realizing the fact that most of our valued customers were joining us for the exhibition, we took this opportunity to further delight our customers with our Lohmann Special Evening on 13th of March. 70 customers joined us for a chatty evening over some exquisite culinary selections, exotics cocktails and great music with a breathtaking view of Bangkok city. The ecstatic view of the city, the cool breeze and the flavorsome food charmed our guests and it was a great evening for all of us to connect with our clients not just on a professional but on a personal level as well.

VIV Asia 2019 was an immense success. An opportunity for us to strengthen our ties with our current customers and to further our bonds with prospective customers; the event has served us with this purpose and provided our team with the necessary understanding of how we can always better serve our beloved customers. With the aim of always rising to serve the customers, we would like to show our deepest gratitude towards everyone who joined us and hope that you will grant us with the opportunity for our next meet in the forthcoming VIV Asia!

[← back](#)

Figure 4: Article for Lohmann VIV Asia and Lohmann Special Evening

2.1.7 Creating event itinerary according to the information provided

Another task that I was assigned was to create event itinerary according to the details provided. Sometimes the information for setting up such schedules were provided to me in excel sheets with a lot of input to be completed or sometimes the information was provided to me in email conversations according to which I had to set up the itinerary accordingly. One such example can be seen below in Figure 5.

H&N Cage Free Academy 2019 PROGRAM GERMANY 13 th - 17 th May 2019			
Saturday 11th May 2019		09:45 – 10:30 Free Range Species External Speaker	
Arrival to Bremen Airport*	Pick-Up by H&N Team	10:30 – 11:00 Coffee Break	
Sunday 12th May 2019		11:00 – 12:00 Trouble Shooting; Piling, Feather Pecking, etc. L. Schouren	
Arrival to Bremen Airport*	Pick-Up by H&N Team	12:00 – 12:30 New Diseases and Health risks in Alternative System F. Carrasquer	
19:00 Welcome Dinner with H&N Team	Hotel Seelust Cuxhaven Cuxhavener Straße 65-67 Phone 0049 (0) 47 21 – 40 20 info@hotel-seelustduhnen.de	12:30 – 13:00 Presentation of Field Data Dr. D. Cavero	
Monday 13th May 2019		13:00 – 14:00 Lunch	
09:00 – 09:30 Welcome to the H&N Cage Free Academy		14:00 – 15:00 Nutrition in a Nutshell X. Arbe	
09:30 – 09:45 Presentation of Participants		15:00 – 15:30 Coffee Break	
09:45 – 10:30 H&N INTERNATIONAL "The Company"		15:30 – 16:30 Nutrition Principle in Alternative System X. Arbe	
10:30 – 11:00 Coffee Break		16:30 – 17:30 Q&A Workshop H&N Team	
11:00 – 11:30 Overview of Alternative Production		19:30 Dinner	
11:30 – 13:00 Management – Rearing		Wednesday 15th May 2019	
13:00 – 14:00 Lunch		09:00 – 09:45 Chasing the best H&N birds for Alternative System Dr. D. Cavero	
14:00 – 14:30 Management – Rearing II		09:45 – 10:30 Australian Experience (Free Range) External Speaker	
14:30 – 15:00 Feeding Management		10:30 – 11:00 Coffee Break	
15:00 – 15:30 Vaccination in Alternative System		11:00 – 11:45 American Experience (Big Complex) External Speaker	
15:30 – 16:00 Coffee Break		11:45 – 12:15 European Experience (Ecological) External Speaker	
16:00 – 16:45 Transfer and Onset of Production		12:15 – 12:45 Open Discussion / First Conclusions and Remarks H&N Team	
16:45 – 17:30 Management for Good Nesting Behavior		12:45 – 13:45 Lunch	
17:30 – 18:00 Questions & Answers		14:00 Departure to The Netherlands H&N Team	
19:30 Dinner		21:00 Check-in to Hotel Netherlands & Dinner Hotel Asteria Venray Maasheesweg 80A 5804 AD Venray Tel: +31 (0) 478-511466 info@asteria.nl www.asteria.nl	
Tuesday 14th May 2019		Thursday 16th May 2019	
09:00 – 09:45 Management in Production L. Schouren		09:00 – 12:00 Practical Theory – Rearing Agromix	
09:00 – 12:00 Practical Theory – Production Agromix		12:00 – 13:00 Lunch	
12:00 – 13:00 Lunch		13:00 – 17:00 Farm Visits – Rearing Agromix	
13:00 – 17:00 Farm Visits – Production Agromix		Friday 17th May 2019	
Saturday 18th May 2019		Free time or Departure from Amsterdam Schiphol Airport	
Sunday 19th May 2019		Departure from Amsterdam Schiphol Airport*	

