



Cooperative Education Report

“Sales and Marketing Internship: Bridging Theory with Practice at Primes Automotive”

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This Report Submitted in Partial Fulfillment of the

Requirements for Cooperative Education

Faculty of Business Administration

Academic Semester 2/2024

International College

Siam University

Title:Sales and Marketing Internship: Bridging Theory with practice at Primes Automotive

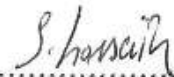
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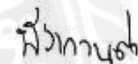
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2024.

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Acknowledgement

Completing my cooperative education program proved to be an extremely fulfilling journey. I will be forever grateful to Siam University for giving me the opportunity to join in the cooperative education program. The college's foundation and assistance have been outstanding, and I appreciate how this program blends academic learning with real-world experience. Being a student at Siam University has been full of significant experiences, and I feel proud to be a member of this academic community.

Following with a heartfelt thank you to my Managing Director, Mr. Jirath Potisupuk, and my supervisor, Mrs. Peerakan Yotadee, for the opportunity to get practical knowledge through this internship. Spending four months with Primes Automotive has been an excellent educational opportunity that has helped me improve personally as well as professionally. I'll leave my internship with an improved understanding of marketing in a competitive industry, as well as a renewed sense of confidence in my future career.

I'd like to extend my heartfelt gratitude to my cooperative education advisor, Ajarn Sabbir Hossain. He has been a constant source of assistance and motivation throughout my internship, as well as previously. His encouragement, lessons, and support were important in keeping me focused and improving throughout the process. Ajarn Sabbir is always friendly and able to offer assistance, and I am grateful for his patience and commitment to his students' achievement.

Lastly, I want to emphasize the value of the cooperative education program itself. It has given me the chance to understand what it means to work in a professional setting, communicate effectively with clients, and adapt to real business challenges. I believe programs like this are essential for students, as they bridge the gap between theory and practice

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Project Title : Sales and Marketing Internship: Bridging Theory with Practice and Primes Automotive

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Degree : Bachelor of Business Administration (International program)

Major : International Business Management

Faculty : Business Administration

Semester / Academic year: 2/2024

Abstract

The resulting internship report describes the experiences and consequences of an internship lasting four months with Primes Automotive, a luxury automobile rental firm headquartered in Bangkok. The internship's major goal was to provide practical experience in sales and marketing within the car rental business. The intern collaborated closely with the marketing team, assisting with project development, customer relationship management (CRM), or client engagement initiatives. Main responsibilities included keeping a digital traffic log, gathering CRM feedback, connecting with customers via online platforms, and assisting with purchases completion. The intern also helped build voucher add-ons, privilege promotions, and collaboration proposals. A brief qualitative research study was carried out to look into the market's channel expansion limits. Data was collected through unstructured discussions with firm employees, and the results revealed critical challenges such as limited resources and growth difficulties. Recommendations for addressing these difficulties included digital cooperation tactics and focused growth efforts. Throughout the internship, the intern learnt a variety of professional skills, including negotiating, communication, flexibility, performing multiple tasks, and the use of Excel and LINE Official Accounts. experience provided a better understanding of CRM technologies and campaign execution in a real-world scenario. Maintaining self-motivation and transitioning to a high-responsibility atmosphere were difficult, but positives were supporting strategic planning and personally engaging with clients.

Keywords: Car rental, CRM, digital marketing, Primes Automotive, campaign execution, client engagement

Table of Contents

Chapter 1: Internship overview.....	1
1.1 Company profile.....	1
1.1.1 Segments of the business.....	2
1.1.2 Mission of the company.....	4
1.1.3 Vision of the company.....	4
1.1.4 Board of directors.....	4
1.1.5 Prime's Location In Thailand.....	5
1.2. Services Provided By Primes Automotive.....	6
1.2.1 Strategies of the company.....	7
1.3 Organizational Structure.....	9
1.3.1 Job position of the intern.....	10
1.3.2 Job Position showed on the Organizational structure.....	11
1.3.3 Intention and Motivation to apply for Primes Automotive.....	12
1.4 SWOT Analysis.....	13
1.5 Objective of the Study.....	18
Chapter 2: Internship Activities.....	19
2.1 Job Description.....	19
2.2 Department Description.....	20
2.3 Job Responsibilities.....	20
2.3.1 Process diagram for each responsibility.....	21
2.4 Contribution as an Intern.....	29
2.5 Skills Learnt during the Internship.....	29
Chapter 3 : Learning Process.....	30
3.1 Learning during Co-op Studies.....	30
3.1.1 Applying knowledge from the coursework.....	31
3.1.2 Gap from the knowledge from coursework.....	31
3.2 Indicate the problem noticed during the Internship.....	32
3.2.1 Problem Statement.....	33
3.2.2 How to solve the problem.....	34
3.3 Significance of the study.....	35

3.4 Literature Review	36
3.4.1 Limited Marketing and Distribution channels	36
3.4.2 Channel strategy in service-Oriented Industries	37
3.4.3 Importance of multichannel strategy in service Industries	37
3.4.4 Comparative Studies on channel expansion in Car rental Businesses	38
3.4.5 Effects of digital transformation on market reach	38
3.5 The need for Research.....	39
3.6 Methodology	39
3.6.1 Sample and Participants	40
3.6.2 Data collection.....	41
3.7 Questions for Interviews.....	42
3.7.1 Results.....	43
3.7.2 Solutions.....	45
Chapter 4: Conclusions.....	47
4.1 Summary of internship.....	47
4.1.1 Self-Assessment of the Experience	47
4.1.2 Limitations of My experience.....	48
4.2 Recommendations to the Company	48
References	49
Appendix	

Table Of Figures

Figure 1	Primes Automotive Logo...	1
Figure 2	Company Overview.....	1
Figure 3	Self-Drive Service	2
Figure 4	Chauffeur Service.....	3
Figure 5	Transfer Service.....	3
Figure 6	Board of Directors for Primes Automotive	4
Figure 7	Prime's Location... ..	5
Figure 8	Service provided by Primes Automotive.....	6
Figure 9	Organizational Structure.....	9
Figure 10	Organizational Structure with Intern Position... ..	11
Figure 11	SWOT Analysis.....	13
Figure 12	Record Daily data into traffic log... ..	21
Figure 13	Customer support and sales communication... ..	22
Figure 14	CRM procedure with existing customers	23
Figure 15	Customer feedback record... ..	24
Figure 16	Explore potential partnership.....	25
Figure 17	Identify broadcasting tags.....	26
Figure 18	Identify add-on values	27
Figure 19	Assist in privilege campaign.....	28
Figure 20	Results from the interview.....	43
Figure 21	Internship daily diary 1-3... ..	51
Figure 22	Internship daily diary 4-6... ..	52
Figure 23	Internship daily diary 7-9... ..	53
Figure 24	Internship daily diary 10-12... ..	54
Figure 25	Internship daily diary 13-15... ..	55
Figure 26	Internship daily diary 16-17... ..	56

Chapter 1: Internship Overview

1.1 Company Profile



Figure 1: Primes Automotive Logo

Primes Automotive is a premium car rental service based in Bangkok, Thailand, catering primarily to foreign nationals, including Russian tourists, as well as a significant local Thai customer base. Known for its high-quality fleet and excellent customer service, Primes Automotive specializes in luxury and sports vehicles, offering short-term and long-term rental options to meet the diverse needs of its clients.

The company operates in a competitive market, but stands out due to its personalized services, transparent pricing, and flexible packages. In addition to vehicle rentals, Primes Automotive ensures a smooth and customer-friendly experience by providing conveniences such as flexible return policies, competitive mileage terms, and airport transportation services (available at an extra charge). With a growing reputation and strong online presence, Primes Automotive continues to enhance its brand by focusing on customer satisfaction and operational excellence.

Company Headquarters	Bangkok, Thailand
Prime's CEO	Sethawut Hirankasi
Business Type	Luxury Automotive Rental
Number of Employees	15
Main Market	International
Total Annual Revenue (2024)	55,000,000THB NET

Figure 2: Company Overview

1.1.1 Segments of The Business

In the automotive rental sector, business segments are separate kinds of services that serve various customer requirements and travel preferences. These groups are frequently identified by characteristics

including service kind, target audience, price models, and usage habits. Clearly defining these categories enables a business to personalize its services, optimize the use of resources, and effectively position itself in an increasingly competitive marketplace. For a premium rental firm like Prime Automotive, defining core categories is critical to provide a personalized and effective customer experience.

Prime Automotive's service offerings are mainly separated into three business segments: self-drive rentals, chauffeured services, and point-to-point transfers. Each category is tailored to the specific needs of the company's wide consumer base, which includes locals, business travelers, and international tourists. These services demonstrate the company's attention on adaptability, comfort, and convenience throughout various client journeys.

Customers that value independence and privacy when travelling prefer the self-drive rental sector. Clients in this category are often experienced drivers seeking a luxury car for short-term use, such as leisure vacations or personal chores. This segment provides full independence without the use of a chauffeur, which makes it perfect for persons who want freedom in scheduling and their trips.



2 Figure 3: Self Drive Guide

Conversely, the chauffeur-driven service sector is designed for customers who value luxury, integrity, and a hassle-free experience. These clients—often business leaders, high-profile individuals, or tourists—prefer for themselves to be chauffeured by a professional driver.



Figure 4: Chauffeur Service

The point-to-point transfer segment provides a more structured service with established routes between destinations, such as airport transfers or intercity travel. This option is ideal for time-sensitive clients who need quick, one-time transportation without the expense of a full-day rental.



Figure 5: Transfer Service

These three sectors form the basis of Prime Automotive's bespoke service strategy, allowing the company to meet a wide range of transportation demands.

2.1.1 Mission of the Company

"At Primes Automotive, we seek to provide more than simply luxury vehicles; we offer exceptional experience in which each car and service feels similar to a personal present to our distinguished customers."

2.1.2 Vision of the company

“To influence the future of vehicle ownership through making car rental a secure and influential lifestyle option. In a world where acquiring a vehicle necessitates careful financial planning, we picture cars rental becoming a flexible, sensible alternative, not just a convenience, but a standard. Our goal is to transform the perception such that hiring a premium vehicle is enthusiastically embraced rather than hidden, and is viewed as a modern, efficient, and aspirational mode of transportation.”

2.1.3 Board of directors

Name	Position
Pinyada Kijvanichkul	Chairman of the board
Sethawut Hirankasi	Chief executive officer (CEO)
Jirath Potisupsuk	Managing Director

Figure 6: Board of Directors for Prime

1.1.1 Prime's Location in Thailand






Prime Cars Rental's main headquarters office: Khlong Tan Nuea, Watthana, Bangkok 10110. The location is strategically placed in the heart of Bangkok so it would be convenient to let the customers have more accessible service and easy to operate.



Figure 7: Prime's Main Headquarters

1.1 Services Provided by Prime Cars Rental

SUPERCAR

2025 Lamborghini Aventador SVJ Parts
250,000 THB/Day






2025 Ferrari 296 GTB
150,000 THB/Day

2022 Ferrari 488 Spider
150,000 THB/Day

2023 Lamborghini Huracan EVO RWD
150,000 THB/Day

2024 Porsche 911 Carrera GT5 992
129,000 THB/Day

ULTRA LUXURY

2024 Rolls Royce Ghost
250,000 THB/Day






2025 Bentley Bentayga First Edition
99,900 THB/Day

2024 Mercedes Maybach S580e Premium W223
65,000 THB/Day

2024 BMW 750e xDrive M Sport G70
29,000 THB/Day

2023 Mercedes-Benz S580e AMG W223
25,000 THB/Day

LUXURY VAN

2024 All-New Lexus LM 350H
29,000 THB/Day









2024 Alphard 40 2.5 Z
15,000 THB/Day

2025 Alphard 40 2.5 Z
15,000 THB/Day

2023 Alphard 30 2.5 SC
12,000 THB/Day

2023 Alphard 30 2.5 SC
12,000 THB/Day

SUV

2024 Mercedes-Benz G63 AMG
75,000 THB/Day

2023 Mercedes-Benz G400e (G-Wagen)
64,000 THB/Day

2024 Porsche Cayenne S Coupe
35,600 THB/Day

2024 Porsche Cayenne
33,000 THB/Day





2024 BMW X5 30d M Sport LCI
22,500 THB/Day

2025 Mercedes-Benz GLC350e Coupe
33,000 THB/Day

2023 Mercedes-Benz GLC300e Coupe AMG
19,000 THB/Day

2024 Mercedes-AMG GLA35
19,900 THB/Day

SPORTS





2024 Porsche Targa 4 (992)
75,000 THB/Day

2025 Porsche Taycan
35,000 THB/Day

2025 Porsche 718 Cayman
30,000 THB/Day

2023 Porsche 718 Boxster
25,000 THB/Day

SEDAN












2023 BMW 430i M Sport Convertible
17,000 THB/Day

2024 BMW Z4 30i M Sport
15,000 THB/Day

2024 Audi TT 45 TFSI S-Line
15,000 THB/Day

2023 Mini Cooper S Convertible
9,900 THB/Day

2023 Mercedes-Benz S560e AMG W222
19,000 THB/Day


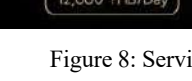
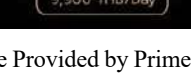
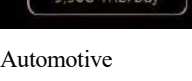
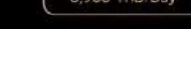
2023 Mercedes-AMG CLS 53
19,000 THB/Day

2023 BMW M340i xDRIVE G20
15,600 THB/Day

2025 BMW 530e M Sport G60
15,000 THB/Day

2023 Mercedes-Benz E350e AMG W214
15,000 THB/Day

2023 Mercedes-Benz E300e AMG
15,000 THB/Day

2024 Mercedes-Benz E300e AMG (white)
15,000 THB/Day

2023 BMW 530e M Sport LCI
12,000 THB/Day

2024 BMW 330e M Sport LCI
9,900 THB/Day

2023 Mercedes-Benz C350e AMG
9,900 THB/Day

2023 Mercedes-Benz C220d AMG
8,900 THB/Day

Figure 8: Service Provided by Primes Automotive

1.1.1 Strategies of the company

Primes Automotive's approach depends on offering a superior, memorable experience—one that fits the emotional and practical requirements of its premium customers. The company has a lifestyle-focused approach that prioritizes luxury, comfort, customization, and service excellence.

