



# **CO-OPERATIVE EDUCATION REPORT**

**Marketing service provided by StockWorld Real Estate Pvt. Ltd.**

**WRITTEN BY :**

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This report is submitted in partial fulfillment of the requirements for Cooperative Education,  
Faculty of Business Administration, Academic semester 2/2024

**SIAM UNIVERSITY**

**Project Title:** Marketing service provided by Stockworld Real Estate Pvt.Ltd

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We have approved this Cooperative Report as a partial fulfilment of the Cooperative Education Program, Semester 2/2024.

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**Project Title:** Marketing service provided by StockWorld Real Estate Pvt.Ltd

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### **Abstract**

This report provides a detailed summary of my internship experience at StockWorld Co., Ltd., a dynamic and expanding real estate company based in Ratchathewi, Bangkok. As a Marketing and Sales Intern, I undertook a variety of roles that allowed me to gain hands-on exposure to both the marketing and transactional aspects of the real estate business.

My core responsibilities included managing online property listings, responding to client inquiries, conducting market research, and supporting property sales and rental transactions. I also participated in planning and executing digital marketing campaigns to attract potential buyers and tenants through platforms such as Facebook, Instagram, and property websites. Moreover, I had the opportunity to observe and assist in sales negotiations and contract processes, which deepened my knowledge of the legal and financial aspects of real estate transactions.

This experience has not only strengthened my practical business skills but also confirmed my interest in pursuing a career in marketing and sales within the real estate sector. This report highlights the challenges I encountered, the contributions I made, and the professional growth I experienced during my time at Stockworld Co., Ltd.

**Keywords:** real estate marketing, client communication, sales negotiation, internship, Bangkok real estate

## Acknowledgement

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First and foremost, I am deeply thankful to **Siam University** and **Kathmandu College of Management** for designing a curriculum that allows students to experience practical learning through internships. This opportunity helped me understand how theoretical knowledge can be applied to real-world business situations and has contributed greatly to my personal and professional development.

I would like to extend my heartfelt appreciation to my work supervisor and CEO of **StockWorld Co., Ltd.**, **Mr. Sutthirojchuan Chuan**, for welcoming me into the organization and continuously guiding me throughout the internship period. His mentorship, encouragement, and support have been invaluable in helping me navigate my responsibilities and grow in confidence.

I am also thankful to the **Faculty of Business Administration** and my academic advisor at Siam University for their consistent support and feedback during the internship period.

Lastly, I would like to thank my **parents, friends**, and everyone who has stood by me and motivated me to give my best. This internship has been a transformative experience and has laid a strong foundation for my future career in marketing.

Sincerely,

**Sibika Pote**

**Student ID. 6408040044**

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## Chapter 1 : Introduction

### 1. Company Profile



*Figure 1 : StockWorld Company Logo*

StockWorld Co., Ltd. is a Bangkok-based real estate agency that has established a reputable presence in the market over the past decade. Located in the Ratchathewi district, the company focuses primarily on property rentals and sales, providing services to landlords, agents, and end customers. Its core business revolves around matching property owners with prospective tenants or buyers through a streamlined, digital, and personalized approach.

The company emphasizes the use of digital platforms for listing and promoting properties, making it accessible to both local and international clients. The company's **mission** is to be a one-stop service provider for landlords, agents, and customers by offering tailored, trustworthy, and efficient real estate solutions. Its **vision** is to become the top-of-mind provider for apartments in the areas of Siam, Phayathai, and Ratchathewi—known as some of the most competitive zones in central Bangkok.

Stockworld has successfully built long-term relationships with landlords and property developers, which allows the company to offer exclusive listings. These listings are marketed through a variety of online platforms, including but not limited to DDproperty, LivingInsider, and PropertyHub, as well as social media and other digital marketplaces.

### 1.1 Mission of the Company

The mission of StockWorld Co., Ltd. is to become a comprehensive one-stop-service provider for landlords, agents, and customers. This means delivering solutions that cater to all aspects of real estate transactions—ranging from listings, marketing, client handling, documentation, and after-sale services. The mission reflects a commitment to providing smooth, efficient, and trustworthy services in the Bangkok real estate market.