*It is advisable that the participants arrive at Bremen Airport on Saturday/Sunday (11th- 12th May 2019) and fly back from Amsterdam Schiphol Airport on Saturday/Sunday (18th- 19th May 2019). For other alternatives please contact H&N Marketing Team.



Figure 5: Event Itinerary for H&N for Lohmann Cage Free Academy

2.1.8 Constructing welcome presentations for events

Another task assigned to me was to develop 'Welcome Presentations' for the events. These were presentation which were used to kick start the events and presented first during the official starting ceremony of the event. These presentations included the main agenda of the event, the schedule run down for the period of days the event was laid out to, an introduction to the Lohmann Team and a formal welcome to all participants from different nations to honor their presence.

2.1.9 Support in organizational activities during the execution of company events

During my internship period, as mentioned earlier, there were two major company events and one exhibition that took place. So I was required to not only help in the organization part of the events and exhibitions, but also the execution part as well.

2.2 Project Details

2.2.1 Statement of Problem

The need for this research comes from the rising use of social media platforms and the possibilities that it has opened for not only the B2C industries but also B2B industries. However, the poultry sector focusing on B2B dealings has not shown the adoption and usage of digital platforms. Only few companies have adopted social media but the full usage is not seen and the potential of these platforms have greatly been undermined. Hence, the research tends to look at whether Lohmann should opt for a social media strategy, a possible way to connect and engage with customers, something which the competitors might be totally overlooking.

However, the adoption of such platforms has been scrutinized by the industry to reasons that seem understandable. In the past, animal activists and advocates for animal rights have raised concerns regarding battery cages, beak trimming and chicken culling (the process of killing newly hatched male chicks after they are sexed since they cannot lay eggs and are not suitable for consumption). So, these groups have painted the poultry industries in the bad light because of which firms who are even trying to do well are dragged into the drama and publicly defamed. Hence, when I joined Lohmann they were strict on the point that they would not want to go public on social media and only focus on building, maintaining and enhancing relationships with their existing customers.

2.2.2 Research Methodology

The research methodology used in this research are explorative. I have used an explorative approach in this case because the problem at hand, i.e. social media usage in B2B poultry firms

have not been conducted and studies. While it obviously was difficult to research something that has very little information about it, I used both primary and secondary research design methods. Under primary research method, I conducted an in person interview with 9 staffs to get an in-depth understanding on the subject being studied. Also, I interviewed 12 customers with open-ended questions. Hence we can see that it was a qualitative research method. And we used secondary data from published texts, newspaper article and research reporting in order to properly analyze what would fit in the scenario of the company.

2.2.3 Findings and Analysis

Internal Interviews: These included interviewing the company staff members to gain an insight on how they feel about social media and how their customers would react about Lohmann using social media. The major finding can be seen in the figure below

	Perception on Printed Materials	Attitude towards Social Media	Major Concerns
Employee 1	-Some customers find it basic -Some find it extremely beneficial	-Might be important since many global companies are doing it -Necessary for the next generation	-Customer's information and privacy is concern when going public
Employee 2	-No complaints and customers are eager for such materials	-Believes that there is potential since many customers would be interested in it	-Sharing sensitive information with public isn't best
Employee 3	-Some complaints on being too complicated -Some find it basic	-Think the customers aren't missing out due to lack of social media	-Safety of company and customers information
Employee 4	-Go through it and find it very useful	-Knowledge and expertise shouldn't be put up on such platforms for the public for free	-Expertise should be shared only with Lohmann customers and not the public
Employee 5	-Read and wait for the next issue	- Some customers expect a globally operating company to have this	-Backlash by public and activists
Employee 6	-They want more information from the materials	-Think this is necessary for a global company	-Negative comments and unwanted attention can be drawn
Employee 7	-Find it helpful but translation is not always perfect	-Not accepted by customers if it were to be done only in English	-Language barrier
Employee 8	-Like them but think the changes made need to be explained to them	-Believes that customers are using it and would be a good step for Lohmann	-Safety and dealing with bad criticisms
Employee 9	-Find them very helpful	-Not viable for China at all due to bans	-Government bans and language barrier

Figure 6: Findings from Internal Interviews

Customer Interviews: These included interviewing the customers to know their perception.