Providing First-Class Experience (Mission in Action).

This major strategy demonstrates the company's mission to make quality accessible and unforgettable. From the first inquiry to post-sales support, the goal is to ensure that every customer feel like a top priority guest. First-class experiences are provided through timely customer response and consultation, personalized offers according to preferences, on-time, tidy, and ready-to-drive automobiles, simplified payment and rental processes, and personalized post-rental assistance.

By appealing to the five senses,

Primes Automotive establishes a strong emotional and physical connection between the client and the company, offering a unique and personalized approach to the rental sector.

View as the visual attractiveness of expensive cars, clean interiors, and the opulent image that is promoted on the internet and in person all contribute to instant pleasure. The vehicles consistently arrive in showroom-quality condition. **Contact**, every physical experience with the vehicle is part of the luxury promise, including seamless gear shifting, soft leather seats, steering grip, and a sleek appearance. **Smell** is the modest component contributes to a sense of superiority and uniqueness by smelling clean, fresh, and often accompanied with distinctive in-car perfumes.

Smooth cabin **sound**, the rumbling noise of a sports engine, and, in some cases, incorporated high- end speaker systems all contribute to the auditory appeal of the driving experience. Metaphoric **taste**. Although not accurate, this represents the sophisticated taste that buyers associate with this brand—it is elegant, tasteful, and symbolic of achievement. Customers use Primes Automotive vehicles to convey who they are, not just to go somewhere.

Customer Acquisition Through Digital First

The company prioritizes online visibility through targeted digital advertising, SEO, social media presence (especially on platforms such as Instagram and TikTok), and personalized engagements with potential clients. This approach reaches out to foreign travelers before they arrive in Thailand.

Dynamic Inter-Team Collaboration

To deliver a seamless experience, marketing, operations, and agency teams collaborate in a dynamic way. Communication inside the organization is an important part of the plan, whether for last-minute changes, arrangements, or customer service.

Modifying the Attitude Toward Automobile Ownership

Primes Automotive intends to challenge the notion that appreciating expensive cars necessitates owning one. The goal is to promote luxury car rentals as a worry-free, flexible, and fairly priced choice, especially for younger travellers and generations.

1.2 Organizational structure

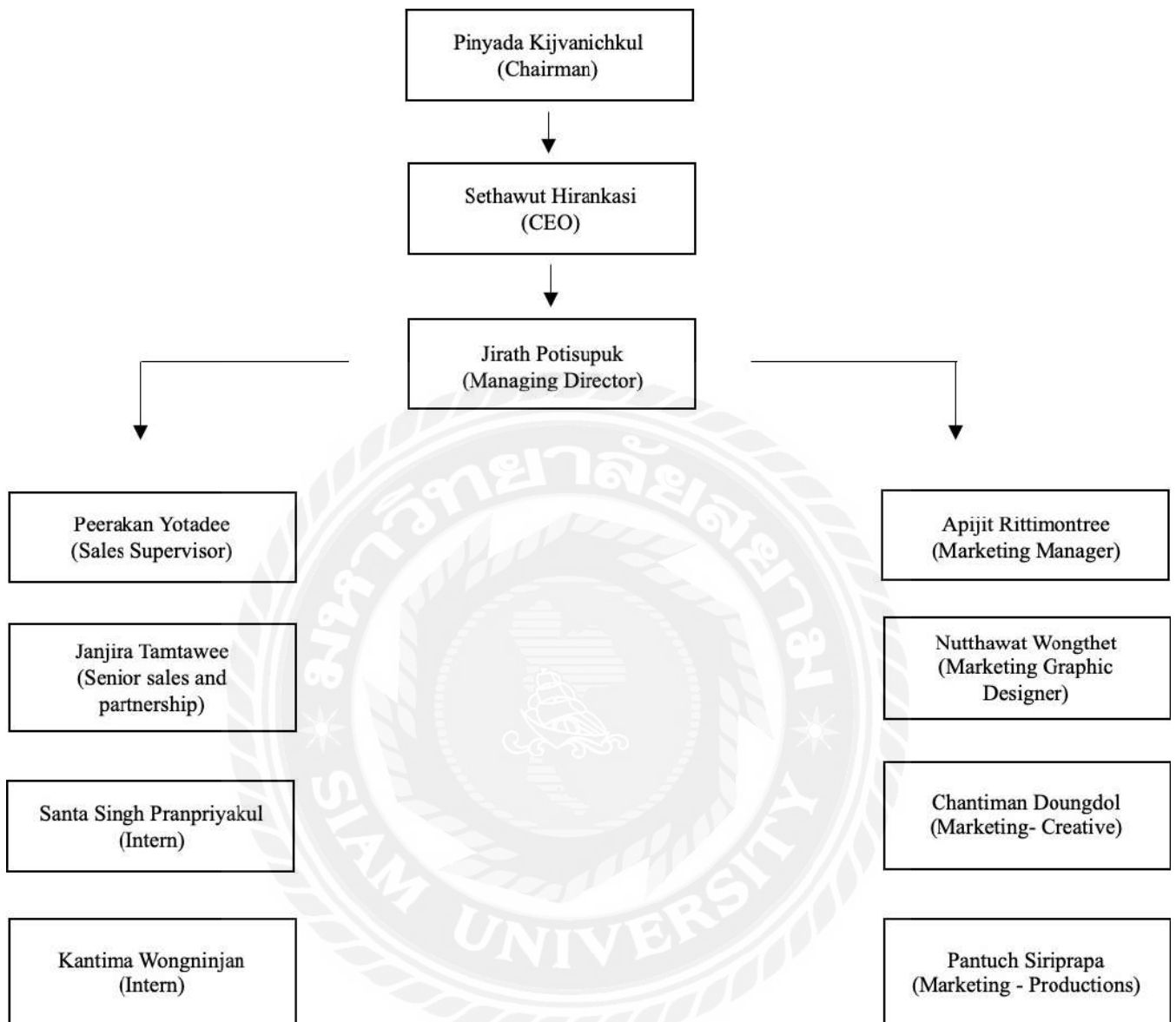


Figure 9: Organizational Structure

2.1.4 Job position of intern

During my internship, I functioned as a marketing and sales intern with Prime Cars Rental, reporting to my sales supervisor. Despite the fact that my title remained the same, my responsibilities changed to meet the needs of the team. My primary responsibility was to support sales and marketing operations, especially those engaging foreign clients and real-time traffic monitoring.

Keeping updated on the traffic log, which tracks inbound client questions, reservations, and engagement channels, was one of my regular duties. This enabled it to be easier for everyone to evaluate customer behavior and decide which platforms were most effective for targeting specific market niches. I was also frequently responsible with communicating with foreign clients, explaining our car options, rental terms, and exceptional service. This in-person meeting improved both my ability to express myself efficiently and my understanding of client expectations.

Along with keeping track and communicating, I was expected to assist with client negotiations and financial coordination. I routinely assisted with following-sales further investigation after a deal was completed, ensuring the customer's satisfaction and building long-lasting connections with our clients.

2.1.5 Job position showed on the organizational structure

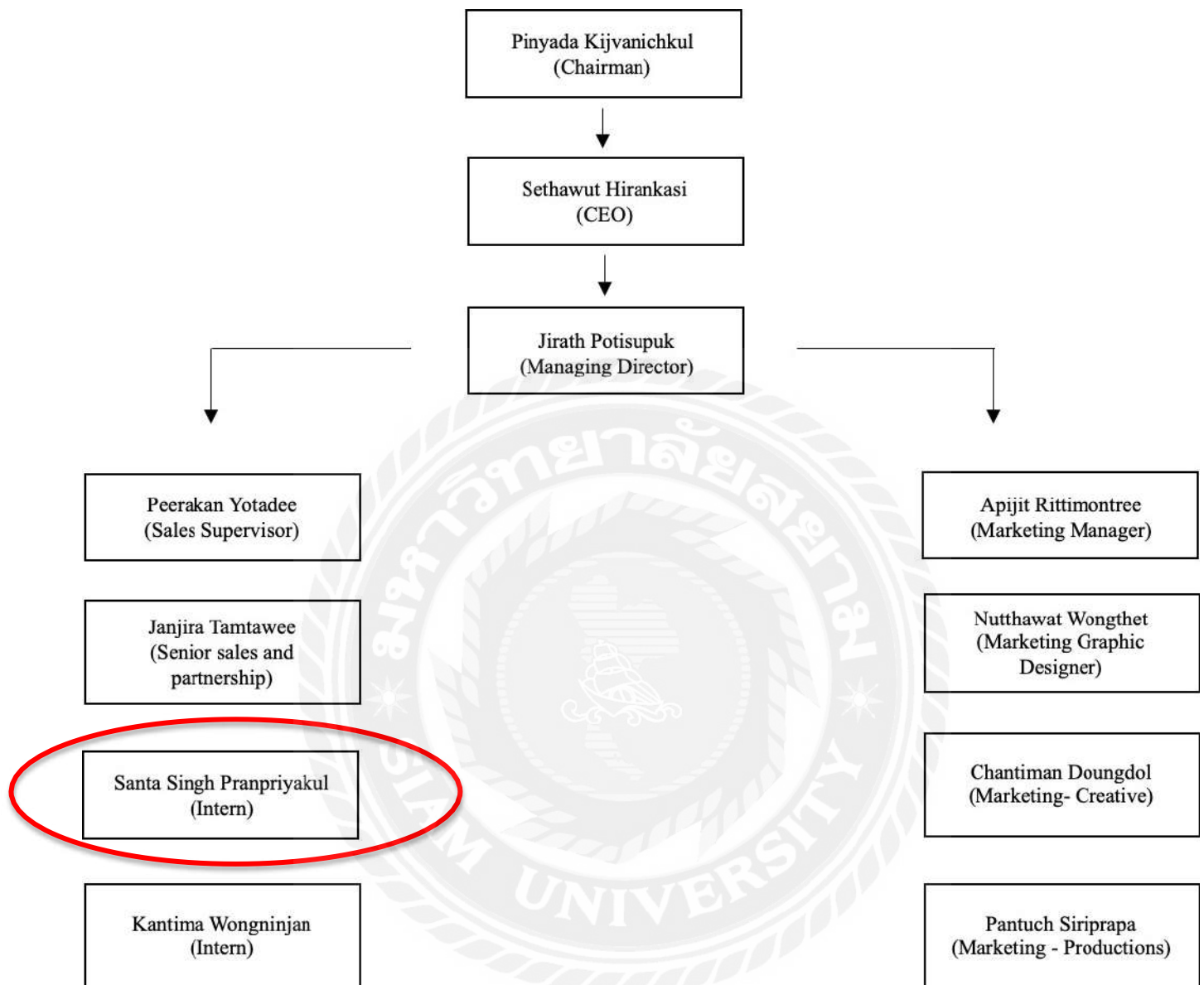


Figure 10: Organizational structure with Intern Position

2.1.6 Intention and motivation to apply for Primes Automotive

Growing up as a kid, cars captivated me and inspired me to work hard and purchase one of my favorite cars. However, as time passes, our preferences tend to shift away from a specific location or object. Primes Automotive provides nearly 40% of the automotive options I looked forward to as a kid. In the past, their advertisements and posts have always exuded luxury vibes and aesthetics, raising the possibility that their job quality will be as high as their service.

Another appealing element was the possibility of operating in a real-world setting where I would engage on a regular basis with both local and foreign clients. This experience allowed me to see a variety of consumer behaviors and learn how different service categories, such as self-driving rentals, chauffeur assistance, and destination-to-destination transfers, are promoted and managed. I was particularly interested about the way digital channels are used to recruit clients, pricing strategies are developed, and how the organization sustains loyalty in a competitive environment.

Also, I regarded this internship as an excellent opportunity to apply what I had learnt in class to real-world business issues. I was anxious to contribute to relevant initiatives, improve my professional communication abilities, and see how marketing plans are applied in real time. I also assumed that Prime Automotive's premium branding would deliver a more demanding and enriching experience than traditional automobile rental companies.

To conclude my point, my drive to join Prime Automotive resulted from a solid fit between my academic ambitions and the company's professional atmosphere. I saw this internship not just as a way to advance professionally, but also as a chance to explore the broader dynamics of premium service delivery.

