



Cooperative Education Report

Marketing & Business Development Internship at Cannagen Co, Ltd.

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Abstract

This report synthesizes the experiences and results of a four-month internship in the Marketing and Business Development department at Cannagen Co., Ltd., a leading company in the cannabis industry. The main goal of this internship is to expose interns to the diverse world of cannabis marketing and business development. It provides valuable insights into this rapidly evolving sector.

Key responsibilities include participating in digital marketing campaigns. Conduct market research to understand consumer trends in cannabis use, and help develop new business strategies for product distribution and market expansion. A key project involved conducting qualitative research to identify gaps in Cannagen's market access efforts.

These findings highlight the need for a more targeted marketing approach tailored to different consumer segments within the cannabis market. From these insights A multi-step plan was proposed to improve Cannagen's marketing strategy.

This internship provides invaluable experience in understanding the complexities of marketing and business development in the cannabis industry. Foster a deep appreciation of the challenges and opportunities within this unique sector. Core experience includes participation in strategic projects and initiatives. Adapt to a constantly evolving market and collaborate within a variety of professional environments.

Keywords: Cannabis industry, marketing strategies, business development,

Acknowledgment

I would like to express my sincere gratitude for the valuable experience gained during my co-op studies as a marketing intern at Cannagen. This incredible journey has allowed me to delve into the intricacies of the cannabis industry.

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I would also like to thank Cannagen for creating a stimulating and supportive environment for my professional growth. Working with a company dedicated to offering consulting services on all aspects of the cannabis industry is both enlightening and fulfilling.

I would like to thank the support and guidance from Siam University throughout my studies and cooperative education. The university's commitment to promoting practical learning experiences played a key role in preparing me for the challenges of the professional world.

In conclusion, I emphasize the importance of cooperative education and the enormous value it provides to students. The exposure to real-world situations and opportunities to apply classroom knowledge in a professional environment are unparalleled. I encourage my fellow students to seize the opportunity to participate in the cooperative education program.

Thank you to Ajarn Sabbir Hossain, Cannagen and Siam University for a transformative and memorable joint educational experience. This laid the foundation for my future endeavors in the cannabis marketing sector.

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Chapter 1: Introduction



1.1 Company Profile:

Company Profile of Cannagen Co., Ltd.

Cannagen Co., Ltd., operating as a one-stop cannabis agency in Bangkok, Thailand, represents a pioneering force in the Thai cannabis industry. The company's ethos revolves around bringing quality and sustainability to the forefront of the cannabis sector. Cannagen is dedicated to creating a significant positive impact on the communities it serves, ensuring that its operations and products not only meet the highest standards of safety and efficacy but also contribute to the overall well-being and health of its consumers.

The company's role as a pioneer in the Thai cannabis industry is marked by its commitment to setting a high standard in every aspect of its operations. This includes the cultivation, processing, and distribution of cannabis products. Cannagen's approach is holistic, encompassing the entire supply chain to ensure that each step, from seed to sale, adheres to the principles of quality and sustainability. Cannagen's influence extends beyond the typical boundaries of a cannabis company. By actively engaging in community development and education, the company plays a pivotal role in shaping the perception and understanding of cannabis in Thai society. This commitment to community service is intertwined with its business operations, ensuring that the benefits of the cannabis industry are widespread and positively impact society as a whole.

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Cannagen Co., Ltd.: Comprehensive Business Operations

Cannagen Co., Ltd. is a multifaceted company deeply entrenched in the cannabis and hemp industry, offering a wide array of services that cater to various aspects of this sector. Their business operations can be broadly categorized into several key areas:

Consultancy Services:

- **Industry and Business Consultation:** Cannagen provides expert consultancy services, offering insights and guidance on navigating the cannabis and hemp industry. This includes market analysis, legal and regulatory advice, and strategic planning for businesses entering or operating within the cannabis sector.

- International Market Expansion: With a strong understanding of global market dynamics, Cannagen assists clients in expanding their reach beyond Thailand, helping to navigate the complexities of international cannabis markets.

Construction and Facility Setup:

- Farming Facility Construction: Cannagen specializes in constructing both indoor and outdoor farming facilities for clients. This includes designing and building state-of-the-art cultivation spaces that optimize growing conditions for cannabis and hemp plants.
- Infrastructure Development: The company provides complete solutions for infrastructure development, ensuring that facilities are equipped with the latest technology and comply with regulatory standards for cultivation and production.



Medical Cannabis Production:

Extraction and Oil Production: Cannagen engages in the extraction of cannabis to produce oils used in the medical field. This involves sophisticated processes to ensure the purity and efficacy of the medicinal compounds extracted from cannabis plants.

Medical Product Development: The company is involved in developing various medical products derived from cannabis, focusing on therapeutic applications and adhering to stringent medical and health standards.

Hemp Production:

- Cultivation of Hemp: Cannagen undertakes the cultivation of hemp, a variety of the Cannabis sativa plant species, focusing on sustainable and efficient farming practices.
- Hemp-based Product Development: The company develops a range of products from hemp, including textiles, biodegradable plastics, and health products, tapping into the versatile applications of this plant.



Comprehensive Industry Services:

- End-to-End Business Solutions: Cannagen offers a complete suite of services for businesses in the cannabis and hemp industry, from initial concept development to operational execution and market launch.
- Training and Education: Recognizing the importance of knowledge and skill in this industry, Cannagen provides training programs and educational workshops for clients and industry professionals.



Innovative Research and Development:

- Product Innovation: The company invests in research and development to innovate new products and improve existing ones, ensuring they meet market demands and consumer preferences.

Sustainable Practices: A key focus of Cannagen's R&D efforts is on sustainability, aiming to develop eco-friendly and ethical practices in cannabis and hemp production.

Market Adaptation and Flexibility:

- **Adapting to Market Changes:** Cannagen stays agile and responsive to the rapidly evolving cannabis market, adapting its strategies and offerings to align with changing consumer trends, regulatory shifts, and technological advancements.

Community Engagement and Advocacy:

- **Educational Initiatives:** The company actively engages in community education about the benefits and responsible use of cannabis and hemp products.
- **Industry Advocacy:** Cannagen plays a role in advocating for progressive industry policies and practices, contributing to the broader development of the cannabis and hemp sector.



1.1.1 Mission of the Company

The mission of Cannagen is deeply rooted in the empowerment of farmers, particularly those who lack the necessary knowledge and expertise in the legal and profitable cultivation of cannabis. Recognizing the complexities and intricacies of the cannabis industry, Cannagen endeavors to provide comprehensive guidance and support, thereby mitigating risks and enabling farmers to navigate this burgeoning sector confidently. From the outset, Cannagen has been committed to designing optimal grow facilities that are economically viable and sustainable. This approach is geared towards ensuring long-term sustainability in the cannabis industry, enabling farmers to reap the benefits of their labor while minimizing environmental impact and costs. Moreover, Cannagen, through its dedicated Staffing and Recruiting department, Cannastaff,

extends its mission beyond facility design. Understanding that the success of any venture lies in the hands of capable and skilled individuals, Cannagen places significant emphasis on sourcing and outsourcing the best candidates for various roles within the cannabis industry. These individuals are provided with comprehensive training and standard operating procedure courses, ensuring that every aspect of the cannabis business is handled with expertise and precision.



