



**Cooperative Education Report**

**Building Brand at RE/MAX Commercial Property Thailand**

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020

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### ABSTRACT

This cooperative report entitled Internship at RE/MAX commercial property has the goal to investigate/study/examine the Real Estate industry of Thailand. Objectives of the study include: (1) Gain insight on the practical applications of the knowledge gained during the lectures at KCM. (2) To experience Organizational culture in the field of Real Estate (3) analyze the inner workings of a Real Estate business in Thailand. With the company the student was assigned to work as an intern in the department of Marketing. Main responsibilities are to manage and cooperate with the team, update property listing and articles related to real estate on the company's website and assist in any way possible. Upon the completion of the internship, it was found that the problems were resolved by the means of experience, working on various problems by consulting with supervisor and the operations team. In this matter, student was able to learn more about practicality of the corporate world, which would be essential for career development.

**Keywords:** real estate, practical applications, career development

### **Effect of COVID-19 to the activity and performance at RE/MAX**

The rise of this deadly virus has made the economy of many countries shutdown. The effect of COVID-19 started being noticeable around mid-January in Bangkok, Thailand. However the companies had started taking this pandemic seriously by abiding by the rules of social distancing and lockdown from March. Personally for me, my supervisor made me work from home since last week of March.

During this time of work from home, I used to write business related articles and property listing and have online conference call with my supervisor every Monday of the week. I used to work closely with one of the RE/MAX real estate agent Ms. Devika Kaewponnoi to follow-up with the list of properties that we were assigned. I could not go to visit any serviced offices during this period due to this pandemic.

The tasks I did were uploaded in our Google Drive of our office team with my supervisor. We used to text over line if any problems would arise. The workflow was reduced because people at this time would not immediately move to new offices or look for serviced offices in this scary period. I used to be available for offices from 8:00 am to 5:00 pm at the same office hours even I did not go to the office. I was called at the office once at 23th April to discuss about my career and future goal after leaving the company. I got the necessary advice from my supervisor about working in Thailand or Studying for my graduate program and which course to choose for my Masters has future potential which was very helpful.

I tried to work as best as I could even during this pandemic to help the company hit its marketing objectives. I learned a lot even at this tough situation and also was careful about learned how a small virus could affect so many business and hit the economy of the world so hard. I maintained my personal hygiene by following social distancing rules and quarantine myself from the work.

### **Acknowledgement**

The internship opportunity I had with RE/MAX Commercial was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to my Supervisor of RE/MAX Commercial who in spite of being extraordinarily busy with her duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at her esteemed organization and extending during the training.

I express my deepest thanks to Ms.Thitirat Puapai boon, Executive Director at RE/MAX for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his/her contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Dr.Chanatip Suksai, Ms. Maria Shrestha, Vice President at Kathmandu College of Management and Prof. Maruj Limpawattana, Assistant President and Director of Cooperative Education for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

I perceive as 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. Hope to continue cooperation with all of you in the future.

Sincerely,

Ram Chandra Joshi

4/16/20

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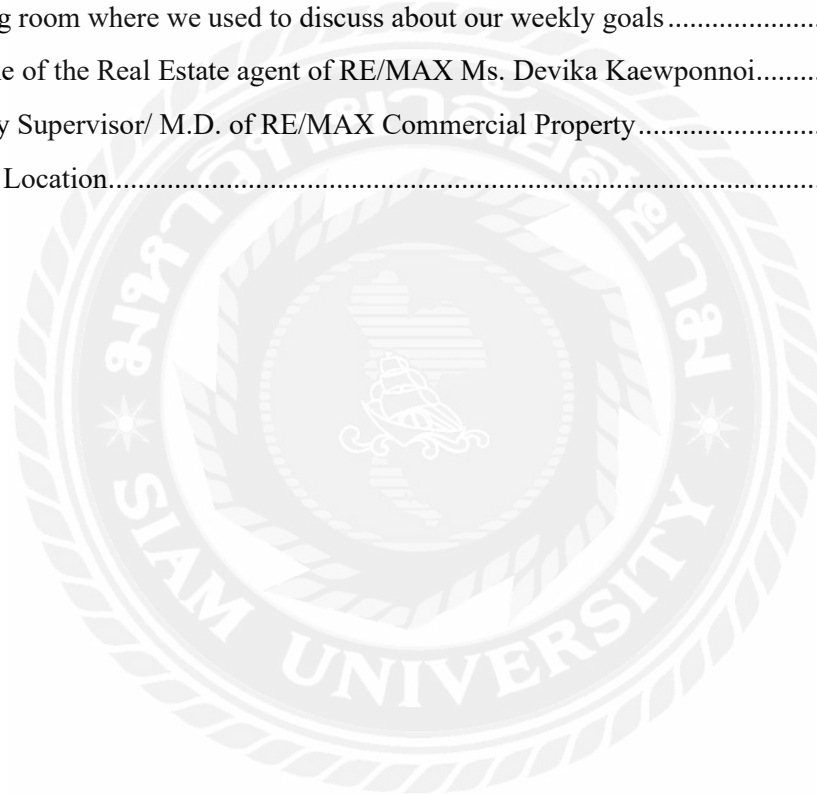
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## **Chapter 1: Introduction**