2.2 SWOT Analysis

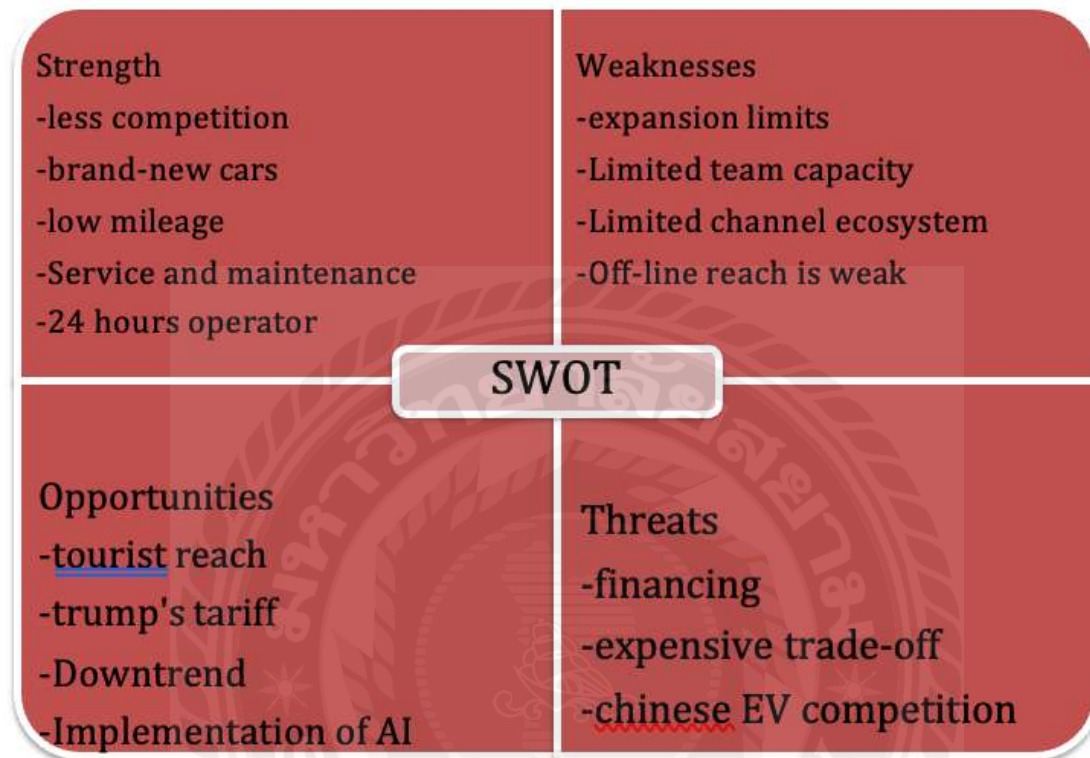


Figure 11: SWOT Anal

Strengths

Less competition

Primes Automotive specializes in luxury cars for both domestic and foreign clientele. Within the premium sector, it faces fewer competitors directly than mass-market rental companies. This allows the company to create a distinct brand in the market by portraying oneself as a premium, one-of-a-kind option. Since there not much competition in this industry, Prime Cars may establish its own prices and focus on offering excellent services rather than lowering them. It also helps to retain customers, especially wealthy travelers searching for upmarket services.

Brand new cars

The company's commitment to maintaining a fleet of new cars significantly improves client happiness. Renters of luxury vehicles typically expect fresh models in addition to prestige labels. New cars are smoother and more enjoyable to drive due to greater features, nicer looks, and fewer technical concerns. This strategy reinforces the company's high-end image and encourages favorable client suggestions and feedback. Furthermore, newer automobiles have lower long-term operating costs because they require less routine maintenance and are typically covered by manufacturers' warranties.

Low mileage

Retaining a car rental company's premium image necessitates low-mileage vehicles. High-end car rental customers are typically meticulous and expect vehicles to be in near-perfect condition. Low mileage implies dependability, quality, and reduced wear and tear, all of which improve consumer satisfaction and confidence. When the moment arrives to replace the fleet, the vehicles will last longer and have a higher resale value. In besides being cost-effective, this improves the brand's image for regularly providing high-quality vehicles.

Service & maintenance

Primes Automotive's business strategy includes a strong emphasis on good service standards and routine upkeep. Regular checkups, cleaning, and technical inspections ensure that every car is road-ready and in great working order. This decreases the likelihood of problems or negative customer experiences. The personal or outsourced maintenance approach enhances the brand's reputation while also demonstrating professionalism and commitment to excellence. By providing clients with peace of mind, this proactive strategy eventually reduces urgent repair costs and increases customer retention.

24-hour service operator

In today's competitive rental market, delivering 24-hour customer service is critical, especially in a city like Bangkok that attracts a large number of tourists. Customers routinely deal with emergencies or last-minute changes, so providing access to 24-hour help greatly increases customer satisfaction. Furthermore, this function develops trust with foreign customers who may

be obtaining a vehicle in an unfamiliar environment. A 24-hour service line not only improves the client experience, but it also raises operational readiness for successfully resolving emergencies, accidents, and urgent questions.

Weaknesses

Expansion limitations

Primes Automotive is a growing SME, so expanding the firm brings some challenges. Scaling up necessitates significant infrastructure investments, such as new office spaces, driveways, workers, and automobile inventory. Rapid expansion is difficult without substantial financial backing or strategic relationships. This could make it more challenging for the company to develop into new markets or service a broader customer. Furthermore, logistical complexity increases with scale, and if growth is not properly controlled, service quality could be compromised in the lack of strong mechanisms.

Limited team capacity

Because of the small workforce, the organization frequently faces challenges with distributing duties and multitasking. Employees might be required to juggle multiple duties, which can reduce output and contribute to inefficiencies, especially during peak periods. This restriction affects client service, marketing reach, and even operations monitoring. Without proper delegation or additional workers, the team may struggle to meet growing client needs or establish new strategic initiatives. If team members leave or become unavailable, relying too heavily on just a few of key individuals might be problematic.

Limited channel ecosystem

Despite the lack of an advanced multichannel distribution strategy, Primes Automotive conducts the majority of its business online and through direct client interactions. Although the present model works well for tech-savvy individuals, the company misses out on potential B2B prospects since it does not interact with travel brokers, hotels, or business partners. Expanding the number of channels would boost customer access and brand exposure. Without a bigger ecosystem, the

firm risks stagnating or becoming unduly reliant on a limited number of customers from current avenues such as social media or recommendations.

Offline reach (e.g., B2B) is weak, as our business is online-based

Even if a firm has a great internet presence, its potential to attract commercial clients or hotel partnerships suffers when it lacks offline exposure. Companies with physical locations or strong business-to-business (B2B) partnerships are able to attract business travellers, event planners, and luxury concierge services. Due to a lack of awareness in these traditional channels, the firm becomes overly reliant on direct web reservations and vacationers. Developing an offline presence might improve income stability during off-peak hours while also diversifying consumer sources.

Opportunities

Tourist reach

Thailand is a prominent global tourism destination, with Bangkok serving as a key hub for travelers from other nations. This allows Primes Automotive to reach a larger audience, particularly foreign travelers searching for convenience, comfort, and elegance. The company may reach a larger audience by offering multilingual services, collaborating with travel agents, and using good SEO. Travelers are increasingly selecting private transport over shared or public choices due to the growing trend of personalized travel experiences, which is great for the company's service model.

Implementation of AI Tools

One important potential for Prime Automotive is the strategic deployment of Artificial Intelligence (AI) to improve advertising and operational efficiency. AI-powered technologies, like as chatbots, may be incorporated into networks like LINE or the business's website to give rapid customer service, expedite booking procedures, and react to commonly asked queries, all of which improve the overall experience for customers. Furthermore, AI-powered analytics may help the organization better understand customer behavior, segment audiences, and assess campaign impact more precisely. This data-driven strategy enables more focused marketing campaigns, higher lead conversion rates, and more efficient resources allocation—all of which are critical for expanding up in a competitive industry with limited personnel.

Trump's tariff may alter people's perceptions of expensive car ownership, making rental a more tempting alternative.

Global trade laws, such as tariffs, may raise the cost of purchasing luxury or imported vehicles in countries such as Thailand. People who wish to drive luxury automobiles may choose to rent rather than buy due to its flexibility and lower upfront costs. As a result of this shift in customer behavior, Primes Automotive now has a strategic opportunity to position itself as a lifestyle alternative rather than a temporary service. The company may recruit a longer-term customer by promoting renting as a prudent and cost-effective alternative to owning.

Financial crisis (people may avoid car ownership and prefer renting)

Many businesses struggle or cease making improvements to their services when fewer customers rent automobiles due to a weak economy or decline in tourism. However, Prime Automotive may have an opportunity to differentiate itself. We can concentrate on improving our service during quiet times, experiment with novel concepts like online marketing or promotions, and cultivate enduring bonds with devoted clients. We can also operate better within the organization. We are therefore already ahead of the competition and better equipped to expand when the market is active once more.

Threats

Financing will put the business at danger by raising debt associated with rentals.

A significant monetary investment, sometimes in the shape of loans or leasing contracts, is required to operate a fleet of luxury automobiles. If interest rates rise or financing limitations tighten, the company's monthly liabilities may climb significantly. Furthermore, a decrease in bookings or cancellations may cause cash flow concerns, making loan repayment difficult. This financial load may limit the company's ability to sustain competitive pricing, expand services, and modernize vehicles. To avoid becoming overexposed to debt-related risks, a well-defined risk reduction and finance strategy is required.

The business must sell the vehicle when the mileage rises, but because of its high cost, it may bring in less money when it is sold.

Luxury automobiles often lose value faster than conventional vehicles, and their value when sold drops dramatically as they accrue more kilometers. This puts Prime Cars Rental in a tough position: sell at a lower profit margin or maintain to employ older vehicles, risking dissatisfied customers. If resale prices are too low, the company's ability to invest again in new autos may be limited. Price oscillations in the market, as well as an increasing supply of used luxury vehicles, worsen the situation by potentially decreasing prices even more.

Chinese EV competition is increasing

Thailand is part of a global automotive industry that is shifting owing to the rapid emergence of Chinese electric vehicle firms. These EVs are becoming increasingly popular as a consequence of government incentives and greater environmental consciousness, and they are often cheaply priced. Customers may move from established luxury brands if competitors begin offering competitively priced EV rental options, especially those with cutting-edge features and lower running costs. To stay sustainable and competitive in a rapidly changing industry, Prime Cars Rental must consider the implications of this trend and decide whether to add EVs to its fleet.

2.2 Objectives of the study

The primary purpose of this cooperative research was to get practical experience in the automobile rental industry in order to bridge the understanding gap between academics and real-world business practices. I wanted to observe and engage in a variety of business processes while working with Prime Cars Rental, a leading premium vehicle rental company in Bangkok that focusses on exceptional client service, online marketing, and business development.

The purpose of this study was to better understand consumer behavior in the premium car rental segment, including the preferences of both domestic and foreign customers (with a focus on European tourists), as well as to gain practical experience in the daily operations and day-to-day leadership of an expensive car rental company, particularly in a tourism-centric market like Thailand.

It also includes observing and supporting marketing strategies such as social media campaigns, online engagement, and customer acquisition initiatives, as well as applying academic concepts from my Siam University coursework to real-world situations, particularly in branding, strategic planning, and service delivery.

Finally, to develop professional skills in a dynamic, fast-paced environment, such as solving issues, communication, teamwork, and resource leadership, and to identify areas where the company model needs to be developed or improved, particularly when it comes to introducing new technology, improving customer experience, or increasing brand awareness.

Chapter 2: Internship Activities

2.1 Job Description

I assisted as a sales and marketing intern at Primes Automotive during my internship. I was allocated to the Sales and Marketing Division, where I gained practical experience engaging with Thai and international consumers. I did not have a single task that characterized my position. Rather, I was exposed to a variety of occupations, which helped me understand the industry's demand for flexibility and multitasking. I was largely responsible for keeping an eye on traffic logs, handling customer questions, and communicating with clients from different countries.

This variety of responsibilities provided me with insight into the operations of a premium automotive rental company's sales and marketing departments. The role required problem-solving abilities, real-time communication, and knowledge of how to manage clients from first inquiry to post-purchase assistance.

2.2 Department Description

The Sales and Marketing Department of Prime Cars Rental is the primary staff that directly engages with clients, handles car rental offers, closes transactions, processes payments, and ensures customer satisfaction even after the rental is over. The department is quite lively, dealing with both Thai consumers and international tourists seeking high-end, luxury automobile rental services in Thailand.

Throughout my internship, I reported straight to my Sales Supervisor, whom directed me through everyday tasks and taught me how to effectively interact with various sorts of clients. Our department also collaborated closely with the operations, agency, and marketing teams. This collaboration allowed for seamless coordination across divisions, from preparing the car for collection to following up with consumers for comments or further services. This atmosphere taught me the value of collaboration between departments and the rapid pace of the automobile rental industry.

2.3 Job Responsibilities

- A.) Record daily data into the Traffic Log
- B.) Customer support and Sales Communication
- C.) CRM procedure with existing customer
- D.) Customer Feedback record
- E.) Explore potential partnership
- F.) Identify Broadcasting tags
- G.) Identify add-ons values
- H.) Assist in the Privilege campaign

2.3.1 Process Diagram for Each Responsibility

A) Record daily data into the traffic log

This task Involves collection and recording daily traffic or customer interaction data into a centralized log for analysis and tracking which is helpful for data analysis



Figure 12: Record daily data into traffic log

B) Customer support and sales communication

Engaging with customers through official Channels to assist inquiries, promote services, and close deals.

