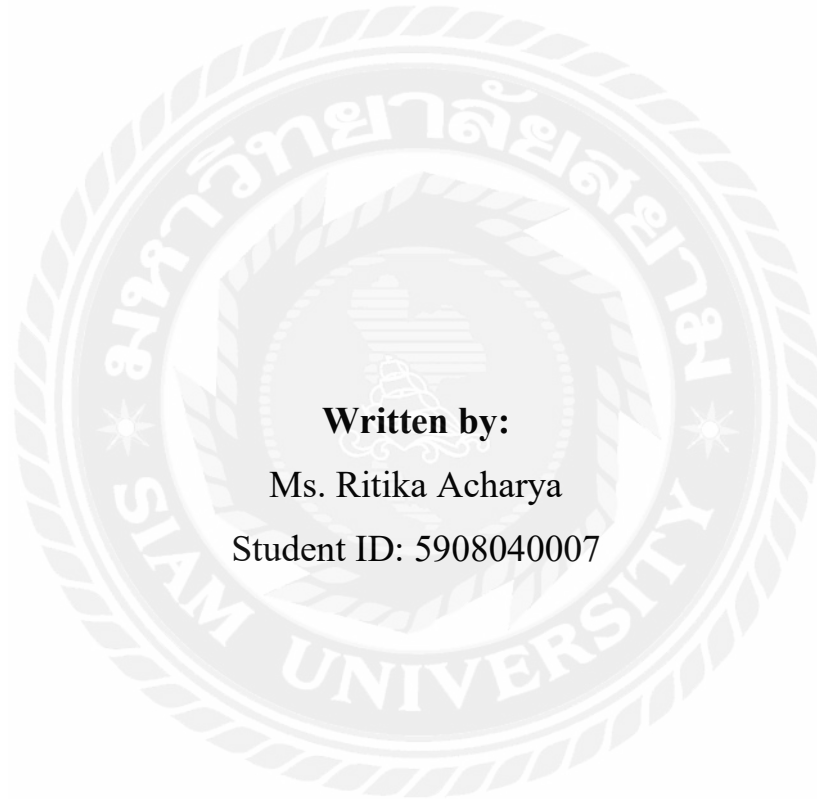




Cooperative Education Report

Relationship Representative of Speedy Cruise Academy



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This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
Education, Faculty of Business Administration
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Project Title : Relationship Representative of Speedy Cruise Academy

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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 “Relationship Representative of Speedy Cruise” has the goal to teach the hospitality scenario in Thailand. Objective of the study includes: (1) To sell the customized service packages to the clients (2) To analyze the market movements with respect to the various micro and macro-economic factors (3) To develop the network within all of the participants of the hospitality of Asia. (4) To get an insight regarding the hospitality arena along with possible placement opportunity. With the company I was assigned to work as Relationship Development Officer under the direct supervision of the CEO. The responsibilities included gathering, managing, analyzing and teaching the students and making better relationship with valued clients and customers in the hospitality industry. Upon the completion of the internship, it was found that problem was resolved by means of product research and networking with potential investors.

Keywords: Client Relationship, Teaching, Placement, and Hospitality

Acknowledgement

I would like to thank Siam University and Kathmandu College of management for giving me such opportunity to work at different companies and fields each year, which gives us a golden chance to enhance our interest on different fields and know our exact career goal.

I would also want thank the company's director Ms. Windsawanee Chaiwattanasakul and my supervisor and brand manager Mr. Mukund Madhav for giving me the chance to be a part of their company and work with them at the level of other employees. Their constant guidance helped me to gain proper knowledge and work with an easy manner along with comfortable working environment. Also, I am grateful to all the staffs of the organization for the friendly environment that made the learning process even more smooth and effective.

Therefore, I consider myself as a very lucky individual as I was provided an opportunity to become a part of this program. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period and encouraged me throughout my working days.

Thankyou.

Sincerely yours,

Ritika Acharya

5908040007



How Covid- 19 has affected the company?