### **1.1 Company profile**

RE/MAX International is an American international real estate company that relies on a franchise system. It was founded in 1973 by David and Gail Liniger in Denver, Colorado, and is still owned by its founders. RE/MAX is an acronym for Real Estate Maximum.

RE/MAX international oversees a network of more than 125000 agents in more than 100 countries with more than 8000 offices. The network is made up of more than 70 regions, varying in size from a metropolitan area to an entire country, The RE/MAX franchise network is described as a "global real estate system of franchisee owned and operated offices and their affiliated independent professionals"

RE/MAX Thailand was founded by Eran and Phattaharawadee Milo on April 2012. The vision behind bringing RE/MAX into Thailand was to change the Real Estate Thai Market to a Professional Mature Market in Asia, to be the home of professional real estate agent.

Since the beginning, commercial specialists have been drawn to entrepreneurial, agent-focused RE/MAX business model, and the brand's future has never been brighter. RE/MAX continually evaluates its business approach and services to help ensure the success of RE/MAX Commercial Practitioners and the clients they serve. Whatever the property, whatever the transaction, RE/MAX Commercial delivers a level of awareness, trust and confidence that the competition simply can't match. Looking forward, RE/MAX Commercial aims to build upon this advantage and become an even more attractive destination for top commercial practitioners and clients alike. (Legacy, n.d.)



### 1.2 Organizational Structure

The office is situated at Meriton Serviced office which is located in Phloen Chit, Bangkok. (Meriton, n.d.) The company is a franchise with its main office situated at Ramkamhaeng, Bangkok. My office is at PhloenChit. The organizational structure for my office according to the work function is:

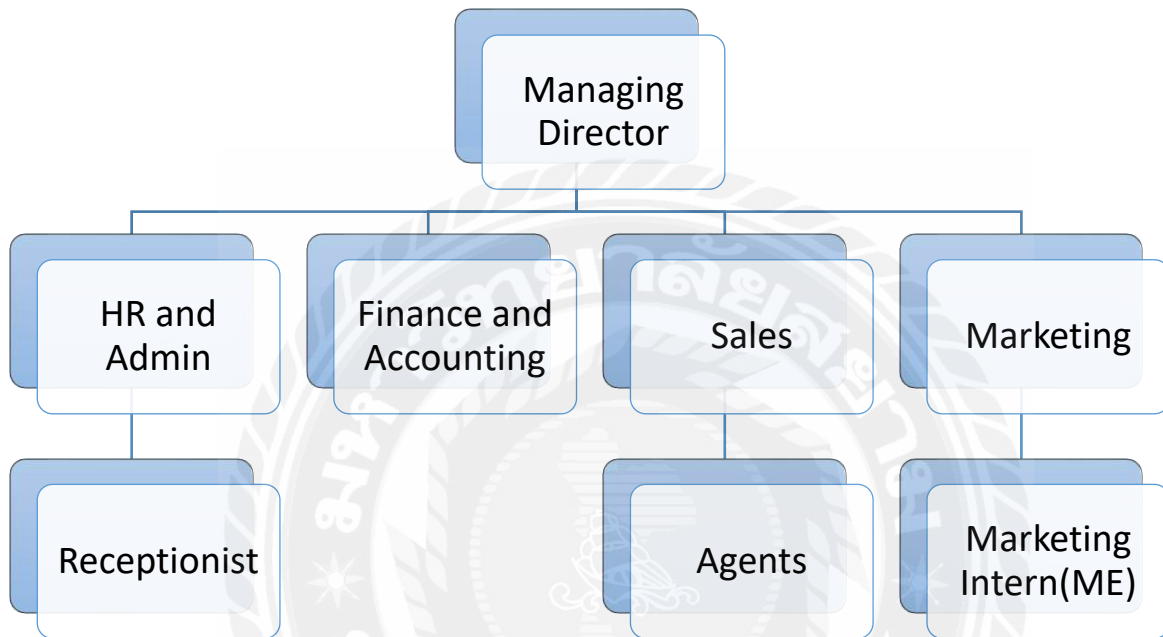


Figure 1: Organizational Structure

The roles of each function are explained as follows:

1. **Managing Director:** Thitirat Puapaiboon who is also my supervisor is the managing director of this company. She gives us the direction to the work and looks after overall organization and creates plans and policies for every staff in the office.
2. **Human Resource and Administration:** 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. The Administrator 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.
3. **Finance and Accounting 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.
4. **Sales Head:** Looks after all the sales transaction and records the lists of potential clients and have all the records of our current clients that we need to deal with.
5. **Marketing Head:** Deals with all the marketing, branding and advertising related work which increases the brand value of the organization.
6. **Receptionist:** The front desk officer is there who handles all the calls and greets the guests in the office.
7. **Agents:** They are the sales person in real estate industry and they list different properties in their online platform and contact with the clients and help the clients get what they want by providing them with proper solution.
8. **Marketing Intern:** I was working under marketing team so my job basically was to assist the agents in listing and gathering information from the properties like photos, details of parking space, room size etc. for listing information in the website.

### **1.3 Intentions to join this company**

As a marketing student with an interest in advertising and digital marketing I reached out to RE/MAX commercial property to further enhance the knowledge and foundation laid by Kathmandu college of Management and SIAM University. My undergraduate has given me a strong base knowledge in the field of marketing and I wanted to experience the very same knowledge being put into practice in real life situations as well.

This report is prepared in line with the course requirements of Co-operative Education and can help me to compile and revise the experiences and knowledge gained through the internship of 14 weeks. The major objective for this study is to know the inner workings an ad agency that deals with multinational companies to provide an outline for the future goals of establishing of such organization.

This report covers the experiences as a Marketing Intern at RE/MAX commercial property that helps people find right office for them to set up. At RE/MAX, I was working as a marketing specialist and would help the team with going out to visit the properties that we would list out for the other companies and I would post them onto the social media of the company. I was given the responsibility to interact directly to the other big commercial offices of Thailand such as Serv Corp, Glow fish, CSO, Antares etc. To be able to work with the leading professionals in the field of marketing and real estate has helped me to expand my view on how to brand and work with clients and also the contributions that I have made for the organization.

#### **1.4 Objectives of the study**

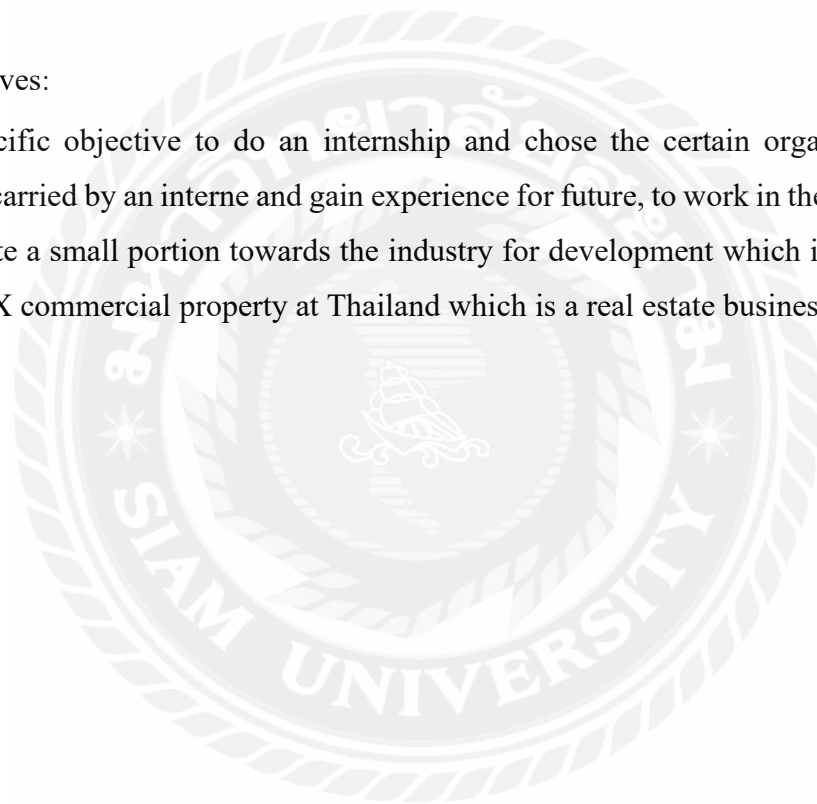
Internship plays the vital role to gain the practical knowledge and to develop corporate skills.

General objective:

- To provide practical insight on the theoretical aspects that we learn in class and know about the working system of an organization.
- To be familiar with the corporate culture of the organization.
- To learn proper work ethics and culture from professional people.
- Develop Public Relation in the corporate world.

Specific Objectives:

- The specific objective to do an internship and chose the certain organization was the interest carried by an interne and gain experience for future, to work in the related field and contribute a small portion towards the industry for development which in my case was at RE/MAX commercial property at Thailand which is a real estate business.