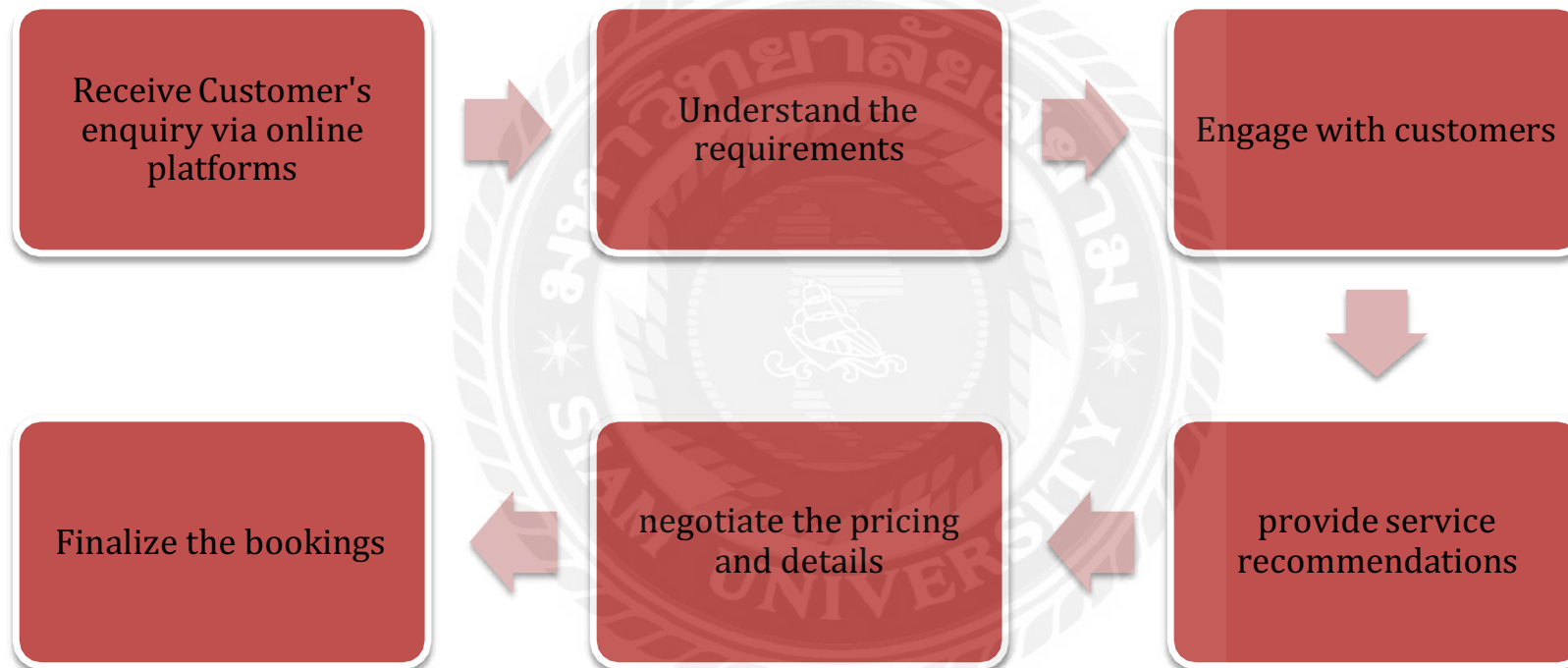


Figure 13: Customer support and sales communication

C) CRM procedure with existing customers

Maintaining and updating customer records to ensure personalized follow-ups and relationship management.

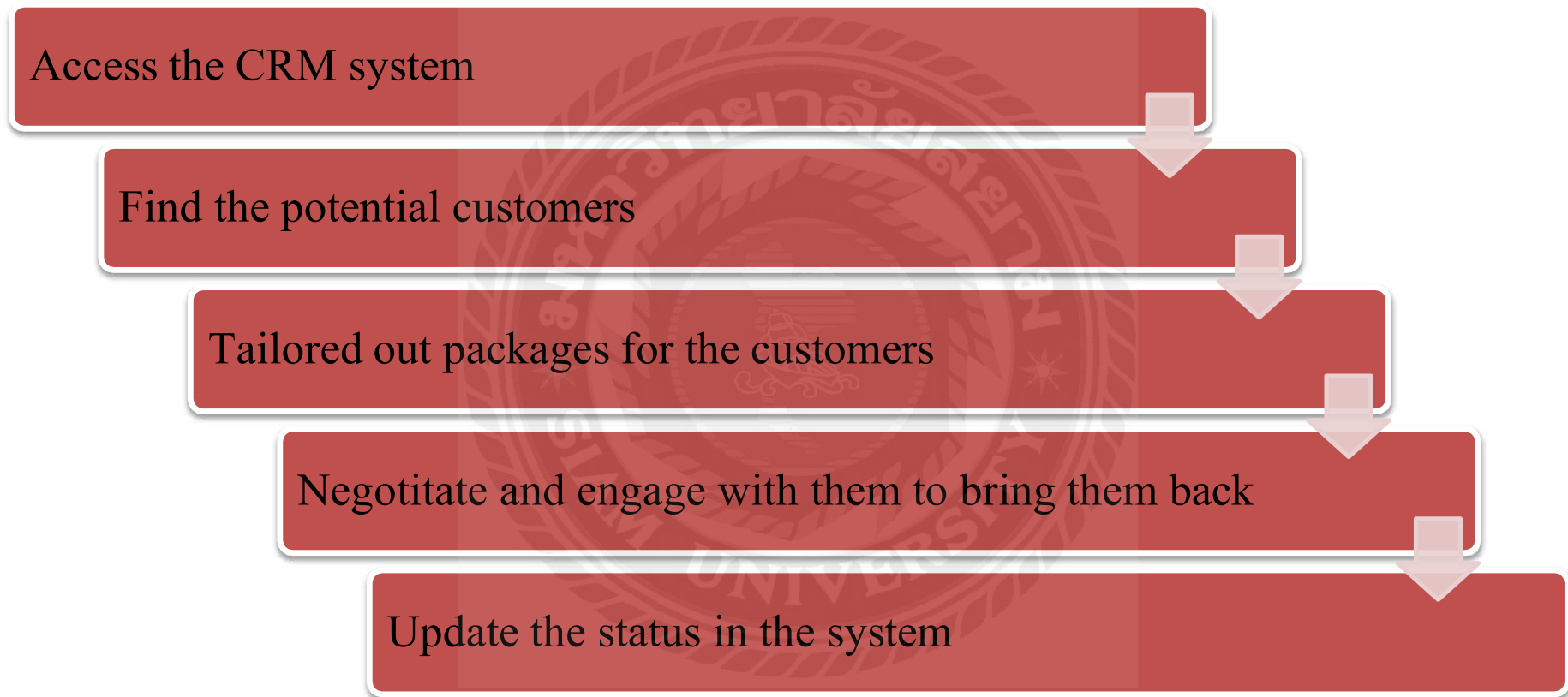


Figure 14: CRM procedure with existing customers

D) Customer feedback record

Collecting and logging customer for service improvement and client satisfaction monitoring

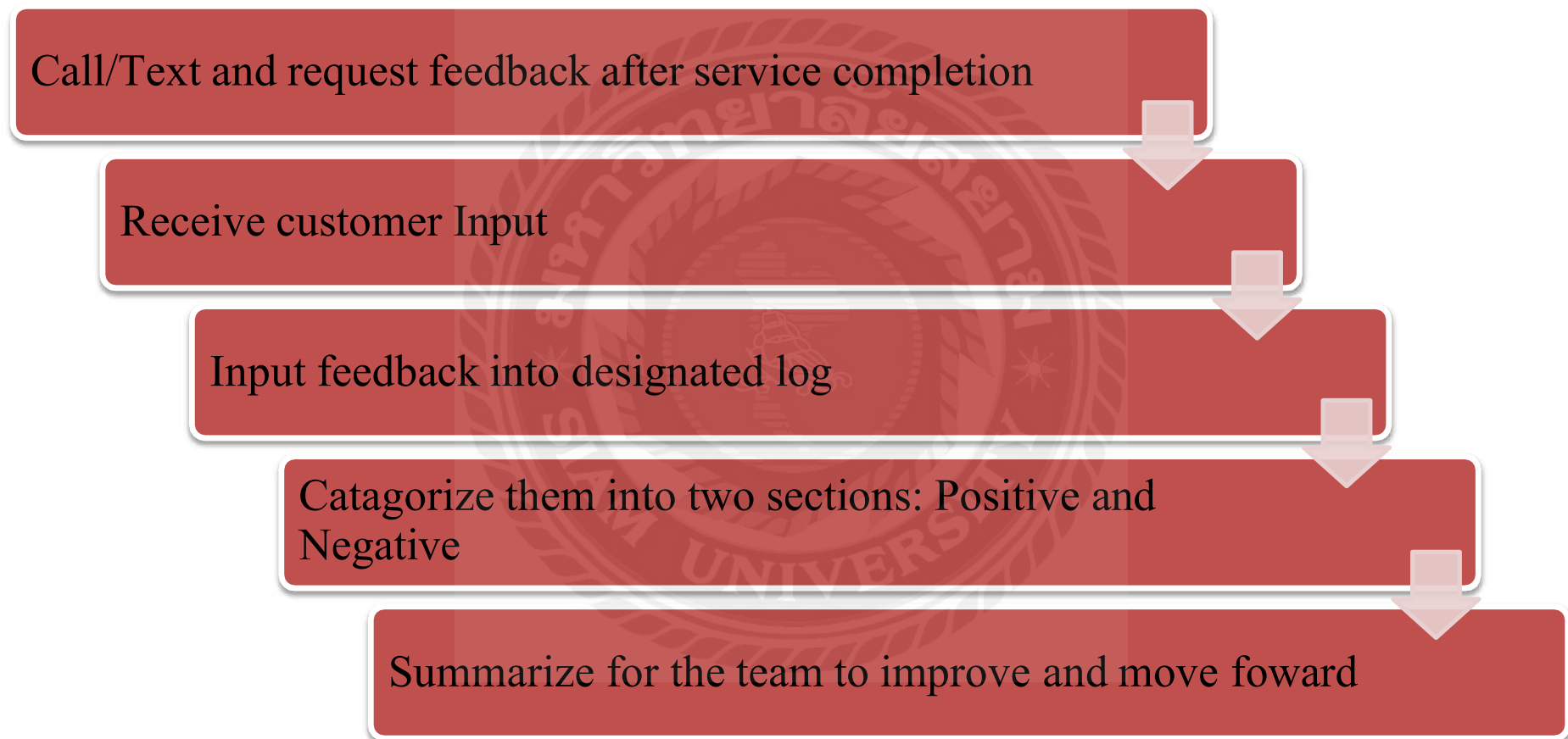


Figure 15: Customer feedback record

E) Explore potential partnership

Researching and reaching out to potential and possibilities for collaboration to support brand visibility and growth

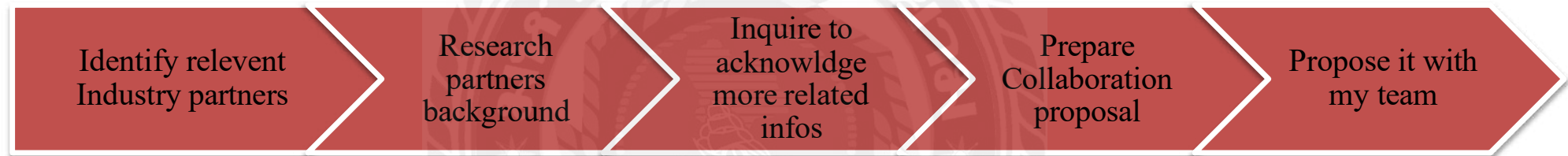


Figure 16: Explore potential partnership

F) Identify broadcasting tags

Broadcasting method is used for more effective and personalized messaging for a large group at the same time in LINE and tags identify and group the segments differently



Figure 17: Identify broadcasting tags

G) Identify add-on values

Discovering and documenting service addons (e.g. insurance, lead return grace period) that could improve customers experience

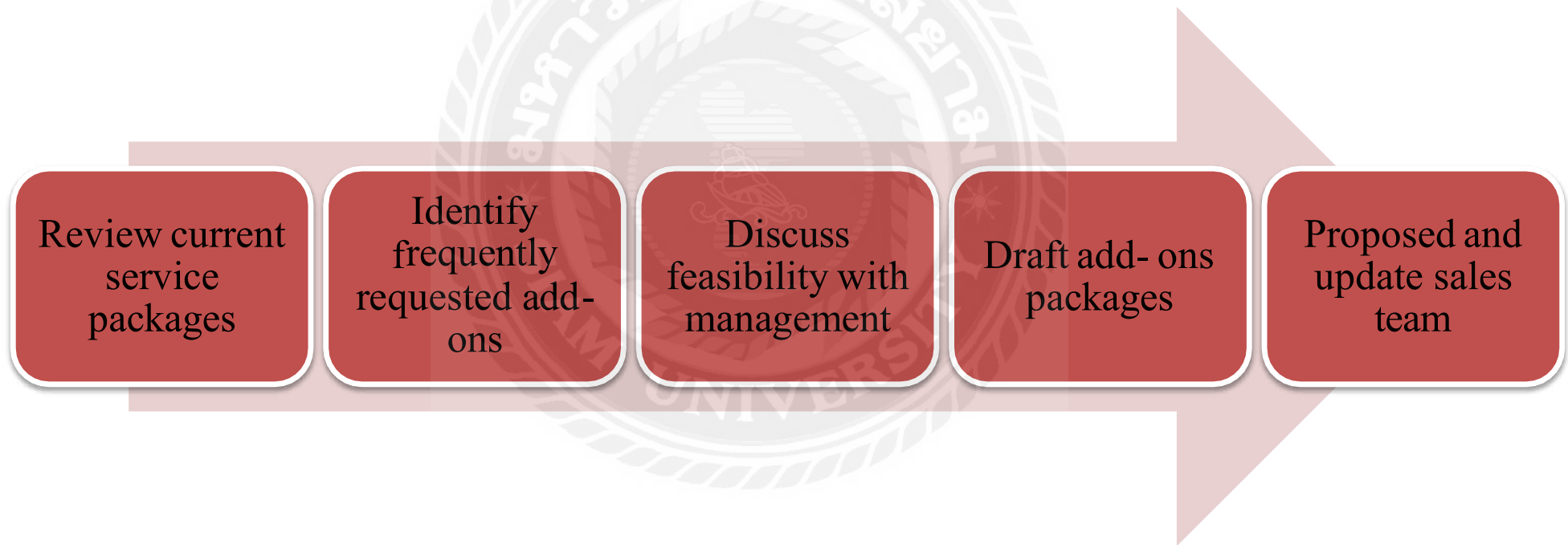


Figure 18: Identify add-on values

H) assist in the privilege campaign

Helping to develop and implement customer loyalty or bonus point campaign to enhance retention.