Covid-19 is a serious pandemic that has created a global crisis. It has affected everyone's daily routine and our lifestyle. Due to this crisis, people around the world have adopted social distancing and lockdown as safety measures to reduce and control the spread of the virus.

I returned back to my country before lockdown started because I was suffering from severe bowel pain and after examination I came to know that I have a surgery as soon as possible. So, from this phase it was little hard to me to work. Due to this and pandemic our many projects was been delayed but also we have been working from home, discussing about after pandemic over what should we be doing.

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Chapter 1: Introduction

1.1 Company Profile:

SPEEDY CRUISE ACADEMY (SCA) is an incumbent Hospitality training school located in Bangkok, Thailand, who have granted the licensed permission from Thailand Ministry of Education. SCA is currently running hospitality training courses, with 3 main courses as Culinary, Food & Beverages Services, and House Keeping to fulfill the rising demand of crews/staffs to work on board cruise ships and hotels worldwide standard & few extra courses comprising wine services, bar services, barista, ship security Guard, on shore security guards, Basic English for hospitality, and etc. The detail of our hospitality courses is as following.

SCA's mission is to deliver our local and international students out in the market as many as possible with fully influence in job knowledge and skill, good working attitude & mentality, high ability of Life on Board's & 3 to 5 Star hotels worldwide adaptation and English communication skill. This will overcome the shortage situation of Cruise Lines & Hotels crews/staff as well. We are also positioning ourselves as Hospitality training center in Asia region, not only Thailand, but also others by the advantage of Thailand location where connecting to Malaysia in South, Myanmar in Northern, Laos, Cambodia, and Vietnam in Eastern or even further countries.

Speedy Cruise Academy is offering all three main and additional courses, all in International environment with fully 100% English using in class.

Main training courses:

1. Housekeeping (60 studying days)
2. Culinary (50 studying days)
3. Food & Beverages Services (90 studying days)

1.2 Organization Structure:

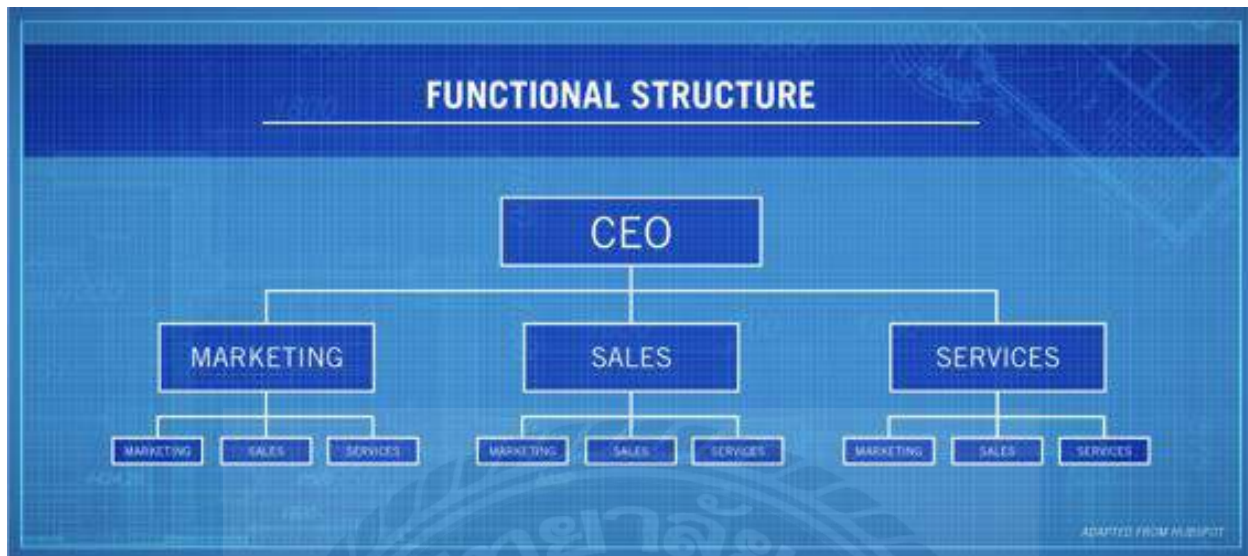


Figure 1: Organization Structure

1.3 Statement of the Report:

Being a fact as we know that Thailand is a developing nation with some developed city like Bangkok but due to disrupt and volatile political condition Thailand still faces a problem in creating a strong base in the economic and financial management system. Saying that problem is the gateway to new opportunities so since past decades there have been few companies that have stepped on the gap to boost the market in the hospitality industry. So as a matter of fact we can say that there has been a rise in hospitality market growth in the country with many institutional investors continuously have been investing in various areas.

As big players interruption something that is not appreciated in the Thai market as the general public participation is too low. The Government of Thailand along with all the regulatory bodies such as Thai Hotels Association, Federation of Thai Chamber of Commerce (FTCCI), Non-Residential Thai Association (NRTA) and Commercial Banks, etc. have been trying to promote the small investors and big investors to promote the segment. The increment in investments will increase the growth and building of more infrastructures will change the face of nation. As, Thailand needs to develop its many parts and have huge gaps still visible in this segment. The unity of Thai people has always proven them very worthy to face each and every problem that arises.

Apart from that it's also important to explore the other alternatives of investment product line as more product line you have the more power you have and a richer distribution you have because the clients or potential investors also opt to choose products or the teaching academies which offer an array of product (packages) variety on their investment criteria of time, risk, return and depth of knowledge of technicality in the hospitality learning process. Development of entire market mechanism, bureaucrats involved, and system, technology used in the market is also a vital aspect to enhance the market situation and public participation and the rationality in the process.

1.4 Objectives of the study:

The primary objective of the study is to get practical exposure to the functioning of the business organization there by understanding the challenges faced by the organization in the real business environment and learning to deal with the real management problems through various managerial skills. It is the chance given to the student to socialize in the organizational environment and to know how business is done in the real world. However, the objectives of the study are as follows:

1. To understand the real-life problems arising in the organizational setting.
2. To help to gather experience and familiarity with working environment to support the course of marketing specialization.
3. To improve communication and information as well as interpersonal skills for marketing purpose.
4. To understand the working mechanism of a company.
5. To know about the working of the marketing department.
6. To analyze the brands and promoting them through social media.
7. To identify the most demanded sectors of the customers.
8. To identify the existing competitors and along with the SWOT analysis.

Chapter 2: Internship Activities

There were various different tasks that were assigned to me during my internship days. Some of the works were totally new to me. I learned a lot about different sectors of how a company works and how is it promoted among the customers.

At current scenario Speedy cruise is a well-established company in field in the teaching and supply of manpower. There are 30 active employees in and out of the office in total. Everyone from interns

to top-level employees has a specific role and responsibility to full fill and they must adhere to it.

Being an intern for Fourteen weeks tenure I too had been assigned with assignments, duties which are as:

1. Keeping a track record of launch of new product in the local and international market.
2. Keeping a track of inventory and transportation expenses on daily basis
3. Assist planning for new product development and introduction in market.
4. Provide designs or schemes for marketing and advertising campaign.
5. Analyzing the market gaps to tap into to monetize the gap.
6. Handling clients and providing them with counseling about the alternative investment instruments in the market.
7. Monitoring and keeping record of competitor activities to plan for the strategies to beat them.
8. Updating suppliers about the consumer's expectations, suggestions, and complaints regarding the product.
9. Conducting field research to influence general public about the company.
10. Assist in conducting informative seminars on the weekends to educate people about the construction

Basically, my internship was also divided in three phases primarily according to three months periods in which the first phase was to learn about the Hospitality industry and service industry. Furthermore, I was assigned to look after certain operational activities including the posting of entries, maintaining the accounts on day-to-day basis and learn how the real businesses work.