1.1.2 Vision of the Company

While the document does not explicitly state Cannagen's vision, it is evident from their operations and mission that their vision likely encompasses being a leading innovator and driver of excellence in the cannabis industry. Cannagen appears to be focused on setting new standards in cannabis cultivation, product development, and overall industry practices. Their vision likely includes becoming a key contributor to the global cannabis market, known for their commitment to quality, sustainability, and ethical practices. Cannagen's vision may also involve playing a crucial role in shaping the future of the cannabis industry in Thailand and beyond. This includes being at the forefront of research and development in cannabis products, advocating for responsible and informed usage of cannabis, and leading efforts in education and community engagement to demystify and destigmatize cannabis use.





1.1.3 Organization Structure:

Organizational Structure of Cannagen Co., Ltd. and my position as Intern:

Top Level:

- **Chief Executive Officer (CEO)**
 - Overall leadership of the company, setting strategic direction, and making high-level decisions.
- **Chief Business Development Officer**
 - Responsible for business growth strategies, overseeing market expansion, and partnership development.

Mid Level:

- **Marketing Director**
 - Leads the marketing department, devising overarching marketing strategies, and overseeing marketing campaigns.
- **Business Development Manager**
 - Focuses on identifying and developing new business opportunities, market analysis, and forging strategic partnerships.

Lower Mid-Level:

- **Marketing Manager**

- Manages specific marketing initiatives, coordinates with different teams for campaign execution, and analyzes marketing results.

- **Product Development Specialist**

- Involved in developing new cannabis products, understanding consumer needs, and coordinating with cultivation teams.

Entry Level:

- **Marketing Coordinator**

- Supports marketing activities, coordinates events, and assists with digital marketing efforts.

- **Business Development Coordinator**

- Assists in research and analysis for business expansion, supports partnership management, and prepares reports.

Intern Level (Mine Position):

- Marketing and Business Development Intern

Assists in market research specifically related to cannabis, supports promotional campaigns for cannabis products, and participates in product development discussions. Engages in networking within the cannabis industry and learns about regulatory compliance in cannabis marketing.

Board of Director

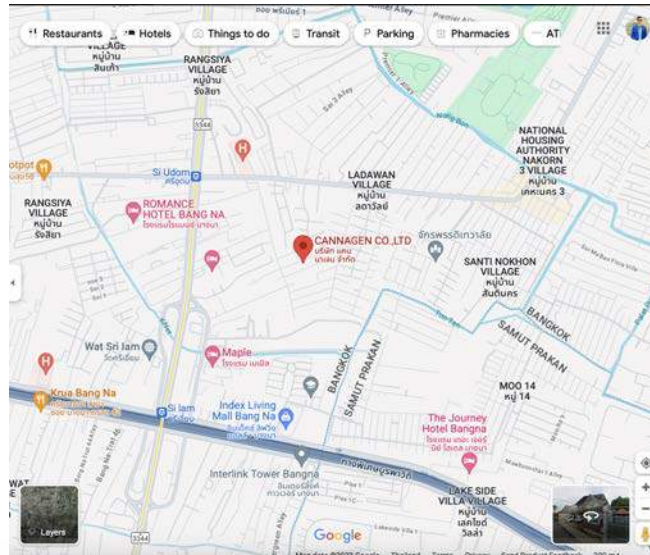
The executive team of Cannagen comprises experienced professionals with diverse backgrounds, bringing a wealth of knowledge to the company's operations. Natcha Klahan, serving as the Chief Business Development Officer and Head of CannaStaff, has a rich background in management, client retention, and sales planning across various industries. Arat Komsawadichai, the Chief Financial Officer and Co-Founder, brings expertise from the

cannabis industry, hemp waste management product development, and a background in rice export operations management, along with experience in various creative industries. Michael Jay Le, the Chief Operating Officer and Co-Founder, has an extensive 15-year background in the cannabis industry, including significant experience in cannabis facility management and involvement in large-scale construction projects. This diverse and experienced leadership team is instrumental in guiding Cannagen's strategic direction and ensuring that the company stays at the forefront of innovation and excellence in the cannabis industry.



Company Locations in Thailand

Cannagen Co., Ltd. has strategically established its headquarters and operational sites across Thailand to leverage the diverse climatic conditions and agricultural advantages offered by different regions. The main headquarters, located at iField Bangna in Bangkok, serves as the central hub for the company's operations, overseeing various functions such as management, strategy development, and coordination with various regional sites. The company's farms are located in key agricultural regions including Ayutthaya, Pattaya, Chiang Rai, Huahin, and Chonju Ri. Each location is selected for its specific climatic conditions.



Literature Review

This literature review aims to explore existing scholarly works and research related to marketing and business development in the cannabis industry, with a specific focus on the role and impact of interns in these areas. The review seeks to identify the current state of knowledge and gaps in literature, providing a foundational understanding for the present study on the implications of intern involvement in marketing and business development strategies in the cannabis sector.

Marketing Strategies in the Cannabis Industry

Marketing in the cannabis industry presents unique challenges and opportunities, owing to the complex legal landscape and evolving consumer perceptions. Research has highlighted the importance of innovative marketing strategies tailored to the cannabis market (Smith and Malone, 2020), emphasizing digital marketing and brand differentiation (Jones, 2019), and the critical role of compliance with advertising regulations (Brown and Winterstein, 2018). However, there is a noticeable gap in literature regarding the specific contributions of interns in shaping these marketing strategies. While existing research has predominantly focused on established marketing practices and professional teams, the role of interns, who often bring fresh perspectives and digital savviness, has not been thoroughly examined. This lack of focus on interns' contributions to marketing in the cannabis industry leaves an area ripe for exploration, particularly in understanding how intern-led initiatives can influence marketing effectiveness and innovation.

Business Development in Emerging Cannabis Markets

Business development in emerging cannabis markets requires a nuanced understanding of market dynamics, regulatory compliance, and sustainable growth strategies. Scholarly works have delved into market analysis and expansion strategies in the cannabis industry (Green and Sarna, 2021), and the role of strategic partnerships and alliances (Khan and Patel, 2020). These studies underscore the importance of adaptive and forward-thinking approaches in navigating the cannabis market. However, the literature is sparse concerning the specific role of interns in business development within the cannabis sector. Studies often overlook how interns, through their involvement in market research, project support, and networking, can significantly contribute to business development processes. This gap highlights the need for more research on the impact of interns in driving business growth and exploring new opportunities in the cannabis industry.

Unique Challenges and Opportunities in the Cannabis Sector

The cannabis industry's rapid growth and regulatory complexities present unique challenges and opportunities, particularly in marketing and business development. Literature has addressed the need for industry-specific strategies due to the unique nature of cannabis products and consumer attitudes (Hughes and Flint, 2021), and the importance of sustainability and ethical considerations in business practices (Lopez and Carter, 2019). The role of interns in addressing these unique challenges and capitalizing on opportunities, however, remains underexplored in academic literature. Interns, often being at the forefront of market trends and consumer insights, especially in niche markets like cannabis, can play a pivotal role in identifying and responding to these unique industry challenges. The current lack of research on this aspect suggests a significant opportunity for further study on how interns can contribute to addressing the specific needs and challenges of the cannabis industry.

