



## **COOPERATIVE EDUCATION REPORT**

Internship Report At ST Alutech Co.,LTD : Medical Equipment  
Importation and Distribution

WRITTEN BY

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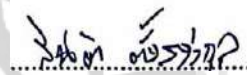
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### **Abstract**

This report details my 16-week internship at ST Alutech Co., LTD, a company specializing in importing and distributing medical products. During my internship, I undertook various responsibilities, including: Preparing documentation for importing medical equipment,Assisting with office operations,Accompanying my supervisor on site visits and client meetings.

The report highlights the activities I completed, knowledge acquired, skills developed, challenges faced, and how I applied academic concepts to real-life scenarios.

Through this experience, I gained insights into the medical product business and improved key skills such as communication, teamwork, and attention to detail. I hope this report serves as a valuable resource for students interested in the medical distribution industry.

**Keyword:** Medical Equipment Distribution,Import Documentation.

## **Acknowledgements**

I would like to express my heartfelt gratitude to Siam University for including the internship program as an integral part of the curriculum. This program has provided me with an invaluable opportunity to gain hands-on experience and deepen my understanding of real-world operations, significantly enhancing my personal and professional development.

I am profoundly thankful to ST Alutech Co., LTD, for offering me the chance to be part of their team. This internship allowed me to gain extensive knowledge about the importation and distribution of medical equipment, as well as insight into the industry's processes and challenges.

My sincere thanks go to Mr. Santi Tangsangakun, whose guidance, encouragement, and constructive feedback were instrumental in shaping my internship experience. I am also deeply appreciative of my colleagues at ST Alutech Co., LTD, for their warm cooperation and willingness to share their expertise, which made my journey not only educational but also enjoyable and rewarding.

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## **Chapter 1:**

### **Introduction**

This chapter provides an overview of ST Alutech Co.,LTD, a company specializing in the importation and distribution of medical equipment. It outlines ST Alutech Co.,LTD profile, organizational structure, strategies, and my motivation for choosing this company for my Co-Op studies.

#### **1.1 Company profile**

ST Alutech was established on September 24, 2019, with a primary focus on the wholesale distribution of pharmaceutical and medical products. The company is dedicated to providing high-quality medical equipment and supplies to healthcare providers, including hospitals, clinics, and other medical institutions across Thailand. ST Alutech sources its products from reputable manufacturers worldwide, ensuring that all items meet stringent safety and regulatory standards.

One of the company's key partnerships is with a prominent supplier based in Guangdong, China. This collaboration enables ST Alutech to import advanced medical equipment and supplies, ensuring that their offerings are not only diverse but also up-to-date with the latest technological advancements in the field. This partnership has been instrumental in helping ST Alutech maintain a competitive edge in the market.

The company's mission is to contribute to the improvement of healthcare services in Thailand by offering reliable, state-of-the-art medical products. Despite being a relatively young company, ST Alutech has rapidly built a reputation for its commitment to quality and customer satisfaction. The company is continually expanding its product range and strengthening its relationships with global suppliers to meet the evolving needs of the healthcare sector.

### **1.1.1 Mission of the company**

ST Alutech Co.,LTD's mission is to be a leader in the distribution of pharmaceutical and medical products in Thailand. The company emphasizes maintaining high standards of product quality and providing excellent service to build trust with clients and contribute to improving the quality of life for the public.

### **1.1.2 Vision of the Company**

The company's vision is to be a trusted partner for healthcare providers nationwide, demonstrating professionalism at every stage—from product selection, importing, and storage to efficient product delivery.

### **1.1.3 Strategies of ST Alutech Co.,LTD**

Generic Strategy: ST Alutech Co.,LTD uses a differentiation strategy, focusing on high-quality medical equipment and personalized service to stand out in the market.

Intensive Strategies for Growth:

1. Market Penetration: Strengthening customer relationships and attracting new clients within existing markets.
2. Product Development: Expanding the range of medical equipment offered.
3. Market Expansion: Exploring opportunities in new geographic regions to diversify its customer base.

These strategies help ST Alutech Co.,LTD enhance its competitive edge and achieve sustainable growth.