	Most used Social Media	Necessary for Lohmann	Content Preferred
C1(Asia)	Facebook, Whatsapp	-Yes	-Company updates
C2(Asia)	Facebook, Whatsapp	-Yes	-Company updates
C3(Asia)	Facebook, Viber	-Yes	-General updates on events
C4(Asia)	Facebook, Line	-Yes	-Short and precise, easy to read articles
C5(Asia)	Facebook, Whatsapp	-Maybe	-Company updates and about guides
C6(America)	Facebook	-Yes	-Blog posts and company updates
C7(America)	Facebook, Whatsapp	-Yes	-Blog posts and company updates
C8(America)	Facebook, Whatsapp	-Yes	-Latest news in poultry industry and company
C9(Africa, Middle East)	Facebook	-Yes	-Knowledge for farmers and about the company
C10(Africa, Middle East)	Facebook	-Yes	-Knowledge for farmers and about the company
C11(Europe)	Facebook, Whatsapp	-Maybe	-News on poultry industry and company
C12(Europe)	Facebook, Whatsapp	-Maybe	-News on poultry industry and company

Figure 7: Findings from Customer Interviews

Secondary Sources: 78% of 30-49 year olds use Facebook and 65% of 50-64 year olds use Facebook, according to a research (West, 2019). The customers of Lohmann usually fall under this age criteria. Facebook's user behavior studies show that video is inherently more interesting to audiences. Also research has shown that people gaze five times longer at video than at static posts on Facebook (Cooper, 2018). When it comes to the five different regions of sales and technical expertise dispersion, research has shown that Facebook is the one which is being used by the maximum number of people as well.

Secondary research included the research of other breeding farms and was centered on what the current competitors were doing as part of their communication effort. When it comes to poultry industry, many players are wary about their communication efforts to the wider public due to the

increase in animal activists and animals welfare. Social media has not been openly adopted by the industry due to the same reason.

Most of the companies have been following the traditional and conventional means of communication by focusing on their own events, exhibitions, newsletters and guides. Hubbard Breeders has been using LinkedIn but the posts are only about recruitment and there are no posts which have been targeted to connect with the customers.

Hendrix Genetics has been using Twitter and has released one video recently which focuses on what the company is all about. It has made use of the hashtag BetterBreeding and has been posting content quite frequently with use of some graphics. However, there seems to be no engagement from its followers and the posts are usually focusing on a one way communication path. Cobb Vantress Inc. is however one company that uses Facebook actively and has more than 25,000 likes. It usually posts about events and technical specifications but the active engagement in the posts seem to be lacking.

2.2.4 Result and Conclusion

Reflecting on the qualitative data presented above and through the secondary data collected as well, we can clearly see that there is a preference among the customers and employees for adoption of social media. Maximum of the employees in the study are positive on the usage of social media and think it is necessary for a company which is globally present. Also, of the 12 customers interviewed 100% of them want to see Lohmann adopt social media platforms. From the study, I found out that all of the customers mentioned Facebook at first when asked what social media platforms they were most using. Hence, according to the statistics that 78% of 30-49 year olds use Facebook and 65% of 50-64 year olds use Facebook and through our qualitative research, we can conclude that Facebook would be the best platform to adopt for Lohmann. Also, as per our limitations and the burning issues raised by the employees on attracting negative attention from the animal activists and animal rights advocates which the company wants to avoid at any costs, a closed group model would be best suited for Lohmann where it can add only its own customers and employees. Since, Lohmann is in the breeding business for 60 years, increasing sales isn't one of its objectives but ensuring the satisfaction of the loyal clients and current client base is more of an pressing issue. Hence, adopting Facebook for its digital strategy but with a closed group format would be best suited for the firm.