### 1.2 Vision of the Company

StockWorld's vision is to become the top-of-mind brand for trustworthy apartment providers in the Siam, Phayathai, and Ratchathewi areas of Bangkok. The company aims to stand out not only for its listings but for the quality of service, transparency, and reliability that customers and partners can consistently expect.

### 1.3 Strategy of the Company

To fulfill its mission and vision, StockWorld has adopted several key strategies:

- Building strong partnerships with landlords for exclusive listings.
- Prioritizing online marketing and presence on platforms such as DDproperty, PropertyHub, and LivingInsider.
- Leveraging social media marketing and targeted Facebook advertisements to increase exposure.
- Focusing on personalized service with quick responses to client inquiries and seamless support throughout the rental or sales process.
- Hiring and mentoring interns and agents who can contribute to the customer outreach and brand recognition.

## 2. Organizational Structure

### 2.1 Diagram of the Organizational Structure

The organizational structure of StockWorld is functionally designed to ensure specialization and operational efficiency. Below is the layout as per the official chart provided:



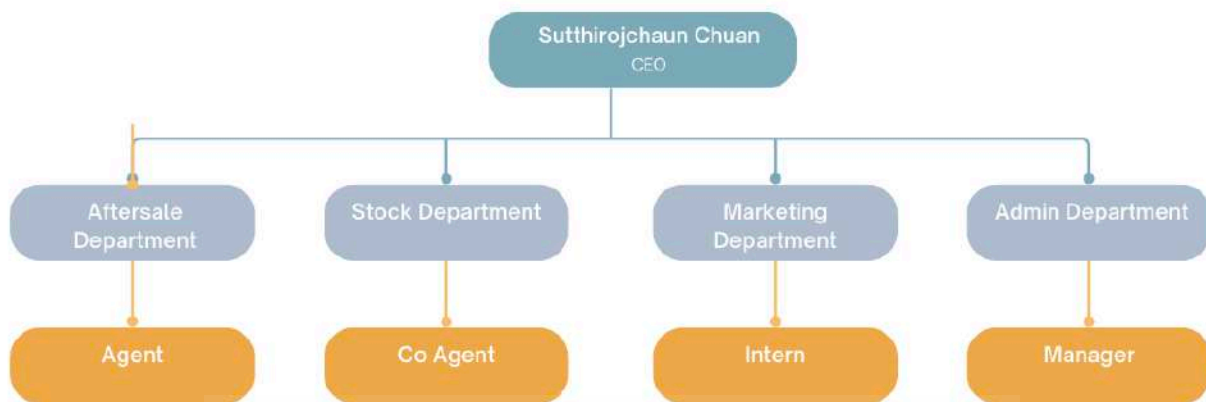


Figure 2 : Organizational Chart

This flat structure enables direct communication with the CEO, efficient delegation, and fast response time to customer needs.

## 2.2 My Job Position

During the internship, my position was as a **Marketing and Sales Intern**. My main responsibilities included assisting with property postings, researching the market, contacting clients, negotiating deals, and preparing final agreements. I was actively involved in the marketing department and coordinated regularly with the agent team.

## 2.3 My Job Position in the Company's Organizational Structure

As an intern in the marketing and agent departments, I was positioned under the direct supervision of both the Marketing Department and the Agent Department. My contributions spanned both operational and promotional aspects. I frequently worked under the guidance of Mr. Sutthirojchuan Chuan, who provided oversight and ensured quality execution of tasks. My role served as a bridge between marketing and client management functions.

## 3. My Intention and Motivation to Choose This Company as My Co-op Study Workplace

My decision to join StockWorld Co., Ltd. was based on several motivating factors:

- The company has a strong presence in the heart of Bangkok's real estate scene.

- It offers real-time exposure to both local and international markets.
- I was eager to work in a dynamic company where I could apply my marketing knowledge in real-world situations.
- The opportunity to learn from experienced professionals like Mr. Sutthirojchuan Chuan.
- Its diverse client base and online operational model aligned with my goal of building experience in digital marketing.

This internship offered me the platform to understand industry practices, strengthen my soft skills, and contribute meaningfully to a high-performing team.