1.2 Job Position:

Job Position of Intern in Marketing and Business Development at Cannagen Co., Ltd.:

In the dynamic environment of Cannagen Co., Ltd., your internship in marketing and business development is uniquely positioned to blend traditional marketing and business strategies with

the specific nuances of the cannabis industry. Here's a more cannabis industry-focused breakdown of your role:



Cannabis Market Research and Consumer Insights:

- Conducting targeted research on cannabis market trends, consumer preferences, and regulatory changes.
- Analyzing consumer behavior specifically related to cannabis products, including different strains, CBD/THC levels, and consumption methods.

Cannabis Product Marketing:

- Assisting in developing marketing strategies for specific cannabis products, ranging from medical to recreational offerings.
- Collaborating on promotional campaigns tailored to cannabis products, ensuring compliance with legal and regulatory standards.

Cultivation and Production Insights:

- Understanding the cultivation process and how it impacts product marketing. This could include visiting cultivation sites and learning about different cannabis strains and their unique selling points.
- Participating in discussions about product development, from cultivation techniques to final product formulation, to understand how products meet consumer needs and preferences.

Business Development in Cannabis Sector:

- Identifying potential business opportunities in the cannabis sector, such as new markets, partnerships with cultivation facilities, or collaborations with research institutions.

- Supporting initiatives to explore sustainable and innovative cultivation and production techniques in the cannabis industry.

Cannabis Industry Networking and Representation:

- Representing Cannagen at industry events, trade shows, and conferences to network with other cannabis industry professionals.
- Building relationships with key players in the cannabis industry, including suppliers, retailers, and advocacy groups.



Regulatory Compliance and Advocacy:

- Assisting in ensuring that all marketing materials and campaigns are compliant with the legal regulations governing cannabis advertising and promotion.

1.3 SWOT analysis of the company

Strengths	Weaknesses
<p>1. Industry Leadership and Innovation: Cannagen is a pioneer in the Thai cannabis industry, giving it a competitive edge in market share and influence.</p>	<p>1. Market Dependence: Reliance on the Thai market could be risky due to potential shifts in the regulatory landscape or economic instability.</p>
<p>2. Comprehensive Service Range: Offering services covering the entire cannabis supply chain, from cultivation to product development and export.</p>	<p>2. Resource Limitations: As a new player in a growing industry, Cannagen might face limitations in capital, technology, and skilled labor.</p>
<p>3. Expertise in Cultivation and Facility Design: Specializes in empowering farmers and optimizing grow facilities for high-quality production and efficiency.</p>	<p>3. Regulatory Challenges: The highly regulated nature of the cannabis industry means that compliance requirements can pose significant challenges.</p>
<p>4. Strong Executive Team: Diverse experience in the cannabis industry and other sectors provides a solid foundation for strategic decision-making.</p>	<p>4. Limited Global Presence: While involved in exports, Cannagen's brand recognition and physical presence are limited on a global scale.</p>
<p>5. Community Engagement and Education: Commitment to education and engagement enhances brand reputation and fosters positive community relationships.</p>	
Opportunities	Threats
<p>1. Market Growth: The expanding global cannabis market offers opportunities,</p>	<p>1. Regulatory Risks: Potential for sudden regulatory changes poses a threat to operational stability and growth.</p>

especially in medical cannabis and wellness products.	
2. International Expansion: Exploring new markets and partnerships internationally could diversify revenue streams and reduce market dependence.	2. Market Competition: Intensifying competition from local and international companies as the industry grows.
3. Technological Advancements: Investing in new technologies could enhance efficiency, quality, and compliance, giving an edge over competitors.	3. Changing Consumer Preferences: Rapid shifts in consumer trends require constant market research and product adaptation.
4. Regulatory Changes: Positive shifts in cannabis regulations could open new opportunities for market expansion and product offerings.	4. Economic Fluctuations: Economic downturns could impact consumer spending and investment in the cannabis sector.
5. Sustainability Initiatives: Focus on eco-friendly production can position Cannagen as a leader in sustainable cannabis practices.	5. Reputational Risks: Negative publicity in the controversial cannabis industry could impact consumer trust and company reputation.

- Participating in initiatives that advocate for responsible and ethical practices in the cannabis industry.

Digital Marketing and Social Media Engagement:

- Utilizing digital platforms to promote cannabis products, while navigating the unique challenges of advertising cannabis on social media.
- Engaging with the cannabis community online, understanding the nuances of cannabis culture in digital spaces.

Skills and Knowledge Development:

- Gaining specialized knowledge about the cannabis industry, including legal aspects, product knowledge, and market dynamics.
- Developing a comprehensive understanding of how cannabis businesses operate from farm to consumer.



Chapter 2 Internship activities

2.1 Job Description

During my four-month tenure at Cannagen, a trailblazer in the cannabis industry, I was immersed in a variety of activities that spanned across market analysis, product development, regulatory compliance, and community engagement. The diversity and depth of these experiences provided me with a comprehensive understanding of the inner workings of the cannabis industry.

Market Analysis and Product Development:

My role in market analysis involved a deep dive into the evolving trends of the cannabis market. This was a meticulous process where I engaged in gathering and analyzing large volumes of data from various sources including sales figures, customer feedback, and broader market reports. The aim was to identify emerging trends, customer preferences, and potential gaps in the market that Cannagen could capitalize on. One of the key projects I worked on was the analysis of consumer preferences for CBD-based wellness products. This project required me to conduct extensive market research, including surveys and focus group discussions, to understand consumer needs and preferences. The insights gained from this research were pivotal in guiding the development of a new line of CBD-infused wellness products, which were aimed at addressing specific consumer pain points such as stress relief and sleep enhancement.

Regulatory Compliance:

The legal landscape of the cannabis industry is both complex and dynamic. My responsibilities in this area involved ensuring that all of Cannagen's products and marketing materials were compliant with the current state and federal laws. This required me to stay abreast of the latest legislative changes and understand their implications for our business operations. I worked closely with the legal team to review and update our product labels and marketing materials, ensuring they met all legal requirements. This part of my internship was particularly challenging yet fulfilling, as it underscored the importance of legal due diligence in the cannabis industry.

Community Outreach:

Cannagen places a strong emphasis on community engagement and education about cannabis. I played an active role in organizing community outreach programs, which included educational workshops and seminars on the safe and effective use of cannabis products. These initiatives were aimed at demystifying cannabis and promoting its responsible use. I was involved in everything from planning and organizing these events to creating informative content and presenting it to the community. This experience not only honed my organizational and public speaking skills but also deepened my understanding of the social impact of our business.