## **Chapter 2: Internship activities**

### **2.1 Job description and responsibility**

I was assigned as Marketing Intern at RE/MAX commercial property and under this job, I had carried out different roles which helped me to learn more about real estate business in Thailand and how does a company sell properties to its clients.

#### **Research work**

During the first week I was given information about the company, what do they do and how they work. They asked me to figure out my strengths and weakness to know which work was suiting me and I was assigned some works to study and research about branding and how to brand RE/MAX as a brand and make action plan for the company of how can we brand it and how can we grow as a strong brand in the eyes of our clients and audience.

#### **Article Writing and Digital Marketing**

Then after I made action plan I started to write blogs and articles related to Real Estate and articles related to Bangkok which my supervisor checked and later that I would post in the companies social media. Once my supervisor assured me with my work, she then granted me with the company's social media platform and gave me access to post my articles on social media on scheduled time.

#### **On Site work**

I was also sent out with a real estate agent from RE/MAX commercial Devika Kaewponnoi to deal with other Companies who were renting their office space. We went there and asked for the permission to advertise their company's office space on our website which helped me to get knowledge about dealing with clients and other serviced offices.

## Listing

After we visited the offices, we would obtain the pictures of the property which I would help my colleague Ms. Devika summarize the information and put it up on listing on the company's website and post it on different social media platform by putting on all the information about the offices which gathered while visiting the different sites and projects. I posted the listing and articles on Facebook as well (Article, 2020)

## 2.2 Contributions of the student in details

As mentioned above, I have written many articles related to business or real estate. I will provide some pictures for evidence below in pictures of two of the articles in wrote in the article which you can check in the website <https://www.linkedin.com/in/remaxcommercialpropertyth/>

(Property, LinkedIn, 2020)