#### 4. Strategic Analysis of the Company (SWOT Analysis)

##### **Strengths:**

- Over 10 years of experience in the Bangkok property market.
- Strong reputation for trustworthiness and local area expertise.
- Effective use of digital platforms such as DDproperty and Facebook.
- Exclusive apartment listings with loyal landlord relationships.
- Strong communication and mentorship culture.

##### **Weaknesses:**

- Small team size can delay processes during peak workload.
- Manual documentation in some processes can reduce efficiency.
- High dependence on third-party listing platforms.

##### **Opportunities:**

- Expansion into new Bangkok districts with high rental demand.
- Leveraging AI tools and CRM systems for lead generation.

- Increasing online visibility through influencer or partner marketing.
- Tapping into international client markets more aggressively.

**Threats:**

- Economic instability and its effect on rental demand.
- Rising competition from larger and tech-driven agencies.
- Legal changes affecting landlord-tenant agreements.
- Platform algorithm or policy changes that impact listing visibility.

## 5. Objective of This Cooperative Study

The objective of this internship is to allow students to apply classroom knowledge to a practical work setting while learning real-world professional skills. Specifically, my objectives were:

- To understand the inner workings of a professional marketing and real estate company.
- To enhance my marketing and communication skills through real client interaction.
- To learn about digital property advertising techniques.
- To gain confidence in negotiating and closing deals.
- To observe and participate in business decision-making.
- To explore a career path in the real estate and marketing industry.

## Chapter 2 : CO OP Study Activities

### 2.1 Job Description

As a Sales and Marketing Intern at **StockWorld Co., Ltd.**, my main job description was to assist the company in promoting and managing its residential real estate listings. StockWorld specializes in rental and sales services of condominiums and apartments in the areas of Ratchathewi, Phaya Thai, and Siam.

My role focused on bridging communication between landlords and potential tenants or buyers, marketing property listings across multiple platforms, and helping close deals efficiently. I worked under the supervision of the CEO, Mr. Sutthirojchuan Chuan, who also served as my mentor throughout the internship.

I was placed in the sales and marketing unit, where I performed both frontline tasks (client communication, property promotions, listing updates) and supportive tasks. Although I was officially an intern, I was treated as a junior-level staff member and was given responsibilities aligned with real job roles in the company.

### 2.2 My Job Responsibilities, Work Duties, and Activities

In addition to what was outlined in my job description, I handled a wide range of practical duties and real-world marketing tasks. My responsibilities were diverse, and I was assigned several activities beyond the standard intern scope. These included:

#### Key Responsibilities and Activities

- **Creating Online Property Listings:** I was responsible for writing and managing digital listings for properties on websites like **DDproperty, LivingInsider, and PropertyHub**. I made sure to include accurate details, descriptions, images, rental/sale prices, and availability dates.
- **Marketing Content Creation:** I wrote unique property descriptions, edited photos, and occasionally created Facebook ads to attract clients.

- **Client Communication and Follow-Up:** I interacted daily with prospective clients via Facebook, Line, email, and phone. I answered inquiries, shared property options, scheduled viewings, and explained procedures to them.
- **Research and Price Comparison:** I observed competitor listings, analyzed trends in property pricing, and discussed pricing strategies with my supervisor.
- **Coordinating Viewings:** I worked closely with landlords to arrange property showings and followed up with clients afterward.
- **Negotiation and Deal Support:** I sometimes participated in rental negotiations and was involved in the signing of contracts.

### Assigned Duties Beyond Job Description

- **Independent Deal Handling:** I handled a full property deal by myself, from client inquiry to signing the rental contract, which is not usually expected from an intern.
- **Managing My Own Facebook Campaigns:** I used my own Facebook account to promote listings, one of which directly led to a successful closing.
- **Administrative Support:** I supported the team with checking legal rental documentation and preparing contracts.
- **Crisis Management:** In urgent cases (e.g., short-notice move-ins), I helped resolve issues and speed up coordination under tight deadlines.

## 2.3 Activities in Coordinating with Co-workers

Working at StockWorld involved constant communication and collaboration with various team members. I coordinated daily with:

### Marketing Team

- Shared updates about listings that needed reposting or adjusting.
- Helped track which platforms were bringing the most leads.