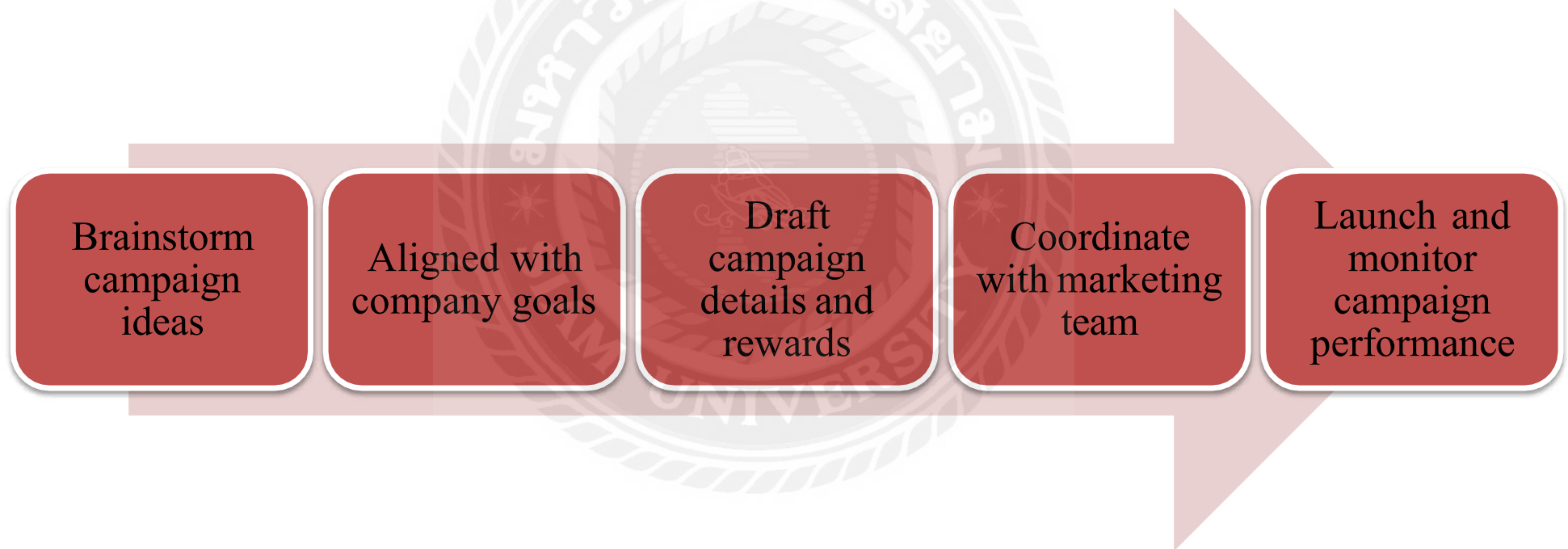


Figure 19: Assist in privilege campaign

2.4 My Contribution as an Intern

Throughout my four-month internship at Prime Cars Rental, I assisted with several elements of the company's operations, including sales and marketing assistance. One of my primary roles was to manage the daily traffic log, which logged enquiries and consumer interactions across digital platforms, guaranteeing accurate internal tracking and reporting.

I took an active role in customer relationship management (CRM) responsibilities, such as gathering feedback and contacting current customers to encourage repeat rentals, which helped to improve client loyalty and retention. I also helped to create vouchers add-on packages, privilege campaigns, and collaboration proposals, collaborating directly with the marketing team to generate concepts and assist implementation.

In addition, I talked directly with consumers via online platforms, answering their concerns, making ideas, and aiding in the conclusion of rental arrangements, which boosted both my confidence and negotiating abilities.

2.5 Special Skills Learned

This internship helped me develop a wide range of professional abilities. I enhanced my Excel skills, particularly in data monitoring and record-keeping activities. I also developed a better grasp of how to maintain and use Official Accounts (OA) for consumer contact and marketing, notably on LINE.

Daily contacts with clients helped me improve my communication and bargaining abilities dramatically. The fast-paced work atmosphere needed me to be adaptable and able to multitask efficiently, which helped me improve my time management and problem-solving abilities. I also improved my awareness of CRM systems and logical thinking skills through campaign participation and customer interaction tactics.

Chapter 3: Learning Process

3.1 Learning during Co-op Studies

Learning isn't restricted to one format or location. Every day, we are exposed to something which will always be a part of us and help us grow as individuals. During my stay at Primes, I had the opportunity to learn about a variety of essential topics. Under the supervision of the sales and marketing team, I was permitted to study and enhance my expertise in a variety of areas.

Starting as my first real-life experience at this firm was the finest decision for me since it allowed me to not only adapt but also work in an enjoyable atmosphere where every executive was like a mentor to me.

Over the last four months, it has not only enhanced my communication abilities but also piqued my curiosity in the automobile business. The idea of owning a car was always in my head, but being acquainted with the actual market and working in the sector taught me that there was much more to the rental industry.

Negotiating and dealing with different types of consumers in different segments was not an easy task, but over time, I was instructed and mentored by my supervisor and seniors to allow me to experience success and failure firsthand so that I could gain insight and prepare myself better for the next time.

Management of customer relationships was not something I anticipated to master and comprehend in its various components. It was a terrific opportunity to fully experience its beauty and tolerance while dealing with a variety of customers.

3.1.1 Applying the knowledge from the coursework

In order to experience my first working experience and smoothly navigate, I have consumed and put the knowledge into action from the coursework previously learnt in the University. If I could break down a few courses and compare them, change management has helped me to adapt to a working environment where different mindsets work together.

Organizational management has helped me to identify the job positions and task delegation, which also helped me settle in the company. Principles of marketing have played the biggest role as it help me to identify a company's basic components, its baby steps, and how search engine optimization affects the company's performance

Lastly, to help me navigate my future choices, Consumer behavior has played a fundamental role in helping me explore myself in the fast-paced market, where it helped me understand the customer's psychological needs. It helped me understand which type of customer I am dealing with, so I could use the CRM skills to handle them accordingly.

3.1.2 Gap in The Knowledge from Coursework

Even though I was backed up by the theoretical foundation gained by the coursework, there were still a few practical setbacks that caused the gap in the knowledge that was required as an intern at Primes. Most of the gaps in my knowledge were correlated with my position or were associated with it.

For example, the coursework did not give an in-depth view of conducting a partnership agreement. I consider this as my main gap discovery because in each company at some point you have to eventually work with a third party or an external part which does require a lot of creative ability and fresh-minded thoughts, which will help to lay out the perfect plan to understand partnerships in a better point of view. In the future, I have complete faith the university will help future students to understand the fundamental and in-depth foundations of partnerships.

Furthermore, the curriculum lacks exposure to real-time choices in a specific manner. Typically, coursework is supplied with explicit boundaries and phrases, as well as a time limit for realizing and analyzing them. However, in the workplace, decisions must be made quickly and under a lot of pressure because a seller's duty is to keep the customer participated because their attention span is not the same as everyone's, which can sometimes lead to an incomplete or not successful case conducted when there is limited time and information available.

Lastly, our coursework rarely taught how to deal with client complaints or unforeseen service errors. These are frequent in most industries and demand a mix of patience, ethics, and problem-solving abilities—skills that are best gained through hands-on experience rather than from textbooks.

In the end, the internship provided me recognize these shortcomings and encouraged me to acquire new talents outside of the classroom, providing me towards a more competent and practical career path.

3.2 Indicate the problem noticed during the internship

During my internship at Primes automotive one of the most prominent issues I observed was the company's limited ability to diversify and expand its marketing and distribution channels. While the business is well-regarded for its high-quality vehicle offerings and customer service, its current methods of reaching potential clients are not completely difficult but the broader range of methods is relatively narrow.

The company primarily relies on direct bookings, social media inquiries, and repeat customers, with minimal collaboration or integration with broader platforms such as online travel agencies (OTAs), hotel partners, local tour operators, or international booking platforms. This restricted channel ecosystem creates several challenges for sustainable growth. First, it limits the company's visibility among a wider audience, especially tourists who rely heavily on travel aggregator websites and digital tools for planning their trips.

Second, it constrains the company's ability to generate consistent leads, especially during low seasons when walk-in and referral traffic decreases. Furthermore, in a competitive market like Thailand's tourism and car rental industry, where customer behavior is rapidly shifting toward digital-first solutions, the absence of a multi-channel strategy reduces Primes Automotives

competitiveness and reach. From internal discussions and observations, it also became evident that the company lacks sufficient in-house knowledge and manpower to develop and manage an expanded ecosystem, contributing to the hesitation in adopting new platforms.

Each intern may see or handle this issue differently, leading to inconsistent or misunderstood techniques. Identifying and implementing the potential of new channels is a difficult task. Therefore, careful preparation and consistency are very much essential. The absence of consistency and sufficient preparation while investigating new possibilities might constitute an unneeded risk, jeopardizing the organization's capacity to handle the new potential channels.

This issue not only impedes corporate growth, but also creates an organizational blind spot in which important prospects for collaborations, exposure, and income go unexplored. As I analyzed client acquisition tactics and compared them to rivals that rely on a larger ecosystem for development, the limitations of channel growth became clearer.

3.2.1 Problem Statement

Businesses must always look for new ways to connect with consumers in the fast-paced business world of today, particularly when their current channels are insufficient to spur meaningful expansion. Although having a few well-established sales or marketing channels gives a firm a starting point, depending just on them might restrict its market reach and impede its ability to grow.

Businesses must adjust by finding and utilizing new channels that may link them with new audience groups as consumer tastes and behaviors change. In addition to lowering an excessive reliance on a small number of channels, this strategic diversity raises visibility, improves customer interaction, and opens up new income streams.

The problem statement seeks to draw attention to the necessity of doing research to examine the difficulties arising from the market's restrictions on channel development and to consider potential solutions for channel expansion in the rapidly evolving market. The issue centers on the necessity of efficient channels since, in certain cases, if we repeatedly get the same results, we may not have the chance to realize our full potential for market expansion. This lack of diversity makes the company more vulnerable since it might result in a sharp decline in performance or revenue if one of its main channels performs poorly as a result of algorithm changes, heightened competition, or changes in customer behavior.

Moreover, without exploring new platforms, companies miss opportunities to tap into emerging trends, reach different customer demographics, and stay relevant in a fast-evolving digital landscape. Competitors who adopt a more proactive, multi-channel strategy will likely gain greater visibility and market share, leaving behind companies that remain static. In short, failing to explore new channels not only limits a company's growth potential but also puts its long-term sustainability at risk.

This study will help develop methods and standard procedures to enhance market penetration, enhancing the competitive edge, boosting brand exposure, and promoting successful company development through the effective research and utilization of new channels by dealing with the obstacles associated with insufficient channel expansion.

3.2.2 How to Solve Problems

Resolving the problem of limiting channel expansion necessitates a methodical, deliberate strategy based on internal preparation, strategic awareness, and a thorough comprehension of the market landscape. It is not enough to just hop onto new platforms.

Recognizing that depending on a small number of pathways, even if they have historically done well, may inadvertently limit Prime's ability to expand, is the first step in overcoming this obstacle. Consumer habits change quickly in a cutthroat and dynamic environment, and Prime must adapt or risk losing sight of a sizable section of its prospective audience. Future initiatives can be superficial and short-lived if the underlying issues are not identified.

This is not an issue that can be resolved by speculating or imitating the actions of others. Rather, it demands a deliberate approach and a readiness to challenge preconceived notions. Looking outward is a crucial component of strategy, including researching market trends, analyzing how rivals are differentiating themselves, and closely monitoring changes in consumer behavior. Prime could be overlooking the fact that customers' focus has already shifted elsewhere if it has been accustomed to using a small number of channels.