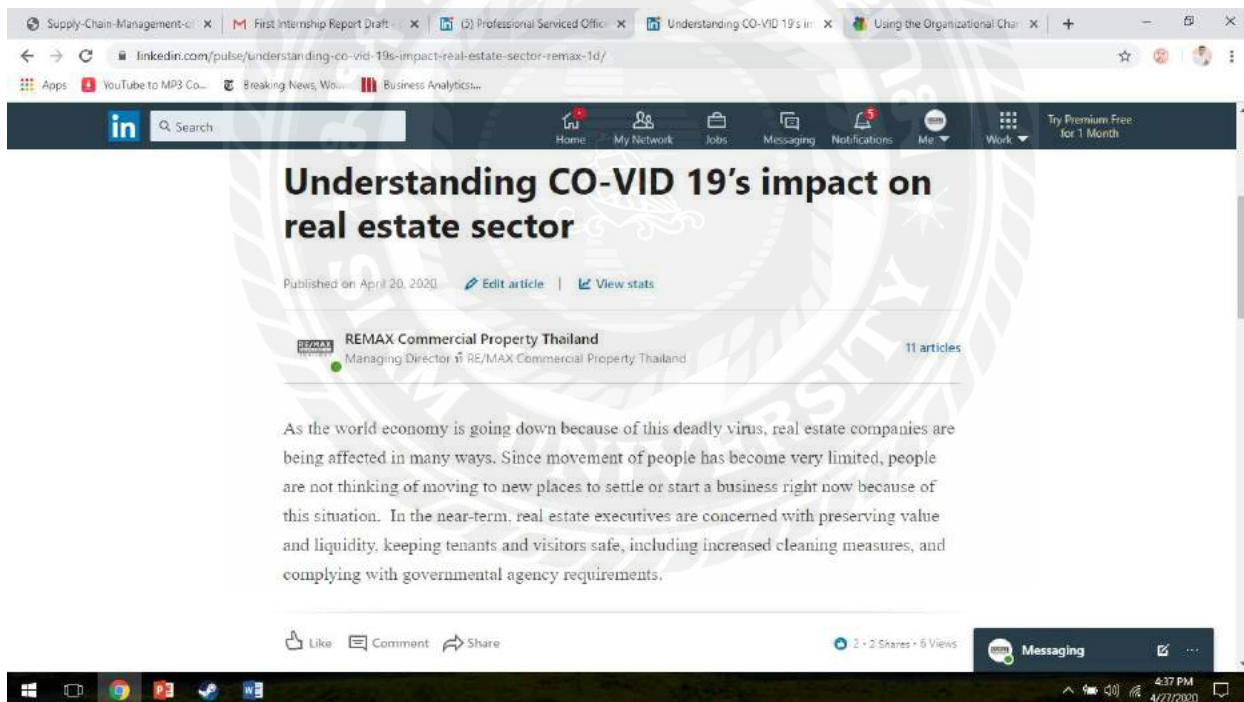


Figure 2: Article that I wrote for RE/MAX

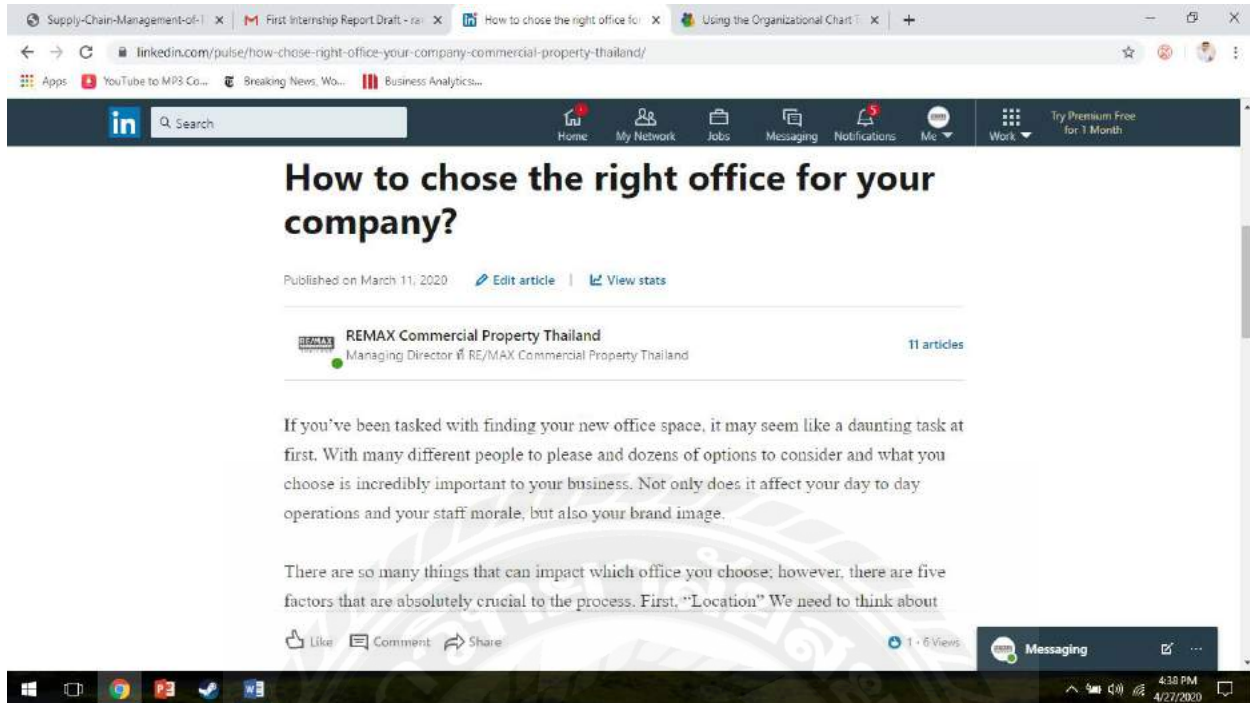


Figure 3: Another article I wrote during my internship

Apart from the articles that I posted on the companies LinkedIn and Facebook, I helped to set-up RE/MAX commercial Instagram account and posted regarding current news about real estate and the properties that we are listing in our company. I managed the digital platform for the company and apart from that, I visited several serviced offices to get information about them to post in our company's website. Some Offices I visited are:

- Serv Corp Serviced office located at Central World
- CSO Serviced office located at G Tower
- Glow fish Serviced office located at Sathorn thani Tower

I obtained information from these offices by visiting them personally with my colleague Ms. Devika Kaewponnoi and posted those pictures and details in our company's digital platform.