Chapter 3: Identification of Problems Encountered during the Internship

3.1 Identification of problems encountered

3.1.1 Feeling overwhelmed and unable to perform to the best of my ability

The biggest project that I was assigned was to do a comprehensive research on the feasibility of using social media platforms for a company like Lohmann. Though I had previous experience in social media marketing through my internship and almost a year's job at a digital marketing company, I had never been engaged in a feasibility study that too single-handedly. Hence, having to undertake this huge research intensive project for me did feel pressurizing and mind-boggling.

3.1.2 Receiving little feedback

I received very little feedback on the social media project that I was doing and at times I did feel directionless. Because we had so many limitations while carrying out the study, I also deemed it was not right for me to take decisions on moving ahead single handedly.

3.1.3 Downtime with work

During my internship, there were some days when there was a down time. I believe there is probably a lot of work to be do around the office but it's possible that it's not work that an intern would be privy to. Staying idle with no job is very difficult for me since I do not like staying idle doing nothing at all. I felt that sometimes my job supervisor had a lot on her plate and wasn't able to give me tasks which is quite understandable.

3.1.4 Preference to do their own work

The organizational culture was more focused on everyone working very hard to do their own assigned works. They do not like assigning their own works to others and especially when they are in middle of a project, they do not like delegating it to someone else in their team. So, back home where most companies like shifting their work to the internees, here it wasn't the same.

3.1.5 The direct and up-front approach to communication

European communication style is usually upfront and they are more direct about what they want to communicate. They are very straightforward and tend to get to the point quickly. This was difficult for me to get used to because we usually do not tend to be so upfront and direct in our communication when we converse either in a personal or professional setting.

3.2 Resolving problems encountered

3.2.1 Feeling overwhelmed and unable to perform to the best of my ability

In order to accept the challenge of the project that I had to undertake, I started seeking options from other colleagues and tried to talk to them to give me some guideline on how and where I should begin and the necessary steps that I should go through. We had a meeting with the Managing Director on what expectations they had from me and the project which gave me a clearer view of where I am and what I should do.

3.2.2 Receiving little feedback

For me a direction to move forward was very important. Initially I was quite hesitant to ask for feedback on what I was doing but later on I actively decided to ask for feedback on my project to know what step I should carry out next. This way I could also get a different perspective and angle of my colleagues.

3.2.3 Downtime with work

Whenever I had no work, I asked my supervisors and co-workers on projects that they are tackling that I could work on. I constantly did try to show myself as a reliable and trust worthy person for the tasks they were handling in order to build their trust and confidence on my work. Furthermore, the company has a wealth of information regarding poultry industry through their various publications and during the times when I had little work to do, I spent time going through such materials because I knew ultimately it would benefit me.

3.2.4 Preference to do their own work

As an intern, I sometimes had troubled being assigned work due to their culture of doing their own work. However, as an Asian, I always politely offered a helping hand. Slowly but surely, they got more confident in my work and didn't hesitate as much to assign me their work which they might not have had much time for.

3.2.5 The direct and up-front approach to communication

In my culture we usually try to speak without hurting the feelings of the person. So, when it came to adapting to this totally different style of communication, I usually tried to put my point of view but in a well-structured way so that it would not come across as harsh or too direct. This was very tricky because I needed to share my honest opinion even if my colleagues or supervisors may not like it.

Chapter 4: Contribution and Learning Process

4.1 Contributions of student made during the internship

4.1.1 A decision on whether the firm should move forward its digital strategy

The social media feasibility project was one of the huge projects assigned to me. As stated earlier, social media adoption is a very critical topic for Lohmann and I believe through this project, I was able to draw out the perspectives of not only the customers but also the internal staff members who are constantly in touch with the customers. Through this research project, I was able to provide a direction to the company on the burning question, ‘Is social media a necessity for the advancement of our business?’ I think this direction and knowing how the employees as well as the customers who come from such varied nations think about social media was important in order to move ahead with adopting a digital strategy.

4.1.2 Acting as an active helping hand during the events.

During my tenure, two major company events and an important exhibition took place. Hence, I contributed to ensure the smooth functioning of the events and exhibitions by ensuring even the minor details were correctly conducted. From registration, taking customer data for CRM software, helping with customer queries, collection and analysis of survey forms to ensuring no guests were having any trouble with their stay or service, I believe I was very active and I contributed modestly to making the events and exhibitions as smooth as possible and a great success.