At this point, evaluating Prime's internal capabilities is also crucial. Having the structures, abilities, and processes in place to support them efficiently is more important when branching out into new channels than just setting up accounts and campaigns. This involves taking into account if the group has the time, resources, and expertise necessary to oversee more platforms without sacrificing the standard of current operations.

In the end, the answer is not simply to use additional channels, but to use the right ones in the right way at the right time. Only then can true, sustainable, and Prime's long-term vision-aligned solutions be presented.

3.3 Significance of The Study

This research is important because it examines the restriction of Primes Automotive's advertising and distribution channel expansion, which is one of the main obstacles to the company's growth in a cutthroat and quickly changing vehicle rental industry. As a high-end rental company serving both Thai and foreign customers, Primes Automotive works in a fast-paced market where accessibility, visibility, and strategic reach are essential to long-term company success. But the company's limited use of marketing platforms has made it difficult for it to reach a wider audience, interact with unexplored consumers, and take full advantage of new business prospects.

By identifying and analyzing the specific limitations within its current channel ecosystem, this research provides insight into how these bottlenecks impact not only brand exposure and customer acquisition, but also long-term scalability and competitiveness. The study contributes to a deeper understanding of the practical implications of limited channel diversity and offers strategic recommendations for overcoming these barriers through the integration of digital platforms, strategic partnerships, and innovative outreach methods.

This study's importance goes beyond only operational enhancements. It gives managers data-driven insights to help them make important choices about platform usage, channel diversity, and marketing expenditures. By doing this, the business will be in a better position to raise its profile, draw in and keep a more varied customers, and adapt to changing customer preferences in an economy that prioritizes digitalization. Additionally, the study backs Primes Automotive's long-term goals of increasing industry sustainability and diversifying its market reach.

From a scholarly standpoint, this study fills the gap between theoretical understanding and practical business operations. It contributes to experiential learning by applying fundamental ideas in distribution planning, customer relationship management, and marketing strategy to a real-world scenario. The study is also more broadly applicable to other small and medium-sized businesses who are having trouble growing their market share. The study provides

insights that might be used as a replicable foundation for businesses facing comparable growth issues by referencing industry trends and best practices. By fostering creativity in channels of distribution and a more flexible, customer-focused approach, this research lays the groundwork for Primes Automotive to improve its market position.

3.4 Literature Review

A literature review is a critical evaluation of prior academic research, professional studies, and relevant industry insights related to a specific topic of interest. It serves as the foundation for any research project by identifying what is already known, what knowledge gaps exist, and how the present research improves the issue. When it comes to internship reports, a literature study helps close the gap between academic theories and real-world practices seen during the internship.

The literature evaluation for this study is on examining ideas and results about customer outreach, marketing channel expansion, and the constraints that small firms like Prime Automotive could have in a cutthroat and technologically advanced industry. This part contributes to establishing the need and relevance of the micro study subject by citing reliable sources and applying those insights to the issues at Prime Automotive.

3.4.1 Limited Marketing and Distribution Channels

Marketing and distribution channel limitations are among the major flaws seen in many small and medium-sized businesses (SMEs), including Prime Automotive. Marketing channels are essential for providing value, making products more accessible, and enhancing brand awareness. Kotler and Keller (2016) emphasize that business may find it difficult to reach larger client segments when it works in a narrow channel ecology, especially in an extremely competitive service-based sector like vehicle rentals.

For instance, Prime Automotive can lose out on important clientele like foreign visitors, business clients, or younger audiences that mostly use digital tools for service discovery if it just uses a few channels, like Line and WhatsApp. Businesses may increase their visibility and improve their interactions with their target audiences by utilizing a variety of digital and physical channels. Chaffey and Ellis-Chadwick (2019) indicates that limited presence can result in lower market share and poor client acquisition rates for businesses.

Prime Automotive may be further cut off from beneficial marketing prospects if it does not have alliances with digital aggregators, online travel agents (OTAs), or booking platforms. In this situation, a limited channel system may have a detrimental impact on revenue growth and long-term scalability in addition to decreasing visibility.

3.4.2 Channel Strategy in Service-Oriented Industries

Maintaining a strong market position in service-driven industries like hotels, transportation, and vehicle rentals requires an efficient channel approach. Because services are time-sensitive and intangible, channel variety and selection are more important than in product-based businesses. In order to draw in and keep consumers, Zeithaml, Bitner, and Gremler (2018) believe that service providers should prioritize reach, ease, and consistency across touchpoints.

A narrow channel focus often fails to meet consumer expectations, especially when service availability must align with the customer's digital behavior. The car rental industry, for instance, benefits from omnichannel strategies that include online bookings, mobile app integration, social media marketing, travel agency partnerships, and direct website engagement. Without these options, businesses risk falling behind competitors who are present wherever the customer is looking.

3.4.3 Importance of Multichannel Strategy in Service Industries

Businesses may interact with customers on several digital and physical channels by using multichannel strategy. Adopting a multichannel strategy may help businesses like Prime Automotive expand their client base, boost brand loyalty, and guarantee continuous service delivery across regions and user preferences.

According to Verhoef, Kannan, and Inman (2015), customers now expect to interact with brands seamlessly across multiple channels—social media, mobile apps, websites, and in-store. Offering booking alternatives through OTAs, mobile applications, and even chat-based services may significantly enhance the client experience when it comes to renting a car. By using client data and tailoring service delivery, multichannel tactics help increase brand visibility. On the other hand, a narrow strategy may lessen competitive advantage and restrict consumer interaction opportunities.

3.4.4 Comparative Studies on Channel Expansion in Car Rental Businesses

Numerous comparative studies have demonstrated that businesses in the vehicle rental sector that increased their channel presence did better than those with less outreach. For example, a study by Singh and Sharma (2021) found that compared to rental firms that just used in-store or website-based

models, those who linked with worldwide distribution systems (GDS) and OTA platforms saw a 25–40% increase in reservations.

These results demonstrate the tactical benefit of growing distribution networks and collaborating with outside platforms. Global companies like Sixt and Hertz provide as examples of how channel variety raises profitability and visibility.

By utilizing localized travel applications, expat networks, and regional influencers, local and regional players—including SMEs like Prime Automotive—can implement comparable strategies on a smaller scale. Comparative studies highlight how crucial adaptability is to sustaining development and competitiveness in dynamic market conditions.

3.4.5 Effects of Digital Transformation on Market Reach

Digital transformation has revolutionized how companies operate and reach customers. It involves leveraging technologies such as automation, data analytics, mobile integration, and artificial intelligence to optimize operations and improve customer experience. In marketing terms, digital transformation significantly widens a company's market reach.

Lemon and Verhoef (2016) claim that service providers may expand their reach and customize their services to target particular customer segments thanks to digital transformation. Digital solutions such as geo-targeted advertising, loyalty applications, customer review systems, and rapid booking platforms allow businesses in the vehicle rental sector to access previously unreachable client bases. In the face of growing digital demands, businesses that do not adopt these technologies risk stagnation or decline.

3.5 The Need for Research

This study is both important and current due to the ever-changing nature of consumer behavior and the quick development of digital technologies. According to Laudon and Traver (2020), in order to be competitive in the market, businesses need to make investments in digital transformation and aggressively seek channel development. Lack of varied marketing channels can lead to missed opportunities and poor brand positioning in the automobile rental sector, where convenience and visibility are essential.

Lamb, Hair, and McDaniel (2018) point out that companies run the danger of becoming obsolete if they disregard changes in distribution channels. Investigating the shortcomings of Prime Automotive's existing strategy will assist in identifying any gaps and providing solutions that meet the needs of contemporary customers. In order for the business to create marketing strategies that reach a larger audience and adjust to new trends, this study is crucial to supporting its strategic planning.

The importance of the current research project, which intends to investigate the constraints in advertising and distribution network expansion within the setting of a premium automobile rental firm, is highlighted by the gap in the literature. Although a lot of research highlights the need of digital transformation and multichannel strategies, little is known about how entrepreneurs like Prime Automotive can really get past obstacles to reaching a wider audience.

This study aims to pinpoint the main challenges, examine how they affect market penetration and client acquisition, and offer workable solutions for enhancing channel efficacy. By filling this knowledge vacuum, the study will advance our knowledge of the growth obstacles facing the service industry and offer insightful advice to businesses looking to boost their exposure, draw in more clients, and stay competitive in the rapidly changing digital market.

3.6 Methodology

This chapter outlines the research strategy, tools, and processes used to explore the limitations that Prime Automotive faces in expanding its marketing and distribution channels. The study employs a qualitative research methodology, which is particularly suited to understanding complex business challenges and gathering deep, contextual insights from people directly involved in those challenges.

A qualitative research approach was chosen because it allows for the capturing of specific ideas, experiences, and observations that are difficult to measure. Because the issue of limited channel expansion includes internal decision-making, strategic viewpoints, and perceptions of current outreach activities, qualitative research offers a more thorough evaluation than a purely numerical or survey-based approach.

The study was designed to be exploratory, with the purpose of uncovering patterns, underlying causes, and real-world constraints associated with Prime Automotive's channel strategy. It does not seek to prove a hypothesis, but rather to understand the problem holistically and provide significant recommendations based on the data acquired. This permitted immediate monitoring and greater access to crucial individuals.

To collect data, semi-structured interviews were conducted with key stakeholders within the company, such as the marketing manager, customer relations officer, and operations supervisor. This method strikes a balance between structure and flexibility—ensuring that specific topics are covered while giving participants the freedom to share insights beyond predefined questions.

Additionally, informal discussions, document reviews, and personal observations were used to supplement the interview findings. These methods helped cross-check the accuracy of responses and added context to the data collected.

The data collected from interviews and other sources were analyzed thematically. Recurring themes, keywords, and problem areas were identified and grouped to highlight the most significant barriers to channel expansion. This thematic analysis helped reveal not only what the problems are but also why they persist and how they might be addressed.

3.6.1 Sample and Participants

This research study engaged a carefully selected sample of five employees from Prime Automotive, representing departments directly involved in sales operations and marketing activities. The participants included four members from the sales department, who possess first-hand experience in customer interactions, channel usage, and daily operational challenges. In addition, one marketing manager was included in the sample to provide insights from a strategic management perspective, particularly concerning promotional planning, channel partnerships, and brand outreach efforts.

The rationale for selecting employees from these specific roles was grounded in the nature of the mini research topic, which centers on the limitation of channel expansion in the market. Sales personnel are often directly involved in the execution of strategies and are best positioned to report operational hurdles, while the marketing manager offers a broader view of strategic limitations and decision-making bottlenecks. This purposeful sampling ensures that both tactical and strategic viewpoints are captured.

All participants were full-time employees with relevant experience in their roles, ranging from 1 to 4 years, ensuring a balance of operational familiarity and fresh perspectives. The selection was also influenced by accessibility, willingness to participate, and relevance to the research objective. This targeted approach helped maintain the depth and relevance of qualitative data gathered during the interview process.

3.6.2 Data Collection

The data collection process was conducted through semi-structured, in-person interviews, which were scheduled and carried out over a span of three consecutive working days at Prime Automotive's office premises. This qualitative method was chosen to allow for a flexible conversation flow while ensuring that core questions aligned with the research objectives were addressed consistently across all participants.

Each interview session lasted approximately 20–30 minutes, depending on the depth of responses and the willingness of the participant to elaborate. The semi-structured format allowed the researcher to explore emerging topics in real time, such as specific challenges faced in expanding outreach channels or reflections on past marketing initiatives that failed to deliver expected results.

Interviews were conducted face-to-face to facilitate direct engagement, body language interpretation, and deeper rapport-building with participants, which often results in richer and more nuanced data. All discussions were audio-recorded (with consent) and supplemented with written notes. This dual-recording method ensured that no critical insights were missed and that the transcriptions were both accurate and verifiable.

3.7 Questions for Interviews

The informal interviews will be based on 5 key questions which were the theme of the discussion. The 5 questions are as follows:

Q1. How effective is our current channel?

Q2. Which of our current channels is the most effective?

Q3. Is expanding into a new marketing channel is important?

Q4. What are the main challenges Primes Automotive faces when trying to expand to a new marketing channel?

Q5. What Could be done as an Inevitable solution?



3.7.1 Results

Question Number	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
Question 1	Effectiveness depends on customer base, it varies.	All platforms included, yes, at a certain point	Not as effective as how competitors are moving	The Effectiveness score is 5/10	If it was effective then our company wouldn't have implemented B2B possibilities
Question 2	WhatsApp=International Line= Thai	Varies, Line= more reach WhatsApp = More spending power Meta= Limited reach	Line	Word of mouth awareness and online search engine holds a lot of power.	Line, as it is globally used and TikTok for content awareness.
Question 3	Very Important, it expands the customer base	Important, as behavior change is there and there is competition risk.	Very important	Growth is a must. But, Only if you are ready for it.	Yes, Existing customers might leave one day so there should be a replacement.
Question 4	Less awareness and Limited team capacity	Tools and understanding of customer	Limited team (passive more than aggressive)	Operations team is limited	Limited team capacity
Question 5	Good thing takes time and build a great ecosystem which change perspective of people towards this industry	Know the demand. Try instead of sit still. We fail, we learn	Collaborations is a convergent solution	Vision is the key and communication internally is a must	Agents should be the focus they hold much power in the market

Figure 20: Results from the Interview

This mini-research was conducted using structured interviews with five Prime Automotive employees from various departments to acquire a full insight of the company's present advertising and channel expansion position. One executive, one marketing and sales team member, and one external agency representative were among the participants. This interconnected input provided a larger and more comprehensive view of the company's distribution and marketing efficacy, difficulties, and potential for growth.