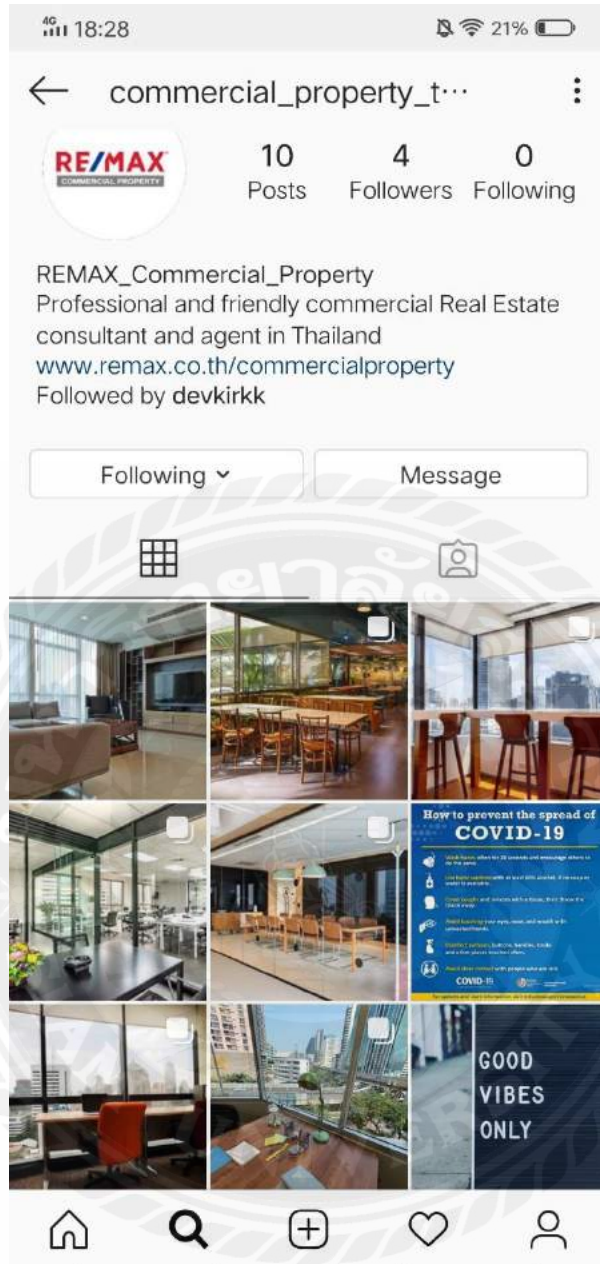


Figure 4: Managing Instagram account for RE/MAX Commercial property



### **Chapter 3: Identification of problems encountered during the internship**

#### **3.1 Indicate how you successfully solved the problems**

During my fourteen weeks of total internship period, which was assigned at the various departments some of the general problems were encountered which are as below:

1. There was lack of digital platform RE/MAX commercial property was active so we had a meeting with our supervisor about branding of the company and in that discussion we came with idea of opening Instagram account and new Linked In page the organization.
2. Complexity in understanding the format: As an internee had trouble to understand the format for listing and posting on social media and gathering information as it was completely new for me.
3. There was no proper office for interns so I was changing places to work at my workplace.

Despite some problems, we resolved some basic problems faced. Almost all problems, which could be solved, were solved with the support and proper guidance by my supervisor. Some of the problems that were solved by internee are:

1. Using personal skills to adequately process the plan.
2. Adjusted the space at various departments to work.
3. Adapted towards the organizational plan will minimal amount of guidance so as to not disturb the workflow of the organization.
4. Help manage and set up company's Instagram profile and LinkedIn account for branding and marketing purposes.

#### **3.2 Examples**

Few examples of me helping to solve some problems are:

1. While going out on different serviced offices to get information about their offices, my colleague had some problem speaking English with one of the HR of Glow Fish Office so I obtained the information and help her understand slowly.
2. During our initial meetings, we discussed on how to increase brand awareness and I came up with ideas of increasing digital media platform to Instagram and YouTube. I set-up

their Instagram account and posted updates of CO-VID19 situation, listings and motivational quotes.

3. Our office had problem dealing with international clients as the staffs at my office were more into Thai clients so it was an opportunity I took to go out to visit the foreign clients from Italy, Japan.

## **Chapter 4: Learning process**

### **4.1 Things learned during the internship**

The internship tenure with RE/MAX commercial property, the learning process that had been included was a practical approach of doing and learning things. With this internship, I have learnt things by practical approach rather than relying on theoretical approach. The internship helped me understand that the same process could be performed differently in different countries.

The internship helped me with my personal as well as professional growth. I came to know how real estate works in Thailand. Dealing with International as well as local clients gave me knowledge to understand more about this industry and made me more curious to learn more about real estate business. I also learnt customer's behavior when I was in my class at college but gaining practical knowledge on how to deal with clients was way more fun and interesting.

Working at RE/MAX commercial property and I came to understand the meaning of establishing and maintaining relations is an equally important thing for the growth in the industry. It is very important for an agent to grow well and build more connection which will help you in your future. It is necessary to keep yourself updated with current market trends and business news around the world. The more you know the more people will come gravitating towards you and which is one of the very good and rare qualities of a Real Estate agent.

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

Working as an intern in RE/MAX commercial property for two months, was able to know the working procedure of a real estate agency. Furthermore, the internship helped to gain necessary skills to tackle basic problems and building relationship with various related persons. The significance of internship for an internee not only is getting exposure to the professional world but also has been successful to change attitude, and behavior in the daily life spending. Learning the working culture, general organization environment, workplace behavior, and other important aspects is the real prize awarded by the internship program to internee. Being attached with different departments of Welcome Ad, Interne learned the following points:

##### **Punctuality in all aspects**

It's the basic thing in any company whether it's arriving early in the morning or getting a task done on time, punctuality is essential it's the basic thing in any company whether it's arriving early in the morning or getting a task done on time, punctuality is essential. Internee learnt managing the time well to get things done. It shows that dedication to work, and the capability of responsibility and professionalism.