4.1.3 Content creation to actively capture and engage the customers

The phrase “Content is King” holds true for all businesses. Content marketing is not only a way to set the company apart from other competitors but now it has been a modern day necessity for all brands. Hence, I was able to help in content creation and development for Lohmann and H&N in order to build relationships and continuously force a positive brand reputation. How we communicate and interact with customers has a lasting impression on their minds and through the numerous events and exhibitions that I was working for and the numerous content that I was able to create, I think I did the company’s brand reputation justice. One such content created by me for Lohmann can be seen below.

VIV ASIA 2019
March 13-15, Bangkok Thailand

Visit us
Hall 101
Booth 2840

LOHMANN
TIERZUCHT

Meet LOHMANN over the rooftops of Bangkok!

Dear Customers and Friends,

Have you registered for Lohmann Special Evening yet?

If not, we definitely do not want you to miss out!

Lohmann Team is looking forward to welcoming you at the

VIV Asia- Hall 101, Booth 2840.

That isn't it all! We would take delight in wrapping the evening up with an exclusive event just for you!

**LOHMANN SPECIAL EVENING
ABOVE THE ROOFTOPS OF BANGKOK
13th March 2019, 20:00 hrs**

Compass Sky View Hotel
Mojo Bar, 32nd Floor
12 Sukhumvit 24, Klongton, Klongtoey, Bangkok 10110
www.compasskyviewhotel.com

We are anticipating your presence for a chatty evening over some exquisite culinary selections, exotics cocktails and great music with a breathtaking view of Bangkok city!

PLAY
Compass
SKYVIEW

LOHMANN TIERZUCHT
Special Evening
13.03.2019

"Register here!"
(click on the above link)

Your LOHMANN TIERZUCHT TEAM

Am Seeweg 9-11 33420 Lathen
Phone +49 (0) 471 185-0 Fax +49 (0) 471 185-333
Email info@lthz.de www.lthz.de

Working for success... together!

LOHMANN
TIERZUCHT

Figure 8: Content Creation for Lohmann

4.1.4 Support for organization and execution of events and exhibition

Another contribution provided by me was to maintain proper professional image when working with staff, partners, customers and other stakeholders during the events and exhibitions. My role was also to assist with the management and event execution, provide overall support to the events team on various projects and assist in other areas as needed. During the events and exhibitions, I welcomed and acknowledged all guests according to company standards, anticipated and addressed guests' service needs and thanked guests with genuine appreciation. Hence I was an integral part of the organizational team.

4.1.5 Assistance in day to day activities

The other main contribution made by me during the internship was assisting the works of the Marketing Department. I was able to give a new touch in the department as an intern. The employees used to have very hectic and busy workdays and as an intern and I was able to reduce that workload off the employees.

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

My 3 month internship was challenging yet the learning outcomes have been rewarding as well. I had the chance to get a hands-on experience on a globally operating firm in the poultry industry which is not just any other company but a market leader in the layer breeding industry. During the whole tenure, my exposure to various planning and strategic tools and the adoption of different technologies have even further my business acuity.

The internship has provided me with a clear professional work experience in a safe and structured environment with help from experts in different fields. I was able practice and improve my industry skills while also learning how to work in a multi-cultural and multi-dimensional work environment. I was able to observe how different people with different backgrounds deal with situations and how different their working methodologies are as compared to what I have been exposed before. This truly led me to understand how team work and communication can be best handled and conducted.

The poultry industry is something which I actively seek to pursue as my career and interning at a leading global firm was a great opportunity for me to understand how management and business is handled. I got to learn about the industry and got great insights from the employees in the company which helped me to further understand and analyze the business processes of the company. During the internship, I was able to learn what the roles and responsibilities of a

particular career are from people working in the field. Some questions which I was able to observe the employees around me and ask questions on “What sort of projects do they work on? What skills and knowledge do are needed to perform the job that they do?” This way I was able to analyze what skills would I also need to develop for my future.

As an intern, I was surrounded by professionals in the industry. My colleagues from the department always introduced me to any new member of the company that we met and usually that helped to break the ice between me and them. So, the internship helped me start to build a professional network that can be a resource for me in the future. This network can help me make well-informed decisions about my career and connect me with other professionals or opportunities that will help me achieve success in a field.