The second phase was all about collecting and evaluating product and price statements of companies involved in service. My role was basically to provide the company with the required data of listed companies and their products to formulate the information in a predefined manner that is easier to decide whether or not to involve those products on our website. Apart from that I

was also a part of the marketing campaign, which was conducted in association with Outreach Pvt.ltd., which is involved in making creative advertising campaigns as well. Which increased the numbers of clients and their level of understanding of our company's principle and the way they get benefited if they work with us.

The last phase the most important for me overall comprised of market analysis. I got the chance to deal with the clients and various suppliers and vendors directly to know their expectations and issues. I had a healthy time to focus on the market and industrial analysis of the companies which were involved in hospitality sectors, service sectors etc. I got chance to work on all the departments on a round basis like marketing, service, finance, human resource, etc. These departments helped me know basically how the service industry is running whether it is any business field and also helped me understand the business ecosystem of Thailand allowing me to use some of my learning and insight of theoretical knowledge in real world business place. Finally for the company also I as Relationship development officer communicated through potential client, energetic vendors and trust worthy business contacts.

2.1 Roles and Responsibilities:

The report is prepared on the company Speedy Cruise Academy that talks about the introduction of innovative ideas to enhance the hospitality services to the customers and knowledge to the students. It also tries to provide the quality material for their efficiency.

My role personally in the company was very fixed that is to understand the market and try to gain ample knowledge on my field by meeting numerous renowned personalities of the field like clients, hotel owners, sales agents, students, international education consultancies, vendors and various service professionals. Under direct supervision of my supervisor, I was instructed to look to make deals with new clients and collect new and new vendors with new students. was also assigned to assign more and more service professionals from students to hoteliers. I was always looking forward for new places where we can tap in and work with focus on tender notices to direct approach to new construction sites. Apart from this the role assigned to me was to find new potential clients and customize the services so as to increase the revenue flow and operational management strategy thus increasing the overall brand value of the firm via some of CSR activities.



Figure 2: A picture showing the customers

Chapter 3: Identification of problems encountered during the internship

An internship program always leads an individual to new exposure and helps to begin with a proper career development. Thus, working as an intern and learning things, dealing with people in the market was a huge challenge for me as every task assigned was the works, which I had never performed before. Though, the assigned works helped me to gain more experience and professionalism on working in any company. The work also taught me various things like how business works in a real world, how to face the clients in the market, what are the proper scenarios of Thai market and what are the further factors that can be implemented in the future. The learning process got tough every day, as it was my first time working in one of International Company. Overall, the company really helped me to grow as a professional.

3.1 Problem Solving:

As already mentioned my role were very specific as per my topic “Relationship Development of Speedy Cruise” my duty was to select the students and clients and negotiate with them regarding the price, ask for them until they reach the minimum price and promise them for the quality education. There was a huge problem in understanding our concept and maintaining trust with us. Many of them thought us to be the risk for their own business so they did not properly communicate with us. Along with some massive changes in policies seems to be sluggish during majority of the internship period as well. The second task was assigned to me by my supervisor directly i.e. to handle meetings with the existing clients to brief about how they get benefited by trusting us and ordering materials through our company. We solved these problems, firstly we collected the internal rates of hoteliers and another consultancy about each and every course. we showed and explained customer that how to deal with various challenges that may occur on their way in this sort if industry.

3.2 Contribution made during the internship:

In my tenure of internship in Speedy Cruise Academy. There were quite a few things where I contributed as an intern such as in the initial phase I was assigned to have a detailed look in day-to-day operational activities. And I was allowed to understand the basics of book keeping from which I could gain the margin of errors that is possible to occur in a bigger picture of income statements, journals, ledgers and balance sheets etc. I was instructed to maintain a proper relation and crack new deals with the suppliers. Gain directly in the field and maintaining direct connection with the clients. And I was the member of the core members who discussed about the ways and techniques by which we can develop the business in a systematic way every alternative day by categorizing our improvement.