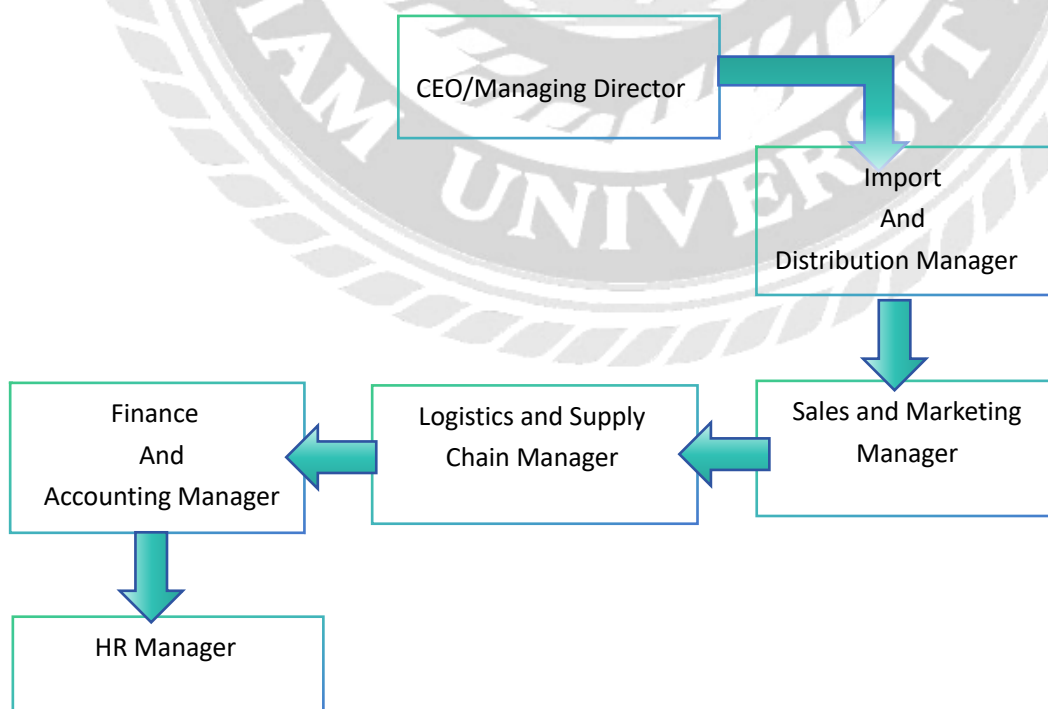


## 1.2. Organizational Structure

The organizational structure at ST Alutech lays out how work is assigned, coordinated, and supervised within the company. It clearly defines the roles, responsibilities, and relationships between different levels of the organization, ensuring that every task is managed effectively.

ST Alutech operates with a hierarchical organizational structure, which includes various levels of management with specific roles and responsibilities at each level. This structure allows for efficient decision-making and clear communication channels, ensuring that all departments work cohesively towards the company's goals. The key departments include Import and Distribution, Sales and Marketing, Logistics and Supply Chain, Finance and Accounting, and Human Resources. Each department is led by a manager who oversees the operations and ensures alignment with the company's strategic objectives.

### 1.2.1 Diagram of organizational structure



***Figure 1: Diagram of organizational structure***

### **1.2.2 My Job Position**

During my internship at ST Alutech Co.,LTD, I served as a Document Assistant in the Import and Distribution Department. My main responsibilities included:

1.Documentation Handling: Managing import paperwork and ensuring regulatory compliance.

2.Cross-Departmental Support: Assisting with tasks in inventory management and customer service.

3.Site Visits and Client Meetings: Participating in site visits and client meetings to understand industry practices and enhance client relationships.

This role allowed me to develop skills in attention to detail, problem-solving, and communication while gaining practical experience in the medical equipment distribution industry.

### **1.3 Intention and Motivation**

The intention behind choosing to intern at ST Alutech Co.,LTD was to gain practical experience in the medical equipment distribution industry, a field that I believe is crucial for improving healthcare services. I was particularly motivated by the opportunity to learn about the intricacies of import documentation and regulatory compliance, areas that are vital to ensuring that medical equipment meets the necessary standards for safety and efficacy.