As an intern, I was able to get an inside scoop on the industry and firm that can't be learned in any classroom. I was able to gain skills and knowledge just by physically being in the office and paying attention to my surroundings. I often was very keen on knowing the culture of the company. Another way that I learned through observation was by sitting on department meetings, or shadowing an employee for a day.

Furthermore, I was given the wonderful opportunity by my Marketing Head to join the Lohmann School 2019 which actually is a week-long seminar for customers from more than 21 countries. The week long program was a combination of relaxed presentations by our team of experts and which also included field visits to the parent company of Lohmann i.e. EW Group and a world-leading poultry equipment manufacturing company: Big Dutchman. Each of the speakers were quite meticulous and detailed in the presentation and highly encouraged the participants' reaction and feedback. This back and forth sharing of knowledge and experience on several critical topics like Genetics & Breeding, Egg Hatching, Housing & Brooding, Feed Formulation, Rearing Management, Production Management, Vaccination and Diseases, Alternative Systems and IT Tools resulted to be very beneficial for me since I am very determined to work in this industry.

Chapter 5: Conclusion

5.1 Self-assessment as future professional

After three months of internship, this professional experience proved itself very enlightening in different aspects. The main one was my principal motivation while I was looking for an internship: I could finally catch a glimpse of the world of a globally operating company. Furthermore, this internship offered me the possibility to work on a multi-disciplinary project, involving professionals specializing in their own fields of expertise, providing me a lot of different angles on the topic at hand. I was very glad and thankful to be part of this team, to modestly contribute in the advancement of its social media strategy project and to draw from it valuable learnings and humble pieces of work.

This international internship has broadened my perspective. I had never worked in a culture so different to mine with a varied number of people from different nationalities. While definitely not easy to be able to break the ice, communicating and socializing with so many different professionals has certainly helped me boost my confidence and enhanced my interpersonal skills. I think building PR for oneself is a major necessity for one's future career goal and I am quite happy that even though at times I was not comfortable to talk to new people, I always pushed myself and talked to the new people that I came across. This way I was able to understand them, their work and how they think.

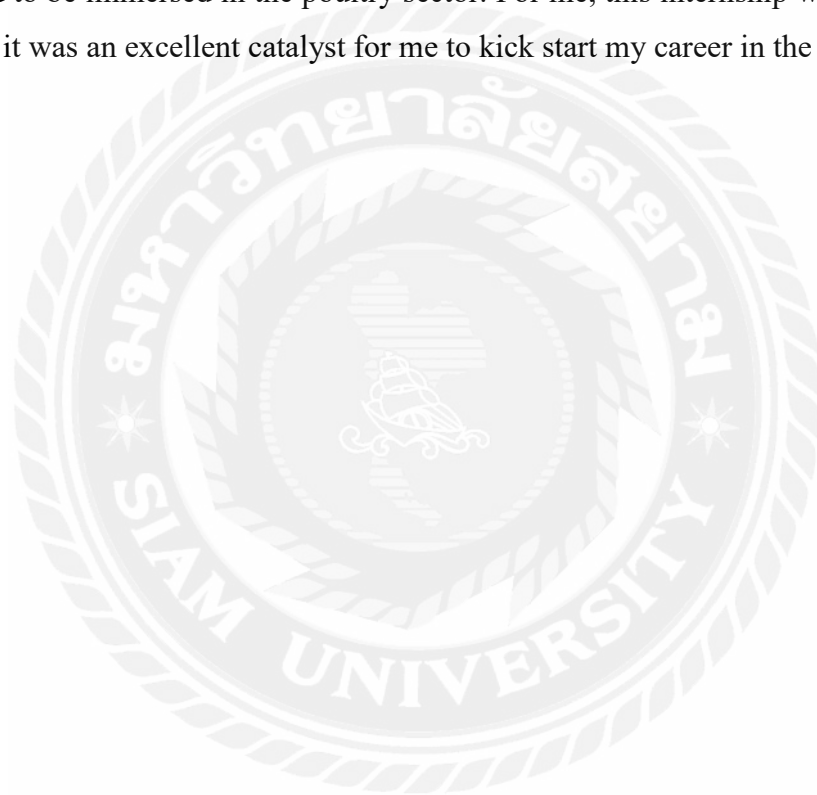
I had many takeaways after my internship here at Lohmann. Developing a strong work ethic is not just important but a mandatory responsibility of a person. I think this was my advantage because I do believe I was favorably looked at by my co-workers and my superiors. I believe my demonstration of strong work ethics through managing time effectively, emphasis of quality of work, professionalism and sense of responsibility and teamwork has helped me gain their trust and support.