Apart from that I was used to in handling meetings with the potential clients. I was able to communicate with the existing clients regarding the progress in their project. Lastly, I used to represent the company in Hotel Association seminars and also did few talk shows and even conducted workshops in different areas regarding construction ideas and important rules. Doing this helped me in gaining knowledge and apart from that it also lowered the work pressure for me and other fellow staffs and helping them work on the more sophistication.

Taking more my second contribution was more in product designing. i visited various individual

consultancies, talked with the hotel owners and tried to influence them regarding service industry. If the hotel is just started to run then talking to them about the quality of service and product manpower, etc. and the rates that they are buying it and the rate that i can offer them. Apart from that I was also a part of marketing campaign where I was liable more to promote the product and my role here was to get the product fit in with their standards and risk horizons. Thai people as already mentioned in topics above want cheaper item being associated with quality of the product. So, I was also guided to look after certain rigid marketing and advertising activities, which was of the utmost vitality company to out, stand the competition arising in the market. The company had a tendency and belief that at a low budget with greater content and innovative strategy the mass can be connected without having been to spend a lot in budgeting.

Lastly in my last phase of internship I was also a part of the team that was working in the product designing of the quality and unique services the company provides. It was really a challenging task to generalize the dynamics of demography and design limited products targeting them. Convincing customers to choose to Speedy Cruise Academy for their career building process.

Switching the mind of consumers by showcasing them the sign of affordability was one of the important roles of mine.

Chapter 4 : Learning Process

4.1 Details of learning process and knowledge received:

As mentioned in the previous chapters about the contribution made amidst the company requirement so doing that is the phase where you unconsciously in the back of mind gain experience learn things and gain knowledge about the market you have been working for.

As the company is in the field of construction management so I received a thorough knowledge about the hospitality. The product designs you can cater into and the connecting line. Since, the company was with product and service-oriented company I got the opportunity to know how the pricing of the service industry and quality of the product is carried. Reviewing various rules, regulation and acts that were concerned to the field was also a value addition of me while working as Relationship Development Officer for the company. Collecting the primary and secondary data from various websites or the company's official website and directly from the field research to

gather the data of all the income level consumers as well as managerial issues to get a initial picture which was further forwarded to market and industrial analysis procedures. I was able to gather the knowledge and analytical skills essentially required to complete the market analysis.

Talking about other departments like sales and marketing I understood how to market your product at low budget and reason for it as it helps you cater the mass and most importantly deliver the message and mission of your company more prominently. Selling the products designed by your team was of huge fun and learning and understanding the way of dealing with numerous expectations of the clients so I think it would be easier for me to enter in any of service-oriented field and having this knowledge is ample to enter the service industry at least in Thailand easily.

Having worked in construction industry one understands how do you need to fill the gap, when to consult the clients, what to consult respectively, how to have your product developed or modified and sales moved continuously through prominent marketing activities and strategies, the importance of sustainable product development strategies in your hand as just marketing your

Product is not enough you want to have your product purchased is the main goal and it can only be done by effective and efficient sales and marketing respectively.



Figure 2: Practical learning process for the hospitality industry.



Chapter 5: Conclusion

In a nutshell, this internship was a chance to practically implement the crude knowledge available in the textbooks and lectures about finance and investments.

5.1 Self- assessment as a Professional

It was a lifelong experience, which taught me how the business houses run, why the collaboration within departments is necessary. Previously, I was always on the other side of a counter demanding for the delivery of services or products paying certain price. And this time it was completely new experience sitting on the other side and delivering the products and services. Being a core member of the firm, I got a chance to have a close look how the price I used to pay are generated, what factors play role in the pricing of the products and services.

Being familiar with the hospitality industry was a good collection of knowledge and time from which I can take benefits even after the termination of the internship contract. I thoroughly gained full knowledge about the fundamental analysis part of any publicly listed company.