Moreover, I was eager to understand how a growing company like ST Alutech Co.,LTD operates within a competitive market and how it manages to deliver quality products to healthcare providers. This experience was intended to bridge the gap between my academic studies and the real-world challenges of the medical distribution sector. My motivation also stemmed from a desire to develop skills in attention to detail, problem-solving, and client relations, all of which are essential for my future career in this industry.

#### **1.4.Strategic Analysis of the Company (SWOT Analysis)**

To analyze the strategy of the company, I have used SWOT as a strategic analysis tool and it is given as:

##### **Strengths**

- 1.Focused Expertise: Although ST Alutech Co.,LTD is a relatively small player, its specialization in the importation and distribution of medical equipment allows it to develop deep expertise and maintain a strong focus on quality.
- 2.Personalized Service: Being a smaller company, ST Alutech Co.,LTD can offer more personalized customer service, building strong relationships with clients and catering specifically to their needs, which larger competitors may not be able to match.
- 3.Niche Market Presence: The company has established itself within a niche market, allowing it to target specific segments of the healthcare industry where it can compete effectively without facing overwhelming competition from larger firms.

##### **Weaknesses**

- 1.Limited Brand Recognition: As a relatively unknown player in the industry, ST Alutech Co.,LTD faces challenges in building brand awareness and trust among potential clients, which can hinder its ability to expand and attract new customers.
- 2.Resource Constraints: Being a smaller company, ST Alutech Co.,LTD may face limitations in resources such as capital, technology, and workforce, which can affect its ability to scale operations or invest in new growth opportunities.
- 3.Dependence on a Limited Market: The company's focus on a niche market, while a strength, also limits its potential for growth. Diversifying its product offerings or expanding into new markets could be necessary to mitigate this risk.

## **Opportunities**

1. Building Brand Awareness: There is significant opportunity for ST Alutech Co., LTD to increase its market presence by investing in marketing and branding efforts. Building a strong brand can help attract new clients and create a more recognizable name in the industry.

2. Expansion of Product Line: Introducing new products or expanding the range of medical equipment offered could help the company tap into additional segments of the healthcare industry and increase its revenue streams.

3. Forming Strategic Partnerships: Partnering with other small or mid-sized companies in the healthcare sector could help ST Alutech Co., LTD broaden its reach, share resources, and enhance its competitive edge.

## **Threats**

1. High Competition from Established Players: Larger, more established companies in the medical distribution industry pose a significant threat to ST Alutech Co., LTD, as they often have greater resources, brand recognition, and market share.

2. Economic Vulnerability: Economic fluctuations, particularly in the healthcare sector, could impact the demand for medical equipment, making it more challenging for a smaller company like ST Alutech Co., LTD to sustain steady growth.

3. Regulatory Compliance: Navigating the complex regulatory landscape in the medical industry remains a challenge, especially for smaller companies that may not have the same level of resources as their larger competitors to manage compliance efficiently.

## **1.5 Objectives of this Co-operative Study**

### **Significance of the Report:**

The primary objective of this co-operative study is to provide a comprehensive analysis of the internship experience at ST Alutech Co.,LTD, focusing on the importation and distribution of medical equipment. This report aims to highlight the practical applications of academic knowledge in a real-world setting, showcasing how theoretical concepts are translated into everyday business operations. By documenting the tasks, responsibilities, and challenges encountered during the internship, the report serves as a valuable resource for understanding the intricacies of the medical distribution industry and the role of an intern within this sector.

### **Interest in the Report Topic:**

My interest in writing this report stems from a desire to bridge the gap between academic learning and practical experience. The medical distribution industry is a critical component of the healthcare sector, and gaining hands-on experience in this field has provided me with unique insights into its operations and challenges. By detailing my experiences at ST Alutech Co.,LTD, I aim to offer a detailed perspective on the industry's dynamics and the impact of effective importation and distribution practices.