Detailed Analysis and Strategic Planning:

An integral part of my role in market analysis at Cannagen involved delving into a comprehensive analysis of the competitive landscape. This required me to conduct a thorough study of Cannagen's competitors, assessing their product offerings, market positioning, pricing strategies, and customer engagement tactics. I utilized various analytical tools and frameworks, such as SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, to evaluate Cannagen's position in the market relative to its competitors. This exercise was crucial in identifying strategic opportunities for Cannagen to differentiate its products and enhance its market presence.

Innovative Product Development Initiatives:

My involvement in product development extended beyond market analysis. I collaborated with the research and development team to explore innovative product formulations. One of our key projects was the development of a new line of terpene-enhanced CBD oils, which aimed to offer a more tailored and effective user experience. I assisted in the initial formulation stages, participated in product testing, and helped in developing marketing strategies for this new product line. This experience allowed me to understand the intricate balance between product innovation, consumer needs, and market viability.

Navigating Regulatory Complexities:

The regulatory aspect of my internship was particularly enlightening. I participated in several workshops and training sessions focused on the legal aspects of the cannabis industry. These sessions provided me with a nuanced understanding of the regulatory environment, including the complexities of licensing, product compliance, and interstate commerce. I also had the opportunity to assist in preparing documentation for regulatory submissions, an experience that highlighted the meticulous attention to detail required in regulatory compliance.

Community Engagement and Education:

The community outreach programs I was involved in at Cannagen were not only about educating the public but also about building a positive public image for the company. We organized events that aimed to dispel myths about cannabis and highlight its medicinal benefits. I took the lead in a project that partnered with local health practitioners to provide informative sessions on the medical uses of cannabis. This initiative not only served an educational purpose but also helped in building trust and credibility for Cannagen in the community.

Professional Growth and Skills Development:

Throughout these activities, my professional skills saw significant development. I learned the importance of data-driven decision-making, the intricacies of product lifecycle management, and the value of effective communication. Working in a team that was both diverse and highly skilled, I improved my collaborative skills, learning to integrate different perspectives into cohesive strategies.

2.2 Job responsibilities

My activities at Cannagen were diverse, challenging, and immensely educational. They provided me with a hands-on understanding of the cannabis industry, from the granular details of market research to the broader aspects of legal compliance and community outreach. This experience has been instrumental in shaping my professional outlook and has solidified my interest in pursuing a career in this dynamic and evolving industry. The four months I spent at Cannagen were a blend of learning, challenges, and achievements. Each aspect of my internship – from market research and

product development to regulatory compliance and community outreach – contributed to a well-rounded experience that not only enhanced my understanding of the cannabis industry but also prepared me for a successful career in this exciting and evolving field

2.3 Contribution as intern

The primary objective of my internship at Cannagen Co., Ltd. is to attain a comprehensive, hands-on experience in the cannabis industry, particularly in the realms of marketing and business development. This internship is seen as a crucial stepping stone in my career, providing me with the opportunity to translate academic theories into practical, real-world business scenarios.

Gaining Industry-Specific Knowledge and Skills:

A key objective is to acquire in-depth knowledge of the cannabis industry, including its regulatory environment, market trends, and consumer behaviors. I aim to develop a nuanced understanding of how cannabis products are marketed and sold within the legal frameworks.

Applying Academic Learning in a Professional Setting:

I intend to apply the concepts and strategies learned in my marketing and business courses, adapting them to the unique context of the cannabis industry. This includes understanding cannabis product branding, digital marketing strategies, and business development tactics.

Building Professional Networks and Relationships:

Networking is a vital aspect of my internship. I plan to build connections with industry professionals, peers, and other stakeholders. These relationships are crucial for future career opportunities and gaining industry insights.

Contributing to Cannagen's Growth and Success:

As an intern, I aspire to contribute meaningfully to Cannagen's projects and initiatives. Whether it's through market research, campaign development, or assisting in product launches, my goal is to add value to the team and the company's objectives.

Preparing for a Future Career in the Cannabis Industry

This internship is a strategic step towards a long-term career in the cannabis industry. By gaining firsthand experience, I am preparing myself for future roles, ideally where I can continue to contribute to the growth and innovation in this field.

2.4 Examples of some special skills learnt during the internship.

Skills Development and Personal Growth:

My time at Cannagen was not just about acquiring industry-specific knowledge; it was also about developing a broad range of professional skills.

Enhancing Analytical and Critical Thinking Skills:

The projects I worked on required a high level of analytical thinking and problem-solving skills. For instance, in the market analysis project, I learned to sift through vast amounts of data, identify key trends, and draw actionable insights. This honed my ability to analyze complex information and make data-driven decisions.

Communication and Teamwork:

Working in a multidisciplinary team, I developed my communication and collaboration skills. I learned the importance of clear and concise communication, especially when dealing with complex topics like regulatory compliance and product development. Collaborating with different departments, from legal to marketing, enhanced my understanding of how different functions contribute to the overall success of a company.

Personal Development:

On a personal level, I aim to develop key skills such as problem-solving, communication, and adaptability. Navigating the challenges and opportunities of an internship at Cannagen will equip me with a robust set of competencies that are essential for professional success.

Intention and Motivation to Apply for Cannagen:

My decision to apply for an internship at Cannagen Co., Ltd. was driven by a confluence of personal passion, academic interests, and a keen desire to be part of a pioneering force in the burgeoning cannabis industry. My journey towards this decision was shaped by a deep-rooted interest in the transformative potential of the cannabis sector, not just as a business opportunity but as a means to foster positive societal change.

- **Aligning with Personal Values and Interests**

My fascination with the cannabis industry stems from its unique intersection of healthcare, sustainability, and business innovation. Witnessing the therapeutic benefits of cannabis and its evolving acceptance globally sparked a desire to be part of this revolutionary shift.

- **Academic and Career Aspirations:**

As a student with a focus on marketing and business development, I saw an internship at Cannagen as the perfect platform to apply my academic knowledge in a real-world setting. The cannabis industry, with its complex market dynamics, regulatory challenges, and rapid growth, presents a uniquely challenging and rewarding landscape for a budding marketer and business strategist.

- **Eagerness for Industry-Specific Learning:**

The cannabis industry is not just another business sector; it is a field that requires specialized knowledge – from cultivation techniques to product marketing under strict regulatory frameworks. My intention was to immerse myself in this specialized environment, gaining insights and skills that are not readily available in more traditional industries.

- **Desire to Contribute to a Growing Industry:**

Being part of Cannagen, a leader in the Thai cannabis market, meant an opportunity to contribute to an industry poised for significant growth. The prospect of being involved in initiatives that could shape the future of cannabis in Thailand and potentially influence global trends was a compelling motivator.

- **Personal and Professional Growth:**

I was drawn to the dynamic and diverse work environment at Cannagen, anticipating that it would foster significant personal and professional growth.



Chapter 3: Learning process

3.1 Problem faced & noticed during internship.

Addressing the Challenges of Innovation:

One of the persistent challenges in the cannabis industry is maintaining a balance between innovation and regulatory compliance. My role involved assisting in developing innovative product lines while ensuring that they adhered to regulatory standards. This was a delicate balancing act that required creativity, legal knowledge, and a deep understanding of consumer needs.

Identified Issue: Cannagen Co, Ltd.