Enhancing the social status and bringing a social change isn't an easy task but contributing through the means that I could give was satisfying and pleasing experience. Value addition to the company, the community and me as well was the zest of this internship.

I got to know the potentials within myself and I am looking forward to explore more about myself and other skills that I could excel on so as to create my own image.

Annexure

My Activities



Hospitality Training for hotels worldwide ...

Posted by Ritika Acharya

February 21 · 🌐

Happy shivaratri, May all your wishes come true 🙏 -
From Speedy family.

#SpeedyCruiseAcademy #Hospitalitytraining



👍❤️ You and 5 others

❤️ Love

🗨️ Comment

➦ Share

Figure 3: Sharing Hindu's special festival



Hospitality Training for hotels worldwide ...

Posted by Ritika Acharya

February 19 · 🌐

We believe in building better long term relationship with our students, Relations that is fruitful for our trainee in the future. Therefore we believe that networking is an important asset in "HOSPITALITY"

If you have your dream for work and Travel, also enjoying many beautiful places on cruise line around the world in USA, EUROPE & ASIA. Join is now!!!
SPEEDY CRUISE ACADEMY- Thailand, a global community for hospitality.

Fell free to contact us {WhatsApp}: +66624421803,
+66843910965, +66894416698



Figure 4: learning things about Bar sectors.



Hospitality Training for hotels worldwide ...

Posted by Ritika Acharya

January 26 · 🌐

Have you thought about a career in Hospitality?
Hurry up!!! Applications for March, 2020 intake are
open now. Work your way across the world on the
career break of lifetime.

Send us a message or give us a call on WhatsApp +66
62 442 1803



Figure 6: Pictures of students learning process.