Furthermore, this report serves to reflect on my personal and professional growth during the internship. It provides an opportunity to assess how the skills and knowledge acquired through academic studies were applied in a real-world context and to identify areas for further development. The report also aims to contribute to the broader understanding of internship programs and their value in preparing students for careers in specialized fields such as medical equipment distribution.

## **Chapter 2**

### **Co-Op Study Activities**

This chapter provides an overview of my role at ST Alutech, detailing my job description, specific responsibilities, daily activities, and the job process diagram. Additionally, it outlines the contributions I made to the company during my internship.

#### **2.1. Job Descriptions**

During my internship at ST Alutech Co.,LTD, my role was that of a Document Assistant in the Import and Distribution Department. This position involved handling various documentation tasks related to the importation of medical equipment and supporting different aspects of the company's operations.

#### **2.2. Job Responsibilities**

##### **Day-to-Day Responsibilities:**

- 1.Documentation Handling: Managed import paperwork, ensuring accuracy and compliance with regulatory standards.
- 2.Coordination with Departments: Assisted with inventory management and customer service tasks.
- 3.Site Visits and Client Meetings: Participated in site visits and meetings with clients to understand their needs and provide support.

##### **Duties Beyond Standard Job Description:**

- 1.Problem Solving: Addressed unexpected issues in documentation and import processes.
- 2.Process Improvement: Suggested improvements for more efficient documentation practices.

#### **2.3. Activities in Coordinating with Co-Workers**

1.Meetings: Participated in regular departmental and inter-departmental meetings to discuss progress and align on tasks.

2.Task Support: Communicated with team members to assist with documentation, inventory management, and other tasks.

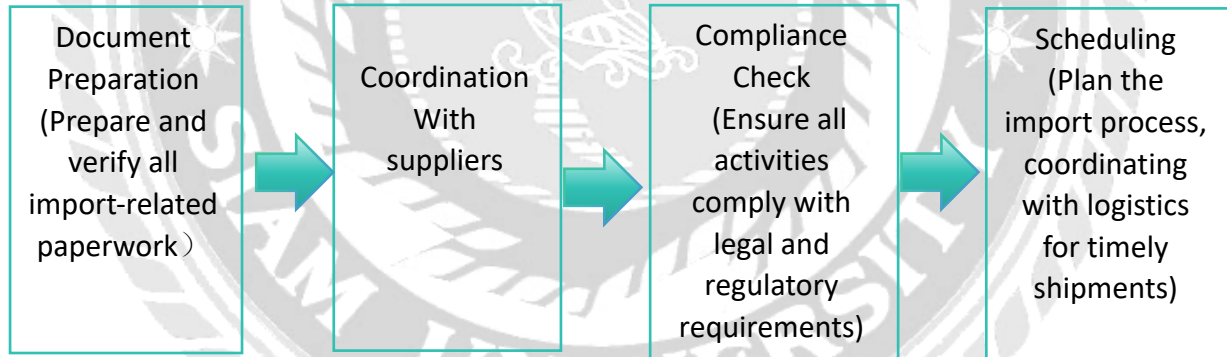
3.Problem Solving: Collaborated with colleagues to address and resolve issues.

Information Sharing: Updated team members on project status and client interactions.

## 2.4.Job Process Diagram

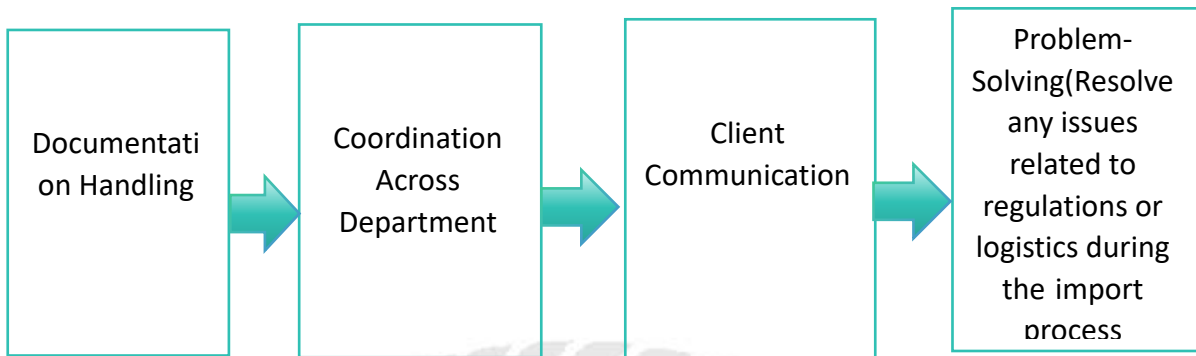
As an intern at ST Alutech, I worked for 16 weeks. The following are the job process diagrams that outline the tasks and responsibilities I was given throughout my internship:

### A.Pre-Boarding Work Process



**Figure2:Pre-boarding work processes.**

### B. Work While on Board



**Figure3:Work while on board**

### **2.5.Contribution as a Co-Op Student in the Company**

During my internship at ST Alutech, I made several key contributions:

1.Documentation Efficiency: I streamlined the documentation process for importing medical equipment, ensuring accuracy and compliance with regulatory requirements.

2.Cross-Departmental Support: I provided valuable assistance across various departments, including logistics and sales, helping to facilitate smoother operations and communication.

3.Client Engagement: I participated in client meetings and site visits, contributing to improved client relations and better understanding of their needs.

4.Problem Resolution: I helped identify and address issues in the importation process, enhancing overall operational efficiency.



## **Chapter 3**

### **Learning Process**

In this chapter, I outline the problems I encountered during my internship at ST Alutech and describe the methods I used to resolve them. I also discuss relevant theories and research that guided me in overcoming these challenges. Additionally, I provide a summary of the knowledge and skills I gained over the course of my three-month internship. As a newcomer, I acquired a range of new abilities and professional experiences that will be valuable for my future career.

#### **3.1. Problems/Issues of ST Alutech Co.,LTD**

1.Problem Statement: One key issue at ST Alutech Co.,LTD was delays in processing import documentation, which impacted the timely delivery of medical equipment.

2.Significance: These delays affected operational efficiency and customer satisfaction, as timely importation is crucial in the medical equipment sector.

3.Relation to Job Process Diagram: The problem directly relates to the documentation handling process, where inefficiencies in verification and approval stages led to bottlenecks.

#### **3.2. How to Solve the Problems**

1.Literature Review: Research on best practices in import documentation management highlights the importance of streamlined processes and digital tools.

2.Application of Theories: Theories on process optimization suggest implementing automated systems and improving communication channels.

3.Previous Practices: Examining successful case studies from similar companies that implemented digital documentation systems and lean management techniques.

4.Research: Conducted interviews with professionals and employees to understand current challenges and gather insights on potential improvements.

##### **3.2.1 Literature Review**

In this section, I review relevant literature and theories that relate to the challenges and processes I encountered during my internship at ST Alutech. This review provides context and insight into industry practices and theoretical frameworks that informed my approach to problem-solving and learning.

1.Import and Distribution Processes: Literature on the logistics and regulatory aspects of medical equipment importation highlights the importance of compliance and efficiency. Sources like "Logistics and Supply Chain Management" by Martin Christopher offer insights into best practices for managing international shipments and documentation.

2.Client Relationship Management: Research on client relations, such as "Customer Relationship Management: Concepts and Tools" by Francis Buttle, emphasizes the significance of effective communication and customer service in maintaining strong business relationships.

3.Problem-Solving and Decision-Making: Theories on problem-solving, such as those discussed in "The Art of Problem Solving" by Richard Rusczyk, provide strategies for addressing operational challenges and making informed decisions.

4.Cross-Departmental Coordination: Studies on organizational behavior and team dynamics, such as those found in "Organizational Behavior" by Stephen P. Robbins, explain the importance of collaboration and effective communication across departments.

### **3.3 Recommendations to ST Alutech Co.,LTD**

1.Implement Digital Tools: Adopt an automated documentation system to reduce processing time and errors.