- Provided feedback from clients to improve advertisement strategies.

### **Sales Agents**

- Exchanged client information and leads.
- Helped with scheduling property viewings.
- Collaborated on client follow-up procedures.

### **Admin Department**

- Worked with admin staff to check available units, contracts, and document statuses.
- Coordinated on legal documentation and handover procedures.

### **CEO and Supervisor**

- Regularly reported my progress and client interactions to Mr. Sutthirojchuan Chuan.
- Discussed marketing strategies and pricing adjustments.
- Learned negotiation tactics and client engagement methods directly through his mentorship.

Teamwork was an essential part of my internship. We constantly shared information to ensure smooth operations, up-to-date listings, and good customer service.

## **2.4 My Job Process Diagram**

Below is a detailed explanation of the work process I followed for my main responsibilities.

Each step was followed carefully to ensure accuracy and efficiency:



### A. Property Listing Process

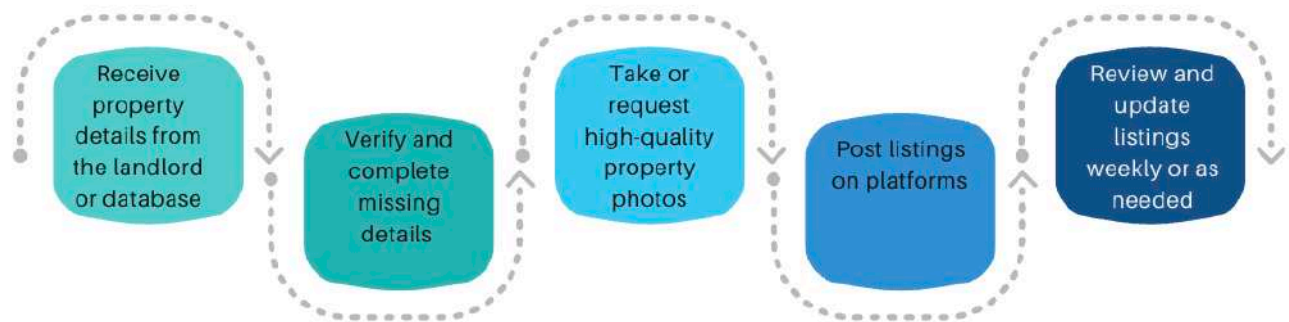


Figure 3 : Job Process Diagram for Property Listing Process

### B. Client Inquiry and Response Process

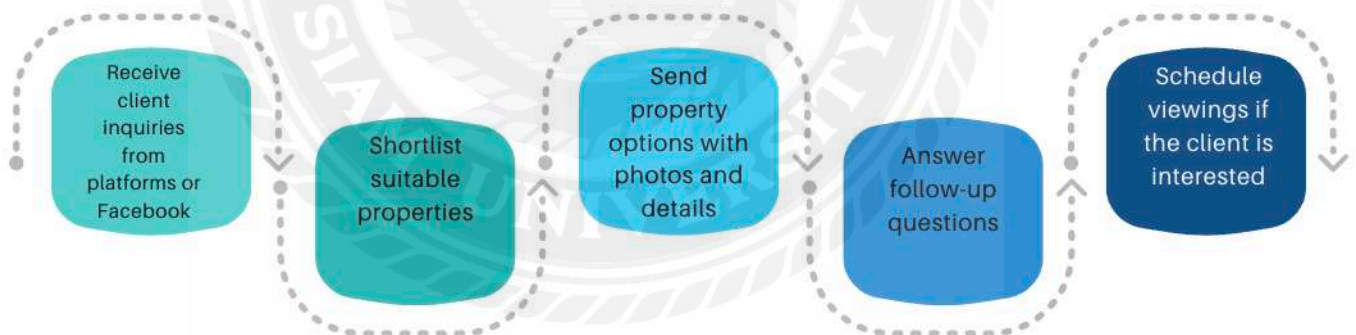


Figure 4 : Job Process Diagram for Client Inquiry and Response Process

### C. Viewing and Deal Coordination Process

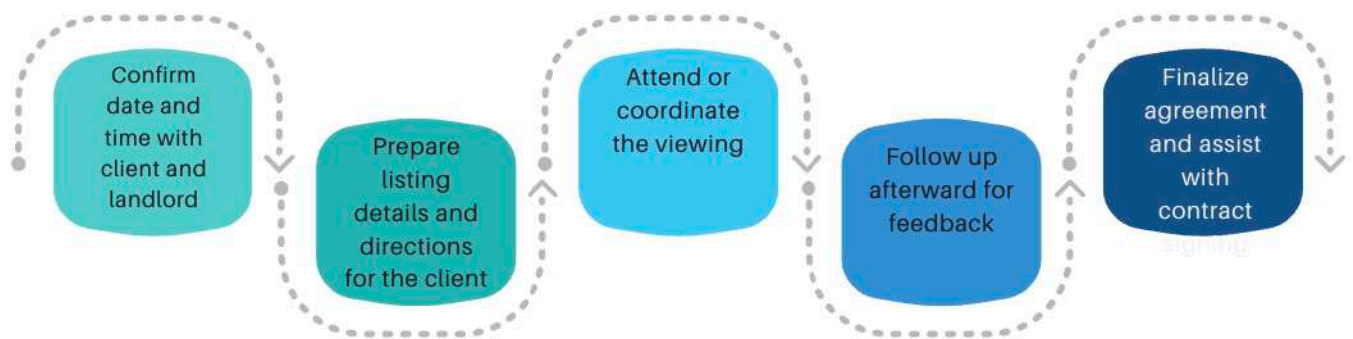


Figure 5 : Job Process Diagram for Viewing and Deal Coordination Process

#### D. Facebook Ad Process



Figure 6 : Job Process Diagram for Facebook Ad Process



## 2.5 Contribution as a Co-op Student in the Company

My internship wasn't just about learning—it was about giving real value to the team. Some of my main contributions include:

- **Lead Generation through Facebook:** I brought in several new inquiries, one of which led to a successful rental deal that I managed independently.
- **Content Improvement:** I helped reword many listings to make them more appealing and easier to understand.
- **Faster Client Response Times:** I made it a personal goal to reply quickly and professionally, which led to more engaged clients.
- **Problem Solving and Initiative:** I offered feedback on platform usage and suggested improvements to the internal process, such as listing accuracy checks.
- **Increased Listing Management Efficiency:** I maintained and updated a large number of listings, helping reduce the workload for full-time staff.