Scenario Description:

Cannagen Co., Ltd. faces a significant challenge in overcoming the societal stigma associated with cannabis and effectively educating the market about its medical benefits. Despite the growing acceptance and legalization of cannabis in various regions, many people still view the cannabis industry with skepticism or associate it with negative connotations. This perception issue hinders the company's ability to expand its customer base and limits market opportunities.

Key Challenges:

Societal Stigma: Cannabis is often perceived negatively due to historical misconceptions and its classification as an illicit substance in many regions. This stigma can deter potential customers, especially in segments not traditionally associated with cannabis use.

Lack of Awareness: There is a general lack of awareness or misunderstanding about the medical benefits of cannabis. Many consumers are unaware of how cannabis products can be used therapeutically, such as for pain relief, anxiety reduction, or other health benefits.

Proposed Solution: Education and Awareness Campaigns

Community Outreach and Education Programs: Cannagen can initiate community education programs to inform the public about the medical benefits of cannabis. These could include workshops, seminars, and informational sessions led by medical experts or experienced users. Collaborating with healthcare professionals and institutions to lend credibility to these educational efforts.

Informative Marketing and Social Media Engagement: Utilize marketing campaigns to educate the public. This includes creating informative content that addresses common misconceptions and highlights the therapeutic benefits of cannabis.

Active engagement on social media platforms to spread awareness and counteract negative stereotypes with positive messaging and testimonials from satisfied users.

Partnerships with Advocacy Groups: Form alliances with cannabis advocacy groups and wellness organizations. These partnerships can help in lobbying for better understanding and acceptance of cannabis in society.

Joint efforts can amplify the message and reach a broader audience, fostering a more cannabis-friendly public perception.

Transparent Communication and Responsiveness: Maintain transparency about product contents, safety measures, and usage guidelines. Clear and honest communication can build trust with consumers. Be responsive to consumer inquiries and concerns, using feedback to improve educational materials and strategies.

Conclusion:

By focusing on education and awareness campaigns, Cannagen Co., Ltd. can effectively address the stigma surrounding cannabis and enlighten the market about its medical benefits. This approach not only broadens the company's customer base but also contributes positively to changing societal perceptions of the cannabis industry.

Overall Learning Process :

The learning experience at Cannagen was multifaceted, encompassing the application of academic theories, the development of new skills, and the identification of industry-specific challenges. The process of learning was continuous and dynamic, reflecting the fast-paced and evolving nature of the cannabis industry. This chapter has not only been a testament to the practical application of my academic knowledge but also a period of significant personal and professional growth.

The four-month internship at Cannagen was an intense learning curve that extended far beyond the confines of academic theories. It encompassed practical, real-world applications of business knowledge, an in-depth understanding of the unique aspects of the cannabis industry, and the development of essential professional skills. This chapter of my journey has been instrumental in shaping my career aspirations and has solidified my commitment to pursuing a path in this dynamic and evolving sector.

3.2 Research on the topic and way improve customer base issues:

3.3.1 Problem Statement:

Problem Faced & Noticed During Internship:

Cannagen Co., Ltd. is facing a significant challenge in expanding its customer base due to societal stigma and a lack of awareness about the medical benefits of cannabis. This issue is particularly pronounced in segments of the market that are not traditionally associated with cannabis use.

During my internship at a cannabis company, I observed a significant challenge in expanding the customer base due to societal stigma and a lack of awareness about the medical benefits of cannabis. This issue was particularly evident in segments not traditionally associated with cannabis use.

Proposed Solution: Education and Awareness Campaigns

Community Outreach and Education Programs:

One effective strategy to address this issue is to initiate community education programs. These programs can include workshops, seminars, and informational sessions led by medical experts or experienced users. By providing accurate information and dispelling myths, these programs can help change public perception.

Collaboration with Healthcare Professionals:

Collaborating with healthcare professionals and institutions can lend credibility to educational efforts. By involving doctors, nurses, and other healthcare providers, the company can reach a wider audience and gain trust from potential customers.

Informative Marketing and Social Media Engagement:

Marketing campaigns can be used to educate the public about the medical benefits of cannabis. This includes creating informative content that addresses common misconceptions and highlights the therapeutic benefits of cannabis. Active engagement on social media platforms can also help spread awareness and counteract negative stereotypes.

Partnerships with Advocacy Groups:

Forming alliances with cannabis advocacy groups and wellness organizations can be beneficial. These partnerships can help in lobbying for better understanding and acceptance of cannabis in society. Joint efforts can amplify the message and reach a broader audience, fostering a more cannabis-friendly public perception.

Transparent Communication and Responsiveness:

Maintaining transparency about product contents, safety measures, and usage guidelines is crucial. Clear and honest communication can build trust with consumers. Being responsive to consumer inquiries and concerns is also important, using feedback to improve educational materials and strategies.

3.3.2 Significance of the Study:

The study is important because it addresses a critical issue that affects the growth and success of Cannagen Co., Ltd. By improving public perception and increasing awareness about the medical benefits of cannabis, the company can expand its customer base and increase market opportunities.

3.3.3 Literature Review:

Collaboration with Healthcare Professionals:

Research has shown that collaborating with healthcare professionals can significantly impact the public's perception of cannabis. A study by the National Institute on Drug Abuse found that when healthcare professionals are involved in educational efforts, the information is perceived as more credible and trustworthy by the public. This can lead to increased acceptance and understanding of the medical benefits of cannabis.

Informative Marketing and Social Media Engagement:

Studies have demonstrated that informative marketing and social media engagement can be effective in changing public perception of cannabis. A study published in the Journal of Cannabis Research found that informative content that addresses common misconceptions and highlights the therapeutic benefits of cannabis can positively impact public perception. Active engagement on social media platforms can also help spread awareness and counteract negative stereotypes.

Partnerships with Advocacy Groups:

Research has shown that forming partnerships with advocacy groups can be beneficial in changing public perception of cannabis. A study by the American Journal of Public Health found that advocacy groups can help in lobbying for better understanding and acceptance of cannabis in society. Joint efforts can amplify the message and reach a broader audience, fostering a more cannabis-friendly public perception.

Transparent Communication and Responsiveness:

Studies have shown that maintaining transparent communication and being responsive to consumer inquiries and concerns can build trust with consumers. A study by the Journal of Marketing found that clear and honest communication can positively impact consumer trust. Being responsive to consumer inquiries and concerns can also help improve educational materials and strategies.

3.3.4 Methodology:

To address the issue of societal stigma and lack of awareness, Cannagen Co., Ltd. can implement the following strategies:

- **Community Outreach and Education Programs:** The company can initiate community education programs to inform the public about the medical benefits of cannabis. These programs could include workshops, seminars, and informational sessions led by medical experts or experienced users.
- **Collaboration with Healthcare Professionals:** Collaborating with healthcare professionals and institutions can lend credibility to educational efforts. By involving doctors, nurses, and other healthcare providers, the company can reach a wider audience and gain trust from potential customers.
- **Informative Marketing and Social Media Engagement:** Marketing campaigns can be used to educate the public about the medical benefits of cannabis. This includes creating informative content that addresses common misconceptions and highlights the therapeutic benefits of cannabis. Active engagement on social media platforms can also help spread awareness and counteract negative stereotypes.
- **Partnerships with Advocacy Groups:** Forming alliances with cannabis advocacy groups and wellness organizations can be beneficial. These partnerships can help in lobbying for better understanding and acceptance of cannabis in society.