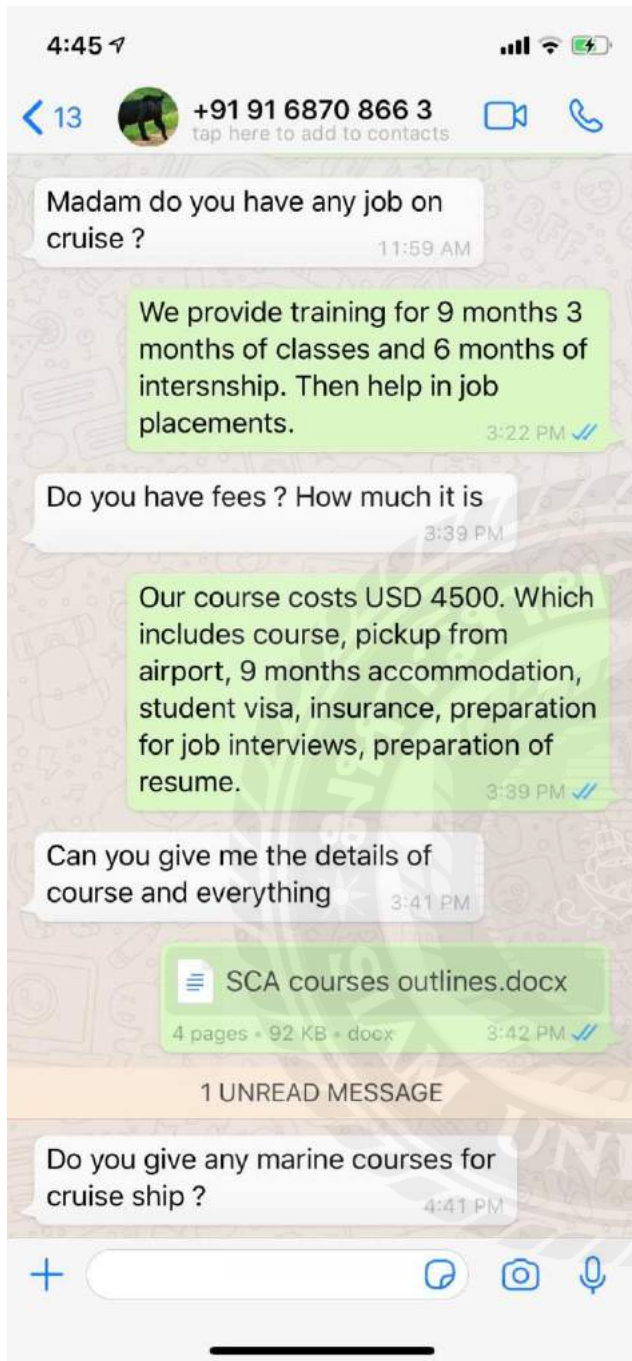


Figure 5: Counseling the students about the information of the course.

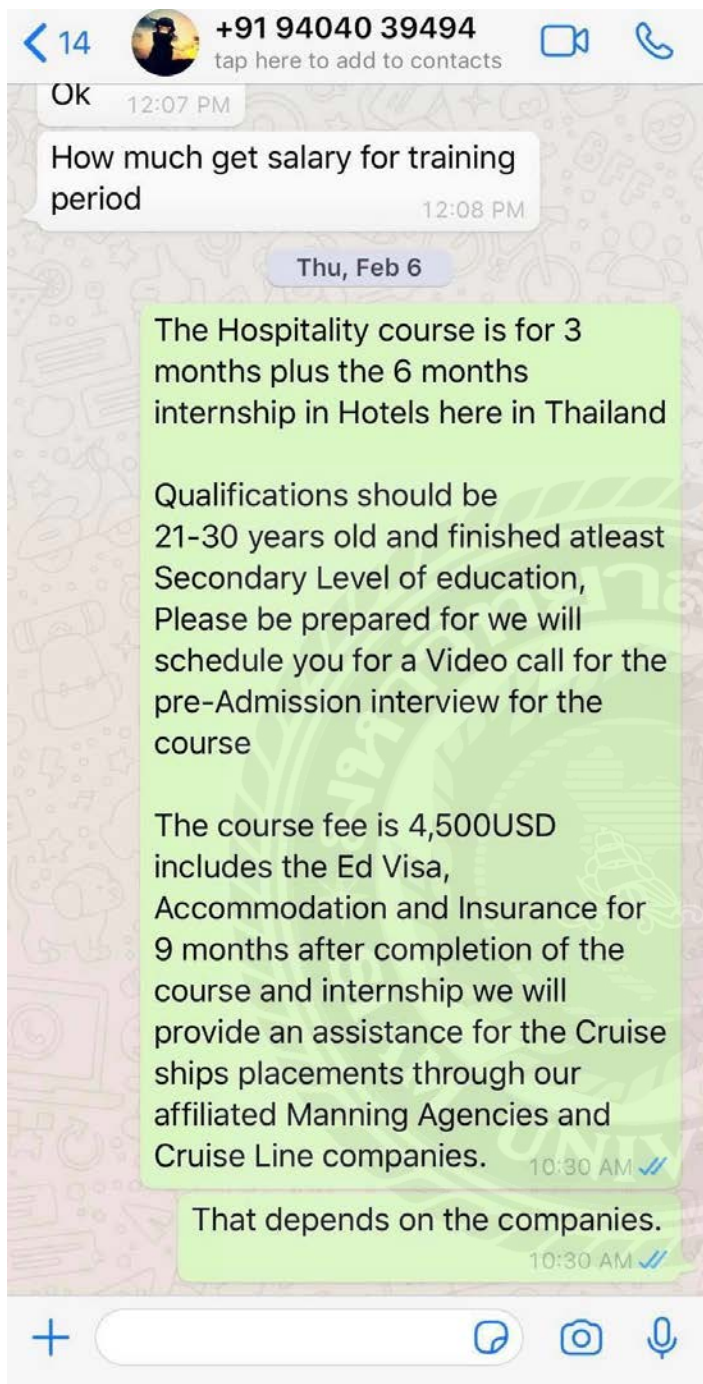


Figure 6: giving the information about the course.

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