2.Streamline Processes: Revise the documentation workflow to eliminate unnecessary steps and improve efficiency.

3.Enhance Training: Provide additional training for staff on new systems and best practices for documentation management.

### **3.4 What I Have Learned During Co-Op Studies**

During my Co-Op internship at ST Alutech, I gained valuable insights and skills:

1.Regulatory Compliance: I learned the intricacies of regulatory requirements for importing medical equipment, including documentation and adherence to local and international laws.

2.Operational Efficiency: I acquired skills in streamlining documentation processes and coordinating with various departments to enhance overall operational efficiency.

3.Client Engagement: I developed my ability to communicate effectively with clients, addressing their needs and maintaining strong business relationships.

4.Problem-Solving: I enhanced my problem-solving skills by navigating challenges related to importation and logistics, learning to devise practical solutions.

5.Professional Skills: I gained experience in project management, cross-departmental coordination, and customer service, which will be beneficial in my future career.

### **3.5 Comparison of Theoretical vs. Practical Learning**

During my Co-Op internship at ST Alutech, I observed significant differences and alignments between theoretical concepts learned in coursework and practical applications in the workplace:

#### **3.5.1 Regulatory Compliance:**

1.Theoretical Learning: Coursework emphasized the importance of understanding regulations and compliance in international business.

2.Practical Application: At ST Alutech, I applied this knowledge by managing import documentation and ensuring adherence to regulatory requirements, gaining hands-on experience with real-world compliance challenges.

#### **3.5.2 Operational Efficiency:**

1.Theoretical Learning: Academic studies focused on optimizing business processes and improving operational efficiency.

2.Practical Application: I implemented these theories by streamlining documentation processes and coordinating with different departments, which improved overall efficiency in daily operations.

### **3.5.3 Client Engagement:**

1.Theoretical Learning: Theories on customer relationship management stressed effective communication and relationship-building strategies.

2.Practical Application: In practice, I engaged with clients, addressed their concerns, and learned to tailor communications to enhance client satisfaction and retention.

### **3.5.4 Problem-Solving:**

1.Theoretical Learning: Problem-solving models and strategies were discussed in coursework, providing a framework for addressing challenges.

2.Practical Application: I encountered real-world problems related to importation and logistics, applying theoretical problem-solving techniques to find practical solutions.

### **3.5.5 Professional Skills:**

1.Theoretical Learning: Theoretical knowledge covered project management, teamwork, and professional conduct.

2.Practical Application: I practiced these skills in a professional setting, managing projects, collaborating with colleagues, and handling client interactions, thus bridging the gap between theory and practice.

## **3.6 Special Skills and New Knowledge Learn**

During my Co-Op internship at ST Alutech, I developed several special skills and acquired new knowledge:

1.Regulatory Compliance Management: I gained in-depth knowledge of the regulatory requirements for importing medical equipment, including understanding the documentation and legal frameworks involved.

2.Efficient Documentation Handling: I learned to handle import documentation efficiently, ensuring accuracy and compliance with both local and international regulations.

3.Cross-Departmental Coordination: I developed skills in coordinating with various departments, enhancing my ability to manage workflows and communication

across teams.

4. Client Communication: I improved my client communication skills, learning to address concerns effectively and maintain professional relationships.

5. Problem-Solving Techniques: I acquired practical problem-solving techniques for navigating challenges related to logistics and importation, applying theoretical knowledge to real-world situations.

6. Operational Process Optimization: I gained experience in optimizing operational processes, contributing to improved efficiency in daily tasks and project management.



## **Chapter 4 Conclusion**

This chapter summarizes my Co-Op experience, evaluates the work I performed, discusses the limitations of the Co-Op program, and offers recommendations for the company.

### **4.1 Summary of Highlights of my Co-Op Studies at ST Alutech Co.,LTD**

During my internship at ST Alutech Co., LTD, I had the opportunity to immerse myself in various aspects of the company's operations, gaining hands-on experience and developing both technical and interpersonal skills. My responsibilities allowed me to understand the intricacies of the medical equipment distribution industry, and the following highlights summarize my most impactful experiences:

#### **1. Effective Documentation Management:**

One of my primary roles was managing import documentation, which involved preparing and organizing paperwork required for the importation of medical equipment. This task required strict attention to detail to ensure compliance with regulatory standards and international trade policies. I gained a better understanding of the importance of accurate documentation and how it impacts the efficiency of operations.