Chapter 4: Conclusions

4.1 Conclusions

Conclusions and Reflections

Summary of Internship Experience:

My internship at Cannagen has been a journey of profound learning and professional development. The experience has not only provided me with valuable insights into the cannabis industry but has also shaped my understanding of business operations in a highly regulated and dynamic market.

Comprehensive Industry Understanding:

The most significant takeaway from my internship is the comprehensive understanding of the cannabis industry's intricacies. This includes an in-depth appreciation of the market dynamics, the evolving legal and regulatory landscape, and the unique challenges and opportunities within this sector. The experience at Cannagen allowed me to see how theoretical business concepts are applied in a real-world setting, particularly in a niche and rapidly growing industry.

Skills and Personal Development:

Throughout my tenure at Cannagen, I have honed a variety of skills that are crucial for a successful career in business. My analytical skills were sharpened through extensive market research and data analysis. My communication abilities were enhanced by interacting with various stakeholders, including team members, management, and community members. Furthermore, the experience has bolstered my problem-solving skills, especially when dealing with complex regulatory issues and innovative product development challenges.

Reflecting on Challenges and Growth:

Overcoming Industry-Specific Challenges:

One of the notable challenges I encountered was adapting to the fast-paced and constantly evolving cannabis industry. The regulatory environment, in particular, required me to be agile and continuously informed about new laws and regulations. This was initially daunting, but with time, I learned to navigate these complexities, turning them into learning opportunities.

Personal Growth and Future Aspirations:

The internship experience has contributed significantly to my personal growth. I have developed a greater sense of responsibility, an enhanced capacity for critical thinking, and a deeper understanding of the ethical and societal implications of business decisions. This experience has solidified my interest in pursuing a career in the cannabis industry, particularly in a role that blends business strategy with regulatory compliance.

Recommendations and Future Outlook:

Based on my experience at Cannagen, I have several recommendations that could further enhance the company's operations and market position.

Emphasis on Sustainability and Innovation:

I recommend that Cannagen continue to focus on sustainability and innovation in product development. As the industry grows, companies that prioritize environmentally friendly practices and innovative products will likely gain a competitive edge.

Enhanced Focus on Consumer Education:

There is a significant opportunity for Cannagen to lead in consumer education. By providing more comprehensive and accessible information about the benefits and safe use of cannabis, Cannagen can build stronger customer relationships and foster greater trust in the industry.

4.2 Limitations of the Study:

- **Limited Exposure to Certain Areas:** As an intern, my exposure to certain areas of the cannabis industry, such as manufacturing processes, distribution logistics, and financial management, was limited. This may have influenced the comprehensiveness of my recommendations, particularly in areas where I had less direct involvement. For example, while I gained a deep understanding of marketing and research and business development, my understanding of cultivation and compliance may not be as robust.
- **Short Duration of Internship:** The duration of my internship was relatively short, which may have restricted the depth of my understanding of the industry and the company's operations. A longer internship period could have allowed for a more thorough exploration of various aspects of the business. For instance, a longer internship could have provided more opportunities to observe and participate in the cultivation process, which is a crucial aspect of the cannabis industry.
- **Focus on Specific Company:** My internship was focused on a specific company, Cannagen, which may have limited the generalizability of my recommendations to the broader cannabis industry. Different companies may have different strategies, challenges, and opportunities. For instance, while my recommendations may be applicable to Cannagen, they may not be directly transferable to other companies in the cannabis industry with different business models or target markets.

4.3 Recommendation for the company

1. Enhanced Focus on Consumer Education:

- Cannagen should invest in consumer education to address the lack of awareness about the medical benefits of cannabis. This could include creating educational materials that explain the therapeutic properties of cannabis and how it can be used safely and effectively. The company should also provide information about the different types of cannabis products available, such as flowers, concentrates, and edibles, and their respective effects. By

providing comprehensive and accessible information, Cannagen can build stronger customer relationships and foster greater trust in the industry. Additionally, the company should consider partnering with healthcare professionals to provide credible and trustworthy information about the medical benefits of cannabis.

2. Collaboration with Healthcare Professionals:

- Cannagen should collaborate with healthcare professionals to provide credible and trustworthy information about the medical benefits of cannabis. This could include partnering with doctors, nurses, and other healthcare providers to create educational materials and host informational events. By involving healthcare professionals, Cannagen can reach a wider audience and gain trust from potential customers. Additionally, the company should consider offering discounts or incentives to healthcare professionals who recommend Cannagen products to their patients. This could help increase awareness and acceptance of cannabis as a medical treatment option.

3. Government Connection and Regulatory Compliance:

- Cannagen should prioritize building connections with government officials and regulatory bodies to stay informed about changes in laws and regulations. This could include attending industry conferences and events, participating in industry associations, and engaging in advocacy efforts. By staying up-to-date on regulatory changes, Cannagen can ensure that its products and operations comply with all applicable laws and regulations. This will help the company avoid legal issues and maintain a positive reputation in the industry.

4. Communication Improvement:

- Cannagen should focus on improving communication with its customers and stakeholders. This could include providing clear and transparent information about its products, operations, and business practices. The company should also be responsive to customer inquiries and concerns, using feedback to improve its products and services. Additionally, Cannagen should consider implementing a customer relationship management (CRM) system to track customer interactions and improve customer service. This will help the company build stronger relationships with its customers and enhance its reputation in the industry.

Daily Work & Activities during Internship from 08/03/2023 - 15/12/2023.

Week	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
1	Class at University	Engaged in exploring market expansion possibilities, evaluating and analyzing potential new markets for company growth.	Conducted quality control procedures for harvested cannabis, mastering testing methods for potency, purity, and contaminants.	Class at University	Day off (Company closed)	Assisted in managing inventory levels and accurately tracking product movements using advanced inventory management systems.	Ensured compliance with local and state regulations regarding cannabis, ensuring the company's adherence to all relevant laws and standards.
2	Class at University	Actively participated in customer service, addressing inquiries about various cannabis products and gaining valuable insight into customer preferences and feedback.	Contributed creatively to social media campaigns and content creation, effectively monitoring online presence and engagement.	Class at University	Day off (Company closed)	Conducted extensive market research on competitors and current consumer trends, analyzing data to identify potential areas for significant business growth.	Assisted in organizing and executing company events and promotions, gaining hands-on experience in event coordination within the cannabis industry.
3	Class at University	Engaged in sustainability initiatives, exploring and suggesting innovative eco-friendly practices to further the company's environmental commitment.	Actively participated in employee training programs, contributing to the development of comprehensive training materials for new hires.	Class at University	Day off (Company closed)	Documented and detailed characteristics of various cannabis strains, creating informational materials for both customers and internal staff.	Actively participated in community outreach programs, positively representing the company and fostering strong relationships within the local community.
4	Class at University	Supported the design team in creating captivating graphic assets for marketing materials, developing essential skills in graphic design software.	Ensured legal compliance by meticulously reviewing and refining advertising and marketing materials to meet all regulatory requirements in the cannabis industry.	Class at University	Day off (Company closed)	Gained hands-on experience in lab assistance, working in collaboration with lab technicians to understand and execute precise testing procedures within the cannabis	Learned and contributed to the seed-to-sale tracking system, comprehensively understanding the entire lifecycle of cannabis products from cultivation to sale.