If I had to take a hard look and assess not only my internship but also my long-term career plan, this internship plays an important role in where I see myself in the future. It definitely is a stepping stone to where I want to be in the future.

However, to be very critical, I believe I also have some shortcomings from my side. No one is absolutely perfect and we all have our flaws and I believe I am no exception this. I still believe I need to work on my technical skills regarding this field including knowledge on different core and supplementary areas of the industry, procedures and equipment used. Furthermore, my internship has helped me work on my core competencies but I still believe there is much room for

me to learn and improve on my organizing, promoting, planning, coordinating, instructing and negotiating skills. Self-management is an art and I think a continuous learning process and even though I am quite well at managing myself I still believe there are some issues that I need to work on in order to be truly productive and successful in life. Sometimes I tend to stress myself over small and petty things and seem to miss the entire picture. Because I tend to be a perfectionist, I believe I tend to waste my time being too meticulous and wasting my energy and efforts on things which are of little importance of value.

My goal for the future is to be more involved in the poultry industry and to take my dad's work further and to be immersed in the poultry sector. For me, this internship wasn't only a great opportunity, but it was an excellent catalyst for me to kick start my career in the poultry sector.



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Appendices

Appendix A: With H&N Team and Customers during 2nd H&N DistriCon 2019



Appendix B: With Lohmann Team and Customers during Lohmann School 2019



Appendix C: At the Booth of Lohmann during VIV Asia 2019, Bangkok



Appendix D. With the Managing Director of Lohmann, Mr. Javier Ramirez Villaescusa



Appendix E: An article written by me for H&N International



H&N
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The key to your profit

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2nd H&N Distributor Conference in Phuket, Thailand 09th – 11th March 2019

25.03.2019

With the motif “Adding values- the key to your Profit”, our 2nd H&N Distributor Conference took place in the surreal island of Phuket. With the participation of 48 participants from 17 countries, this conference has served as a catalyst that transformed our perspective on how we look at value addition in poultry business and acted as an event to further reinforce our relations with our guests.

9th March

On 9th March we welcomed all our guests and greeted them with traditional and live Khim Thai music program and a welcome dinner at the pool deck. The guests undoubtedly enjoyed the blend of Thai and International cuisine and enjoyed the relaxed conversations they had with our team.



10th March



The next day, 10th March was a kick-start to our conference, where our team: Dr. David Cavero, Xabier Arbe, Fernando Carrasquer and Maurice Raccoursier provided great insights on measures for actively increasing profits and reducing costs which all the participants listened to intently. However, the star of the day was the round table discussion on a cost approach to improve productivity which was truly engaging and stimulating. After the conference, we took the advantage of the fact of being in an island with wonderful history and culture! Hence we headed along with our guests to the Siam Niramit and enjoyed the culturally extravagant show and delectable Thai dinner.

11th March

The final day of the conference on 11th March included presentations on adding values through customer care service, market intelligence, the hatchery and the entire business as a whole by Dr. Daniel Windhorst, Dr. A. K. Rajput, Vivat Termglichan and Jay Halliday. We finally ended the formal part of the conference through a gripping round table discussion on improving sales. Based on constructive debate, the round table discussion shed light to different aspects of sales and through different perspectives. After lunch, we voyaged towards Old Town filled with shrines, temples and ornate houses. We brought the event to an end with our splendid Gala dinner by the beach with a great gourmet selection and some classic Thai entertainments.



Thank you

On the whole, we would like to thank all the participants i.e. our motivation to always making this event purposeful and leisurely at the same time. Our 2nd H&N Distributor Conference was no exception: a grand success inspired by you and curated by us! We fondly anticipate your presence in our next H&N Distributor Conference!

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