#### **2. Cross-Departmental Exposure:**

I had the chance to support various departments, including inventory management and customer service. By assisting with inventory control, I learned how the company ensures stock levels are adequate to meet customer demands. In customer service, I observed how effective communication is used to address client inquiries and resolve issues promptly. This cross-departmental exposure allowed me to see how different functions collaborate to achieve organizational goals.

#### **3. Client Interaction and Site Visits:**

Participating in site visits and client meetings was one of the most enriching aspects of my internship. These experiences enhanced my understanding of client needs and industry practices. I observed how relationships are built and maintained, and I learned how to communicate effectively in a professional setting. Witnessing negotiations and discussions helped me appreciate the importance of trust and transparency in business relationships.

#### 4. Problem-Solving and Adaptability:

Throughout my internship, I faced challenges such as tight deadlines and unfamiliar processes. These situations pushed me to think critically, adapt quickly, and find effective solutions. With the support of my supervisor and colleagues, I developed confidence in tackling unexpected issues, which I believe is a vital skill for professional growth.

#### 5. Practical Application of Academic Knowledge:

The internship allowed me to apply theoretical concepts from my studies to real-world situations. For example, knowledge of supply chain management and customer relationship strategies proved highly beneficial in understanding and performing my tasks. This experience bridged the gap between academic learning and practical application, providing me with a clearer perspective on my future career path.

In summary, my time at ST Alutech Co., LTD was an invaluable learning experience that not only enhanced my professional skills but also deepened my understanding of the medical equipment distribution industry. These highlights reflect the diverse opportunities I had to grow both personally and professionally.

### **4.2 Evaluation of the Work Experience**

My internship at ST Alutech Co., LTD has been both rewarding and enjoyable, providing me with practical insights into the medical equipment distribution industry. This experience has boosted my confidence and solidified my interest in pursuing a career in this field.

1. Self-Assessment: The work experience at ST Alutech Co., LTD significantly contributed to my professional development. I developed a keen eye for detail, improved problem-solving skills, and gained practical knowledge in the medical equipment distribution sector.

2. Contributions to Career Development: The internship aligned with my career goals by providing hands-on experience in documentation and client relations, which are crucial for my future career in the medical field.

3. Personal Satisfaction: I am satisfied with the Co-Op experience as it offered real-

world challenges and learning opportunities that enriched my understanding of the industry and helped me build a solid foundation for my career.

#### **4.3.Limitations of My Co-Op Studies at ST Alutech Co.,LTD**

During my Co-Op at ST Alutech, several limitations were observed:

1.Limited Exposure to Advanced Technologies: My role primarily involved administrative tasks and documentation, which limited my exposure to advanced technologies used in medical equipment.

2.Restricted Involvement in Strategic Planning: I had minimal involvement in strategic decision-making processes, which restricted my understanding of long-term business strategies and planning.

3.Scope of Responsibilities: While I gained experience in documentation and client interaction, the scope of my responsibilities did not fully cover other aspects of the business, such as sales strategies and product development.

4.Short Duration: The 16-week duration of the Co-Op program limited the time available to fully explore and understand all facets of the company's operations and industry challenges.

5.Limited Interaction with International Partners: Although ST Alutech collaborates with international partners, my interaction with these partners was limited, reducing my exposure to global business practices and international logistics.