##### **Understanding Organizational Structure**

Interne learnt the basic organizational and operational structure of how a company works.

##### **Adopting new skills**

As of others choosing the "Banking & Finance" related fields for an internship, the real estate industry Internee chose is a lot more different management organization and from the internship performed, Internee gained a valuable amount of knowledge and skills about this sector.

### **Connecting with people**

It's important to have experienced industry leaders to look up to, but it's also essential to practice horizontal loyalty and develop relationships with people who are at the same career level, no matter which industry they're in. Internee learnt in understanding the necessity of maintaining relationship with different individuals of the consonant industry.

### **Cooperative Communication**

Cooperative communication, in the world of business, is generally defined as the skill and ability of employees to "get along" at the workplace; the techniques of sharing information in a non-threatening and polite manner are the basis of cooperative communication, and when properly implemented, cooperative communication enhances the workplace experience and typically inspires better performance. These two factors play a vital role in completing any task successfully. Interne learnt about tackling problem is only possible by cooperation and guidance from superiors.

### **Great Learning Opportunity**

A real estate industry is the perfect place to learn. Learning the tricks of selling ideas, managing clients and developing strong concepts from established agency creatively, can help to take your work to the next level.

## **Chapter 5: Conclusion**

14 weeks of internship with RE/MAX commercial property has proved to be very informative, transforming and has helped me to analyze my shortcomings and strengths. RE/MAX commercial property even though is primarily focused in Thailand but its clientele includes multinational companies that follow very specific time frame and rules, this helped me to improve upon time management and also shed the light on the international market or advertising and how globally renowned companies provide for their ideas and how they cooperate with the agency to create their outstanding campaigns and captivating ads. I am thankful to RE/MAX commercial property for allowing me to grow and be a part of their marketing team and gain from in the valuable practical knowledge to work in the professional work for Marketing.

This internship has helped me to develop and look at the bigger picture and not only the aspects regarding Thailand but internationally as well. The article writing part helped me improve my writing skills and meeting the clients and other offices helped me to build my connection with other people and improve my communication skills. This also helped me to increase my connection as I was in contact with Thitirat Puapaiboon (Executive Director) at RE/MAX commercial property. With her guidance I was able to perform at my peak and improve upon the communication with her suggestions upon talking with clients and updating posts on social media.

### **5.1 Self- assessment as a professional**

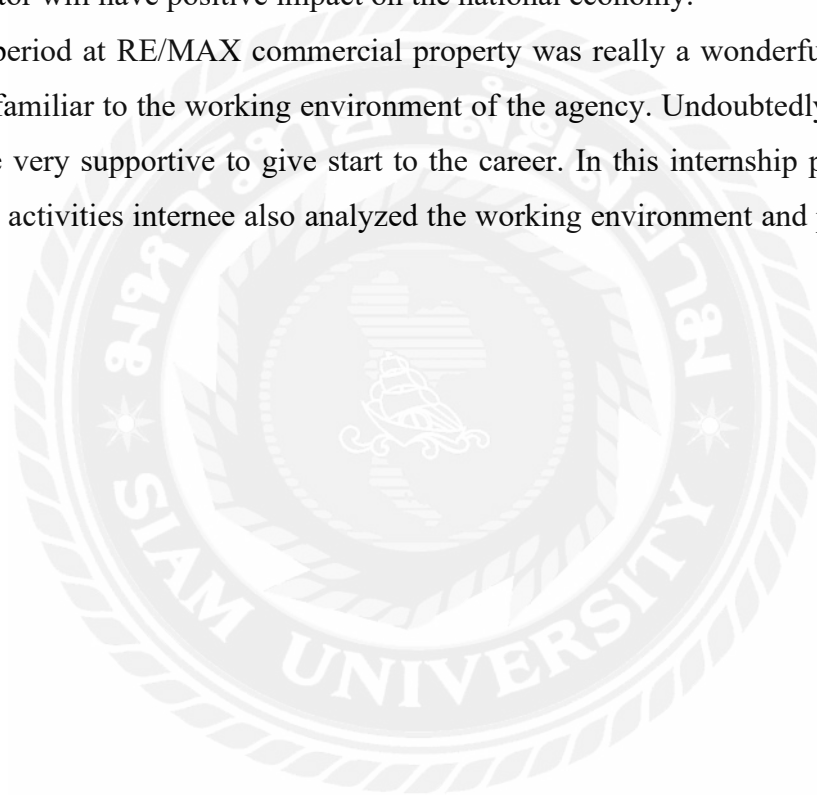
I believe in this internship I had my short comings too and have worked upon them with the guidance from my supervisor Thitirat Puapaiboon. Working under her helped me raise my perception on the social media and ad generation concept. I also believe that I need to improve upon the adaptation with the environment and organization culture. Also improving upon the technical skills required to make my posts on social media more attractive,