Interviewees generally believed that Prime Automotive's present marketing methods are somewhat effective, particularly given its low marketing budget. Respondents stated that the organization employs a combination of push and pull strategies—push through delivery services and promotional offers, and pull through digital branding and content marketing. However, they emphasized the importance of improving content quality and variation in order to engage viewers across all touchpoints. Furthermore, quantifying return on investment is difficult due to the dispersed tracking methods. The team thinks that genuine effectiveness is determined by how successfully these channels turn reach into revenue and long-term consumer loyalty.

According to the comments, digital platforms—particularly Instagram and Line OA—are currently the most effective channels for customer interaction and conversion. These platforms allow you to build personalized encounters and transmit promotions in real time. The marketing team discovered that graphic content, influencer collaborations, and short-term promotions work best. These channels also provide better consumer segmentation and faster responses, giving them a competitive advantage over offline or traditional means.

All five participants felt that diversifying into new marketing and distribution channels is critical to success. While current channels offer basic coverage, they are unable to fully capture untapped sectors such as international travelers, long-term corporate rentals, and premium clients. Exploring new channels, such as YouTube for storytelling, collaborations with lifestyle companies, or affiliate-based models, could broaden the audience and provide long-term benefits. The executive reply stated that expansion is more than just adding new channels; it is also about strategic integration that promotes brand equity and customer trust.

When questioned about the most significant challenges in expanding into new channels, the majority of participants cited a lack of people, confusing operating procedures, and a lack of consistent strategy. According to the marketing team, creating content for new platforms takes

time, research, and devoted resources, all of which are now in short supply. Furthermore, the CEO stated that without a strong internal workflow and accountability framework, new channels can become liabilities rather than development opportunities. The agency team emphasized the difficulty of persuading potential partners or influencers due to the comparatively low brand recognition in larger areas.

3.7.2 Solutions

After analyzing the interview replies and reviewing Prime Automotive's present marketing and expansion limits, it became clear that the company requires a more systematic and holistic approach to address its growth issues. The primary solution is not a single approach, but rather the creation of a linked ecosystem that promotes long-term brand loyalty, operational clarity, and multi-channel adaptability.

One key takeaway from the interviews was the need to create a lifestyle-oriented brand environment rather than focusing solely on transactional car rentals. Respondents stated that customers are increasingly motivated by experiences, convenience, and social proof. As a result, I analyzed this input and determined that Prime Automotive should market itself as more than a car rental service, aiming to offer a lifestyle. This could be accomplished by connecting marketing material to aspirational values like luxury, freedom, travel convenience, and dependability. Visual storytelling, such as video material, authentic customer testimonials, and influencer collaborations, can serve to reinforce this brand narrative.

Second, empowering agents and partners emerged as an unavoidable method for expanding operations. Multiple respondents emphasized the importance of local agents in converting customers, particularly in specialty areas such as high-spending tourists and corporate clients. Based on this feedback, I recommend that the organization invest in agent development initiatives, such as training seminars, customized incentive schemes, and user-friendly digital kits, to guarantee that these frontline workers are knowledgeable and motivated. When agents feel respected and secure in the product, they're marketing, their efficacy skyrockets.

In addition to this, the internal workflow and communication system must be optimized. One of the biggest internal barriers to channeling addition to this, the internal workflow and communication system must be optimized. One of the biggest internal barriers to channel expansion, as highlighted by several respondents, is the limited capacity of the operations team

and the lack of a standardized working procedure. When attempting to scale through new distribution or marketing channels, inconsistent internal processes can lead to delays, miscommunication, and customer dissatisfaction. After analyzing this, I believe that introducing a centralized action list or workflow management system—possibly through a shared digital platform—can streamline task delegation, improve accountability, and ensure that marketing, sales, and operations teams are aligned in real-time.

Another strategic answer is to use push and pull marketing methods more efficiently with a limited budget. Currently, the corporation does an adequate job of reaching out (push) through direct advertising and promotions. However, the pull side, which includes developing content that attracts clients naturally (for example, through SEO, social media, or recommendations), needs to be improved. To increase engagement and interest, I advocate a variety of content formats, including behind-the-scenes movies, automobile usage recommendations, customer anecdotes, and travel suggestions. This content should not only inform but also inspire potential customers to identify Prime Automotive with high-quality service and convenient lifestyle options.

Finally, word-of-mouth marketing should be purposefully promoted. Respondents mentioned that trust and referrals are important in our sector, and I agree. A systematic referral program for consumers and agents, with incentives such as discounts, freebies, or credits, can help to speed organic growth. In tandem, customer relationship management (CRM) technologies should be installed to assess satisfaction levels and follow up with personalized offers, resulting in a feedback loop that fosters loyalty and extends the client base.

In conclusion, after analyzing the difficulties and gathering multiple opinions, I determined that the most effective remedies must include branding evolution, empowered alliances, operational clarity, and targeted digital strategy. These approaches, if taken together, can not only address current restrictions but also establish Prime Automotive for long-term, scalable achievement in a competitive market.

Chapter 4: Conclusions

4.1 Summary of Internship

Prime Automotive offered a dynamic and hands-on internship experience, particularly within the Sales and Marketing Department. Over the course of four months, I was actively engaged in various strategic tasks, ranging from assisting in privilege campaigns and package vouchers to analyzing and proposing add-on value offerings such as free mileage and free late returns. The internship provided an insightful glimpse into the car rental and service sector in Thailand, especially regarding consumer engagement, promotional tactics, and competitive positioning.

Working closely with the marketing team, I was able to contribute to campaign planning, customer communications, and brand enhancement strategies. Prime Automotive's structure enabled me to gain practical exposure while being entrusted with meaningful responsibilities. This allowed me to apply theoretical knowledge from the classroom in a real-world setting, thus bridging the gap between academic learning and professional practice.

4.1.1 Self-Assessment of the Experience

Throughout this internship, I encountered a variety of personal and professional challenges that contributed to my growth. While I approached each task with motivation and eagerness to learn, maintaining self-motivation consistently, especially during repetitive assignments, was occasionally difficult. In addition, managing time effectively—particularly when juggling multiple campaign timelines—was another area that tested my ability to prioritize.

Despite these challenges, I gradually became more confident and efficient. I developed a deeper understanding of digital marketing processes, campaign execution, and customer-centric strategies. I also enhanced my soft skills—particularly communication and collaboration—as I worked with team members to meet collective goals. By the end of the internship, I felt more capable of handling real-time marketing tasks and more confident in adapting to fast-paced business environments.

4.1.2 Limitations of My Experience

One significant drawback of my four-month internship at Prime Automotive was the limited amount of time I had to devote to long-term strategic initiatives. Even though I was able to make a significant contribution to a number of marketing efforts, I was frequently only able to take part in the initial stages of planning or execution due to the internship's short duration. As a result, I was unable to observe the full results of certain programs or conduct performance reviews. It was challenging to obtain in-depth knowledge of the larger business cycle and evaluate the long-term effects of the job I had contributed to because of the short engagement duration.

Due to shifting priorities and tight deadlines, multitasking occasionally made it difficult to provide the best work possible on each activity. Notwithstanding these limitations, I learnt how to adjust, maintain organization under duress, and find value in contributing even within established limits

4.2 Recommendations to Prime Automotive

Prime Automotive should deliberately increase its marketing channels in order to fortify its position in the industry. Although they have potential, platforms like TikTok, YouTube Shorts, and micro-influencer collaborations need to be supported by quantifiable KPIs like engagement, conversion, and return on investment. A clear push-and-pull strategy may assist increase awareness while maintaining cost-effective client acquisition, with promotional campaigns pushing services and interesting content attracting attention.

I also suggest creating a systematic onboarding procedure for upcoming interns and employees based on my internship experience. During the first several weeks, production was impacted by the knowledge gap caused by the improper handover. New hires would integrate more quickly and work with more confidence if they received a standardized onboarding package that included task manuals, corporate procedures, and mentorship support.

Finally, integrating AI technologies may significantly improve customer interaction and operations. While AI-driven data analytics can reveal consumer behavior trends and campaign efficacy, AI chatbots on LINE and the corporate website can speed up response times and lessen staff effort. I think these solutions will make Prime Automotive more customer-focused, data-informed, and nimble after examining internal procedures and market trends.

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Week 1

3/2/25	4/2/25	5/2/25	6/2/25	7/2/25
<ul style="list-style-type: none"> -Started with introduction -Overview of the internship -Morning call with the team -discussion regard long term goals 	<ul style="list-style-type: none"> -1 on 1 Introduction with MD - getting familiar with tasks and roles -assist in talking with russian customer 	<ul style="list-style-type: none"> -Tasks and roles familiarity with supervisor - company profile introduction - Training about the CRM, traffic logs 	<ul style="list-style-type: none"> - Login into all the socials: Whatsapp, line,meta. -Finalizing final details of 2 existing customer -schedule timeframe with team 	<ul style="list-style-type: none"> -Sales discussion on YOY basis - Implement the CRM methods -record it in both traffic log and CRM record file

Week 2

10/2/25	11/2/25	12/2/25	13/2/25	14/2/25
<ul style="list-style-type: none"> - Continue with the CRM procedure with the backdate of 7 months previously -Analyzing the Traffic log sheet - Solving misunderstandings between customers 	<ul style="list-style-type: none"> - Record the traffic Log -Reply to customer queries -Getting familiar with terms and conditions -self evaluation -Summary of daily tasks did 	<p>*Makha Bucha Holiday*</p>	<ul style="list-style-type: none"> -Record the daily traffic log data -weekly summarization report to marketing team -Work- flow session with supervisor 	<ul style="list-style-type: none"> - Upgrade in Traffic log condition - negotiate with customers <p>*Half Day*</p>

Week 3

17/2/25	18/2/25	19/2/25	20/2/25	21/2/25
<ul style="list-style-type: none"> -Record the traffic log data -Downloaded all pictures into album -Monthly Lunch with team -Inspirational team call 	<ul style="list-style-type: none"> -Record the traffic log data -Deliver the Bmw to the customer to avoid language barrier -Closing deals through online channels 	<ul style="list-style-type: none"> -Record the traffic data - Discussing next campaign with MKT team - Continue with existing CRM - Analysis of the CRM data 	<ul style="list-style-type: none"> -Traffic log analysis - Hospitality call to identify new customers pain point - contact with proposed models for next campaign 	<ul style="list-style-type: none"> - Weekly traffic log analysis -Meeting with miss grand team -Identifying new customer base potential <p>*Half day*</p>

Supervisor Signature[Peerakan Yotadee]



Week 4

24/2/25	25/2/25	26/2/25	27/2/25	28/2/25
<ul style="list-style-type: none"> -Traffic log data record -Discussion about potential educational collaboration -Inspiring call with team 	<ul style="list-style-type: none"> * Sick Leave* Flu 	<ul style="list-style-type: none"> -Traffic log inspection -event planning for educational collaboration -preparation for the event -Sales performance update 	<ul style="list-style-type: none"> -Traffic log Inspection -re-arranged the tables -Revision through past week's performance -UdriXprime event brief with team 	<ul style="list-style-type: none"> -Weekly/monthly traffic log analysis -Assist in arranging the venue -post-event reflection -End of the month evaluation

Week 5

3/3/25	4/3/25	5/3/25	6/3/25	7/3/25
<ul style="list-style-type: none"> -Morning call with the team -Upcoming projects discussion - modify the traffic log data - Monthly CRM evaluation with marketing team 	<ul style="list-style-type: none"> -CRM sheet inspection -Traffic log analysis -Cold calls with potential agents - Identify customers pain point 	<ul style="list-style-type: none"> -Analyze the pain points identified and turn it into our strength -Traffic log record -Weekly performance meeting with team -campaigns discussion 	<ul style="list-style-type: none"> - Record the traffic log -Get familiar with new intern -brainstorm the discussed campaigns -find potential partnership methods 	<ul style="list-style-type: none"> -weekly traffic log analysis -CRM update and status -Propose the idea of banks partnership campaigns -discuss this project with the new intern

Week 6

10/3/25	11/3/25	12/3/25	13/3/25	14/3/25
<ul style="list-style-type: none"> -Traffic log inspection - Motivational morning call -find the components of bank collaboration 	<ul style="list-style-type: none"> -Traffic log system update - sales performance update -propose the layout to the team -CRM old customer 	<ul style="list-style-type: none"> Motion sickness & Hospital visit* 	<ul style="list-style-type: none"> - wellness campaign proposal -CRM log update -meeting with the sales and mkt team -Customer support and enquiry process 	<ul style="list-style-type: none"> *University CSR Trip at kanchanaburi*

Supervisor Signature[Peerakan Yotadee]

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Week 7

17/3/25	18/3/25	19/3/25	20/3/25	21/3/25
<ul style="list-style-type: none"> - Fix the pattern of wellness campaign proposal - Find potential hotels for walk- in enquiry -CRM with new deals 	<ul style="list-style-type: none"> -Traffic Log inspections - weekly performance update -Team meeting - Propose the hotels visit to the team 	<ul style="list-style-type: none"> -Traffic log data record - prepare to visit all the hotels - Enquire the lobby/concierge and limo -Drop the catalog as an impression 	<ul style="list-style-type: none"> -Traffic Log inspection -Report the visit results to the team -Analyze the pattern of each places -CRM procedure 	*Sick Leave*