#### **4.4Recommendations for St.Alutech Co.,LTD**

Improvement for Future Co-Op Students:

1. Structured Feedback: Implement regular feedback sessions to guide students and enhance their learning experience.

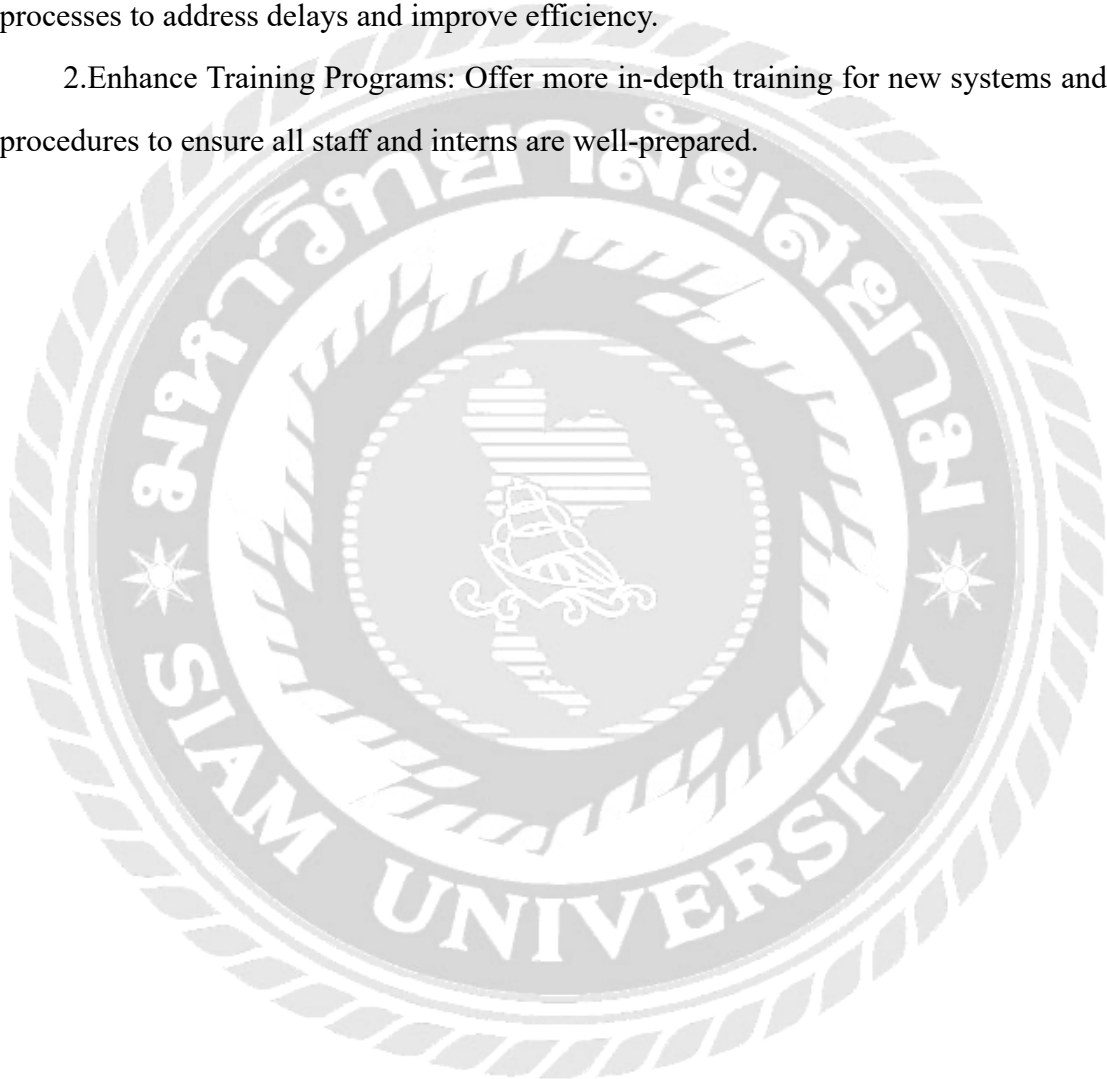


2. Broader Task Exposure: Provide opportunities for Co-Op students to work on a variety of tasks across different departments to gain a more comprehensive understanding of the company.

Process Improvement Recommendations:

1. Optimize Documentation Workflow: Implement digital tools and streamline processes to address delays and improve efficiency.

2. Enhance Training Programs: Offer more in-depth training for new systems and procedures to ensure all staff and interns are well-prepared.



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# APPENDIX