						industry.	
5	Class at University	Actively collected and analyzed customer feedback, summarizing valuable insights for product improvement and enhanced marketing strategies.	Actively participated in the implementation and monitoring of health and safety protocols, contributing to the development of effective safety training programs.	Class at University	Day off (Comp any closed)	Provided support in product photography, assisting the marketing team and learning about visual merchandising and product presentation.	Engaged in discussions regarding potential strategic partnerships, actively participating in meetings to explore collaboration opportunities for business growth.
6	Class at University	Actively engaged in understanding and exploring various cannabis cultivation techniques, focusing on enhancing planting and growth processes.	Actively involved in creating and ensuring compliance with legal and regulatory norms related to cannabis cultivation and distribution.	Class at University	Day off (Comp any closed)	Actively participated in inventory management, ensuring efficient tracking of product movements and stock levels through inventory management systems.	Actively contributed to research projects related to cannabis cultivation and product development, staying updated on industry trends and innovations.
7	Class at University	Engaged in packaging design discussions, providing valuable input to ensure compliant and visually appealing product packaging.	Actively participated in maintaining and cleaning cannabis extraction equipment, gaining hands-on experience in the extraction process.	Class at University	Day off (Comp any closed)	Actively contributed to facility maintenance efforts, striving to create a clean and organized working environment conducive to productivity.	Engaged in providing customer service, addressing inquiries and sharing product information while gaining insight into customer preferences and feedback.

8	Class at University	Actively contributed to social media campaigns and content creation, monitoring and enhancing the company's online presence and engagement.	Conducted in-depth market research on competitors and consumer trends, analyzing data to identify potential areas for significant business growth.	Class at University	Day off (Comp any closed)	Actively assisted in organizing and executing company events and promotions, gaining valuable experience in event coordination within the cannabis industry.	Actively supported the sales team by aiding in tasks such as preparing presentations or sales materials, accompanying representatives on client visits.
9	Class at University	Actively engaged in data entry and analysis related to cultivation, sales, or other business processes, utilizing data to identify and suggest areas for improvement.	Actively participated in sustainability initiatives within the company, exploring and suggesting eco-friendly practices to contribute to a greener workplace.	Class at University	Day off (Comp any closed)	Actively contributed to employee training programs, aiding in the development of comprehensive training materials for new employees.	Actively documented the characteristics of different cannabis strains, creating informative materials for both customers and staff.
10	Class at University	Actively engaged in community outreach programs and educational initiatives, representing the company positively in the local community.	Actively supported the design team in creating visual assets for marketing materials, enhancing skills in graphic design software.	Class at University	Day off (Comp any closed)	Actively ensured legal compliance by staying informed about changes in cannabis laws and regulations, reviewing advertising and marketing materials for adherence.	Actively participated in developing educational materials about cannabis for internal training or public outreach, contributing to workshops or seminars on cannabis-related topics.
11	Class at University	Actively contributed to creating educational materials about cannabis for internal training, aiding in the development of workshops or seminars on cannabis-related topics.	Actively worked in collaboration with lab technicians, gaining hands-on experience and understanding in executing testing procedures within the cannabis industry.	Class at University	Day off (Comp any closed)	Actively learned and contributed to the seed-to-sale tracking system, comprehensively understanding the entire lifecycle of cannabis products from cultivation to sale.	Actively assisted in analyzing customer feedback, summarizing valuable insights for product improvement or marketing strategies.

12	Class at University	Actively participated in health and safety protocol implementation, contributing to the development of safety training programs within the company.	Actively engaged in product demonstrations, learning effective techniques for showcasing products to potential customers.	Class at University	Day off (Comp any closed)	Actively shadowed various departments to gain a comprehensive understanding of the business and its cross-functional operations.	Actively assisted in drafting press releases and other communication materials, learning about crisis management and effective communication strategies.
13	Class at University	Actively participated in representing the company at community events or industry conferences, networking with professionals in the cannabis industry.	Actively assisted in product photography, supporting the marketing team and learning about visual merchandising and product presentation.	Class at University	Day off (Comp any closed)	Actively conducted in-depth analyses of competitors in the cannabis market, providing insights on market trends and competitive advantages.	Actively aided in basic financial analysis, such as budget tracking or expense reports, gaining exposure to financial aspects of the cannabis industry.
14	Class at University	Actively learned and adhered to data security protocols, especially regarding customer information, contributing to maintaining the confidentiality of sensitive data.	Actively participated in or helped organize employee wellness programs, contributing to creating a positive and healthy work environment.	Class at University	Day off (Comp any closed)	Actively contributed ideas and efforts towards sustainable and eco-friendly practices, monitoring and reporting on the company's progress in sustainability initiatives.	Actively provided input on packaging design, considering both aesthetics and functionality, understanding the impact of packaging on branding and customer perception.
15	Class at University	Actively explored potential markets for expansion, analyzing the legal and market conditions for entering new regions.	Actively shadowed various departments to gain experiential learning and enhance skills and knowledge within the company.	Class at University	Day off (Comp any closed)	Actively assisted in drafting press releases and other communication materials, learning about crisis management and effective communication strategies.	Actively participated in representing the company at community events or industry conferences, networking with professionals in the cannabis industry.

16	Class at University	Actively engaged in organizing and executing product demonstrations, learning effective techniques for showcasing products to potential customers.	Actively conducted in-depth analyses of competitors in the cannabis market, providing insights on market trends and competitive advantages.	Class at University	Day off (Comp any closed)	Actively assisted in basic financial analysis, such as budget tracking or expense reports, gaining exposure to financial aspects of the cannabis industry.	Actively learned and adhered to data security protocols, especially regarding customer information, contributing to maintaining the confidentiality of sensitive data.
17	Class at University	Actively contributed to employee wellness programs, helping to organize and enhance a positive work environment.	Actively participated in sustainability efforts within the company, exploring and suggesting eco-friendly practices.	Class at University	Day off (Comp any closed)	Actively provided input on packaging design, considering both aesthetics and functionality, understanding the impact of packaging on branding and customer perception.	Actively explored potential markets for expansion, analyzing the legal and market conditions for entering new regions.
18	Class at University	Actively assisted in community outreach programs or educational initiatives, positively representing the company in the local community.	Actively supported the design team in creating visual assets for marketing materials, developing skills in graphic design software.	Class at University	Day off (Comp any closed)	Actively ensured that all advertising and marketing materials complied with legal requirements, staying informed about changes in cannabis laws and regulations.	Actively developed educational materials about cannabis for internal training or public outreach, contributing to workshops or seminars on cannabis-related topics.
19	Class at University	Actively learned lab procedures, gaining hands-on experience in executing testing techniques within the cannabis industry.	Actively contributed to seed-to-sale tracking, understanding the entire lifecycle of cannabis products from cultivation to sale.	Class at University	Day off (Comp any closed)	Actively engaged in customer service feedback analysis, summarizing data for product improvement or marketing strategies.	Actively supported in product photography for marketing purposes, learning about visual merchandising and product presentation.