Nothing in the world is build up as perfect. Certain flaws, weaknesses are possessed by everything and everyone so does real estate businesses in Thailand. In a similar sense, RE/MAX commercial

property in its way of performing and dealing with the peoples, consists of some drawbacks. Despite of these drawbacks, they are excellent in term of their services. It is ranked among one of the top real estate company among the world and has been performing real estate activities throughout the world.

And lastly, Real estate industry is one of the important sectors in any economy. Its contribution to the growth and employment is very significant and plays important role in the development of infrastructure that is essential for the development of all other sectors. Therefore, any enhancement made to this sector will have positive impact on the national economy.

The internship period at RE/MAX commercial property was really a wonderful experience that made an intern familiar to the working environment of the agency. Undoubtedly, this experience will prove to be very supportive to give start to the career. In this internship period along with learning various activities internee also analyzed the working environment and procedures of the company.



**Annex**



Figure 5: Reception



Figure 6: One of the Office



Figure 7 : Meeting room where we used to discuss about our weekly goals



Figure 8: With one of the Real Estate agent of RE/MAX Ms. Devika Kaewponnoi





Figure 9: With my Supervisor/ M.D. of RE/MAX Commercial Property

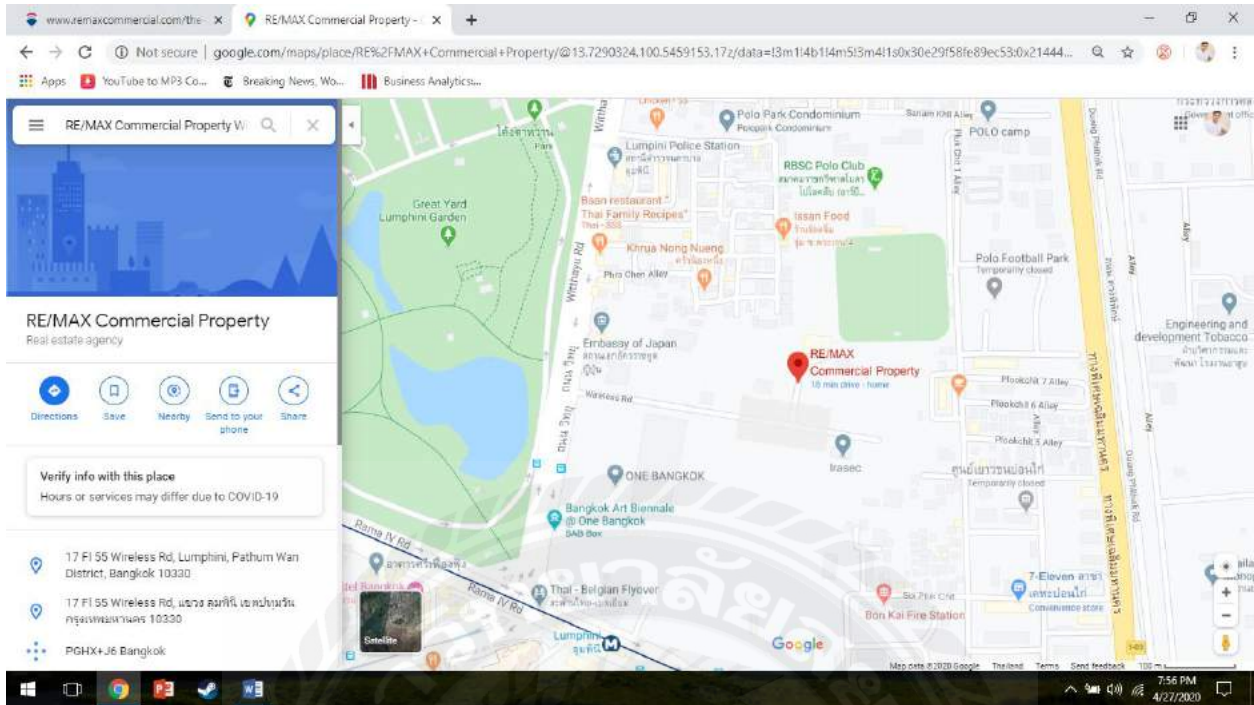


Figure 10: Office Location

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