Week 8

24/3/25	25/3/25	26/3/25	27/3/25	28/3/25
University visit	<ul style="list-style-type: none"> -Traffic Log Inspection -Weekly sales team meeting -CRM call with my supervisor to understand their pain point -Find hotels outside bangkok for visit 	<ul style="list-style-type: none"> -Design the route for the hotels visit - Mark the locations on the map -Propose the visual presentation to the sales team -CRM text to high spending customer 	<ul style="list-style-type: none"> -Traffic log data record - Training with MD and senior sales supervisor - note down the key points and report it to my supervisor -Monthly evaluation 	<ul style="list-style-type: none"> -Traffic Log data record *Earthquake Incident*

Week 9

31/3/25	1/4/25	2/4/25	3/4/25	4/4/25
<ul style="list-style-type: none"> -Monthly traffic log data report to MKT team -CRM progress over the month report to team -End of the month self evaluation with my supervisor 	<ul style="list-style-type: none"> - Start of the month morning call -Traffic log inspection -indicate any improvements in traffic log -List out potential CRM customer 	*Family leave*	<ul style="list-style-type: none"> -Find independent agents on social media platforms -List out the most potential ones - 1 on 1 session with my supervisor regarding my work before holidays 	*High Fever Sick leave*

Supervisor Signature[Peerakan Yotadee]

Peerakan Yotadee



Week 10

7/4/25	8/4/25	9/4/25	10/4/25	11/4/25
_____	*Chakri Day Holiday*	_____	_____	_____

Week 11

14/4/25	15/4/25	16/4/25	17/4/25	18/4/25
Songkran Holiday	Songkran Holiday	Songkran Holiday	_____	_____

Week 12

21/4/25	22/4/25	23/4/25	24/4/25	25/4/25
Hospitalised	-Overlook at the traffic log -Summarize any flaws noticed -Solve a misunderstanding case -Bring back the Huracan Evó from the customer	-Brief session from supervisor about Broadcasting Tags -Explore potential vouchers to increase the value of packages -Competitor analysis	-Competitor Analysis report to Supervisor - List out the tags -Identify tags and match to the customer accordingly - focus group on golfs vouchers	-Solve the Huracan case(continue) - Broadcast to customer according to the tags -List out the Golf vouchers both in BKK and outside -vouchers analysis for packaging

Supervisor Signature[Peerakan Yotadee]

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Week 13

28/4/25	29/4/25	30/4/25	1/5/25	2/5/25
<ul style="list-style-type: none"> -weekly analysis with the team -CRM for customer feedback after car usage -meeting over the voucher issues -Find more potential voucher segments 	<ul style="list-style-type: none"> -Call existing customers for their feedback -CRM for potential monthly rental customers - Propose restaurants,arcades, spa and resort vouchers to team 	<ul style="list-style-type: none"> -End of the month evaluation with the team - Sales performance update - Prepare presentation for the vouchers proposal -Traffic log data analysis to MKT team 	<p>*Labor day Holiday*</p>	<ul style="list-style-type: none"> -Morning call with the team -Performance update -Morning prayer offering with the team -Present with the executives - weekly evaluation with the team

Week 14

5/5/25	6/5/25	7/5/25	8/5/25	9/5/25
<p>*Coronation day Holiday*</p>	<ul style="list-style-type: none"> -Morning call with the team - Fix the presentations according to the comments made -Layout the final presentation - Find the mini research factor 	<ul style="list-style-type: none"> -Traffic log data record -Weekly performance - Customer support and enquiry process -Handle International issues 	<ul style="list-style-type: none"> -Contact and inquire information regarding golf courses -Monthly training with the MD and supervisors - Prepare the questions for Mini research 	<ul style="list-style-type: none"> -Traffic Log inspection -Log the details into the vouchers form -Work on the final report <p>*Half Day*</p>

Week 15

12/5/25	13/5/25	14/5/25	15/5/25	16/5/25
<ul style="list-style-type: none"> -CRM procedure with the team -Answer customer's queries and doubts -Identify SWOT analysis Internally -Work on the report -Pray with the team 	<ul style="list-style-type: none"> -Traffic log data record -Morning Inspirational call - Mission to action scenario implementation -work on the final presentation 	<ul style="list-style-type: none"> -Reply to customer's queries - Team meeting brief about upcoming campaigns -Traffic log update to the marketing team 	<ul style="list-style-type: none"> -Download new pic from fleet to send it to the customer -Note down all the points for the possible campaign designed for customer -Handle customer queries 	<ul style="list-style-type: none"> -Traffic Log Inspection -Weekly evaluation with the team -add-ons update to supervisor -Privilege campaign discussion

Supervisor Signature[Peerakan Yotadee]

Signature



Week 16

19/5/25	20/5/25	21/5/25	22/5/25	23/5/25
<ul style="list-style-type: none"> -Weekly Traffic summary to marketing team -Draft the privilege campaign ideas -Add ons value indication -work on the report -Presentation layout note down 	<ul style="list-style-type: none"> -CRM procedure update with the team - Acknowledge the privilege campaign -Identify the customer eligible for the campaign -contact them directly and inform them of their points. 	<ul style="list-style-type: none"> -Traffic Log data inspection -Prepare the office area -Lecturers visit at the company -Work on the report and presentation - Monthly performance update 	<ul style="list-style-type: none"> -Traffic log inspection with team - work on the report -Interview seniors regarding the qualitative research -CRM feedback and CRM existing customer to return to us 	*University Visit*

Week 17

26/5/25	27/5/25	28/5/25	29/5/25	30/5/25
<ul style="list-style-type: none"> -Weekly Traffic summary to marketing team - Privilege campaign discussion -Weekly team meeting -plans for the week ahead 	<ul style="list-style-type: none"> -Morning Call with the team - Interview with MD for the qualitative research -Content shoot in the office -Exam for understanding the whole view 	<ul style="list-style-type: none"> -Traffic Log Inspection -Summarizing all details of internship *Presentation at the University* 		

Supervisor Signature[Peerakan Yotadee]

Peerakan

Internship Supervisor Feedback

Intern Name : Santa Singh Pranpriyakul
Position : Sales and Marketing
Supervisor Name : Peerakan Yotadee
Date of Evaluation : 28 May 2025

Period: February 2025

Comments:

Throughout the first month of the internship, Santa has demonstrated a strong desire for learning new skills. He brings a high level of enthusiasm and positivity to the team.

He has an open mind and is always eager to learn new things. What jumps out the most is his desire to share new insights and fearlessly communicate his own ideas.

Of course, we embrace an open mind and encourage future generations to share their ideas. We believe in developing and learning together.

SECTIONS	1-5 Points Rating
Work Performance	3
Professional Skills	3
Communication and Collaboration	4
Learning and Improvement	4

Period: March 2025

Comments:

This month, we had the impression that Santa was dealing with a mental or emotional issue. As a result, his general energy at work appeared to be significantly reduced, and his excitement was not as strong as it had been in the first month, when he was eager to learn and participate.

This adjustment has had some effect on his job performance. Having said that, we've had an open and positive talk with Santa about the problems he's facing.

We've also given thoughts and perspectives that we believe will help him grow personally and professionally in the future.

SECTIONS	1-5 Points Rating
Work Performance	3
Professional Skills	3
Communication and Collaboration	4
Learning and Improvement	3

Period: April 2025

Comments:

Santa took a leave of absence this month to go on an overseas trip, which we had planned ahead of time. We anticipated he would return with increased motivation and a strong desire to work.

When he returned, we could sense a noticeable improvement in his energy. He returned more focused and prepared to do the tasks entrusted to him.

This was evident in his new ideas, increased contact with customers, and logical thinking applied to his work, all of which demonstrated good improvement.

SECTIONS	1-5 Points Rating
Work Performance	3
Professional Skills	4
Communication and Collaboration	4
Learning and Improvement	4

Period: May 2025

Comments:

In the last month of the internship, we've seen significant progress and transformation in many facets of Santa's development. We're deeply moved to see how he's discovered inspiration during his journey with us.

His client communication has greatly improved, and he is now more confident in dealing with a variety of consumer circumstances. His negotiation and sales closing skills have also improved significantly. In addition to his sales performance, he helped brainstorm and develop marketing campaign concepts.

We believe that this experience will benefit him and help him grow in the years to come.

SECTIONS	1-5 Points Rating
Work Performance	5
Professional Skills	4
Communication and Collaboration	4
Learning and Improvement	5

Recommendations to the Student:

Never stop learning, even if you believe you already know. Life never stops teaching us new things. Whether it's learning to live your own life, adapting to society, or breaking free from negative beliefs, growth is an ongoing process.

When you are disheartened or facing a difficult situation, strive to get yourself out of that mindset as soon as possible. It's natural to feel down from time to time, but don't dwell on it for long. Continue to study and grow—always.

Overall Rating of the Student	1-10 Rating Performance
	9

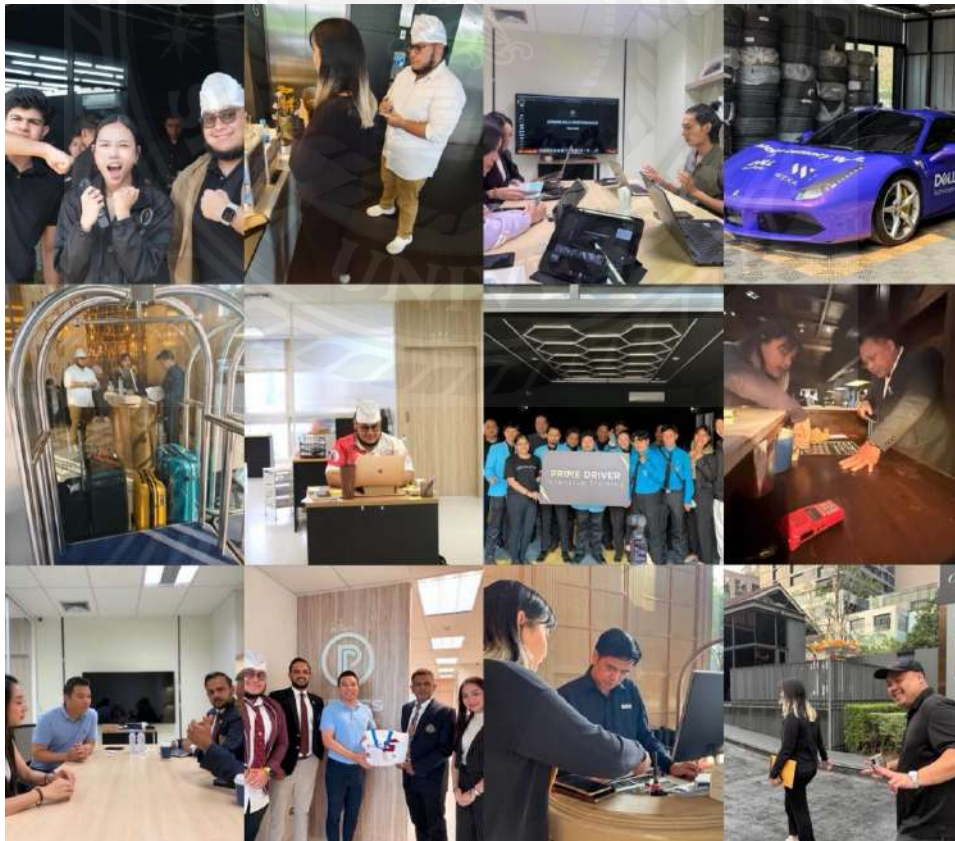
.....
Peerakan Yotadee

(Job supervisor)

ID Card:



Internship Memories and Siam University Visit



Santa Singh Pranpriyakul

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Bangkok, Thailand.



A committed and creative 4th-year International Business student. Strong communicator and team player, passionate about gaining more experience. Equipped with a Global Perspective and strong Interpersonal skills

EDUCATION

Bachelor of Business Administration

Siam University, Bangkok, Thailand

August 2020- Present

Major: International Business

GPA: 3.70

International General Certificate of Secondary Education

August 2018- July 2020

Modern International School Bangkok, Thailand

Advanced Subsidiary Level

WORK EXPERIENCE

Event planning assistant

Modern International School Bangkok (August 2018- July 2019)

- Assisted in organizing and running various events at MISB.
- Coordinated with vendors, communicated with attendees, and managed event logistics.
- Used planning tools such as Asana Ai and handled multiple tasks efficiently to ensure successful events.

Sales and Marketing Intern

Primes Automotive (February 2025- May 2025)

- Data Analysis and Traffic log updates
- Assisted in closing daily dealings with customers through online platforms.
- Execute partnership and collab campaigns with the help of the marketing team

ADDITIONAL EXPERIENCE

Student Club- Currently working as a Vice-President

August 2022- Present

Student Council- Volunteered as a helping member in events

January 2023- Present

Charity Events - Organized University's suan phueng charity event

August 2022- Present

COMPETENCIES

Hard Skills

- Public Speaking
- Presentation making proficiency
- Social Media Marketing

Soft Skills

- Adaptability
- Enthusiasm
- Time Management

LANGUAGE

ENGLISH

FULL PROFESSIONAL PROFICIENCY

THAI

NATIVE PROFICIENCY

HINDI

BASIC UNDERSTANDING AND SPEAKING

PUNJABI

BASIC UNDERSTANDING AND SPEAKING