20	Class at University	Actively explored potential markets for expansion, evaluating legal and market conditions for entering new regions.	Actively participated in community events or industry conferences, networking with professionals in the cannabis industry.	Class at University	Day off (Company closed)	Actively contributed ideas and efforts towards sustainable and eco-friendly practices, monitoring and reporting on the company's progress in sustainability initiatives.	Actively conducted market research analysis, identifying potential areas for business expansion and growth.
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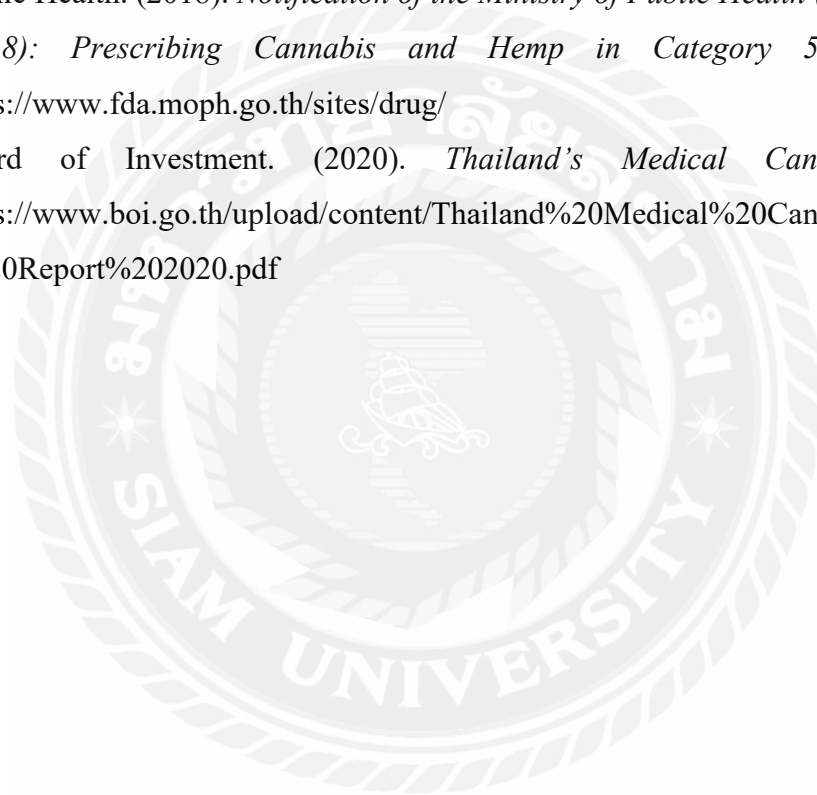
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Appendix



Advisor visit at Cannagen farm :







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 Addr : Home no-9, Rd,Thadindang-3
 Tell : 0943081273
 Email- adkbishnu1999@gmail.com

Personal Details:

Name: Bishnu Bawonmethichai (Win)
 Age: 21 years old
 Nationality: Thai
 Languages: English, Thai, Hindi, Punjabi, Burmese, Nepalese
 Email: adkbishnu1999@gmail.com
 Contact number: +66 943081273

Personal Summary :

I'm Bishnu (Win), a 21-year-old final year student pursuing a Bachelor's degree in International Business Management. Throughout my university journey, I have taken advantage of every opportunity to learn and develop new skills. I've worked in various part-time jobs in different fields, including administrative and personal assistance, and gained valuable experience that I continue to leverage today. Currently, I'm a Project Manager at Cannagen, where I oversee facilities and equipment, construction projects, and a team. Fluent in multiple languages, including English, Thai, Hindi, Punjabi, Burmese, and Nepalese, I can communicate effectively with diverse individuals. I'm an ambitious and driven individual who has completed notable projects in the cannabis and hemp industry, managing the construction of facilities and equipment valued at millions of baht. I've also actively contributed to my family's businesses in the custom bespoke tailoring enterprise and tourism sector restaurant, handling strategic planning, business operations, and market analysis. As an aspiring professional, I remain dedicated to ongoing personal and professional growth, always eager to explore new opportunities that allow me to enhance my skills and contribute value to organizations seeking success.

Objective:

To secure a challenging position in a reputable organization where I can utilize my academic background, work experience, and skills in business development, management, and organizational leadership to contribute to the success and growth of the organization.

Education:

- Bachelor's degree in International Business Management from Siam University Bangkok, August 2019 - Present
- Senior secondary schooling from Apollo Public School India Punjab, 2017 - 2019
- High schooling from Apollo Public School India Punjab, 2016 - 2017

Work Experience:

- Project Manager at Cannagen (March 2022 - present)
- ADK Bespoke (Bespoke made custom tailor) (June 2021 - March 2022)
- Xin Performance (Software development company) (January 2021 - May 2021)
- BCS (Sportswear manufacturing company) (October 2019 - June 2020)

Part-Time Work Experience:

- Freelance Freelancer tourist guide (Koh Samui, Thailand) (2017 - 2020)
- Hotel GSA (Part-time) (2017 - 2020)

Skills:

- Strong project management skills for large-scale cannabis and hemp construction projects
- Ability to communicate effectively in five languages (Thai, English, Hindi, Punjabi, Nepali, Burmese)
- Strong leadership and team management skills
- Strong budget management and cost estimating skills
- Proficient in project management software and tools
- Strong understanding of health and safety regulations and compliance requirements
- Strong analytical and problem-solving skills
- Ability to work well under pressure and meet deadlines
- Strong customer service skills and ability to work effectively in fast-paced environments
- Strong attention to detail

Achievements:

- Successfully completed a 5 million baht construction project for outdoor three greenhouse cannabis cultivation at "The Phamar Huahin.
- Managed the overall project for one of the largest Hemp cultivation farms in Thailand, which involved the construction, planning, and organization of outdoor 40 greenhouse facilities valued at 20-25 million baht at "World Class Smart Farm Rayong."
- Handled the project for medical-grade cannabis indoor facilities valued at 10-15 million baht at "Aerolab Pattaya."
- Actively contributed to the success of family businesses like custom bespoke tailoring enterprise and restaurant in the tourism sector.

Personality:

Highly ambitious, driven, and multilingual individual with excellent communication skills. With a strong work ethic and dedicated to continuously learning and developing his skills and knowledge. Effective problem solver and thrives in challenging and fast-paced environments. Good team player who enjoys collaborating with others to achieve common goals and is passionate about contributing value to organizations seeking to achieve sustained success.

As an aspiring professional, I am highly motivated to expand my knowledge and expertise in the fields of business development, management, and organizational leadership. I am committed to ongoing personal and professional growth, and remain eager to leverage opportunities that allow me to enhance my skills and contribute value to organizations seeking to achieve sustained success.