By treating my position seriously and striving to improve the company's marketing and client engagement, I believe I made a meaningful contribution during my time at StockWorld.

## Chapter 3 : Learning Process

### 3.1 Problem/ Issues of the Company

During my internship at StockWorld Co., Ltd., I identified several practical problems in the company's workflow, especially in the context of my job responsibilities described in Chapter 2. These problems had a significant effect on operational efficiency, client satisfaction, and internal communication.

#### **Problem 1: Incomplete and Unorganized Property Information**

Often, when preparing a property listing, I received incomplete data from landlords, such as missing room details, unclear photos, or outdated rental prices. This led to delays in posting listings and sometimes resulted in client dissatisfaction due to inaccurate information.

##### **Significance:**

This problem directly impacted the company's image, client trust, and time efficiency. It also created repeated back-and-forth communication between agents and landlords, leading to missed opportunities.

#### **Problem 2: Slow Response Time to Client Inquiries**

Due to the high number of listings and limited staff capacity, the company could not always respond to all client messages quickly—especially during weekends or holidays.

##### **Significance:**

In real estate, timing is critical. Clients often reach out to multiple agencies. Delayed responses mean missed leads and potential revenue loss.

#### **Problem 3: Manual Process of Listing Management**

Most of the company's listing updates were done manually. There was no centralized system to track which properties were currently rented or available. This sometimes led to duplication of work or advertising unavailable properties.

**Significance:**

The lack of automation or a centralized system slowed down daily work and affected the accuracy of listings, which negatively influenced customer experience.

## 3.2 How to Solve the Problems

To address these issues, I conducted research through internal observation, conversations with my supervisor and co-workers, and secondary research from similar real estate businesses. I also applied basic theories and practices from marketing, service operations, and information systems.

**Literature and Theory Applied**

- **Marketing Mix (4Ps):**

The issue with listing quality relates to the “Product” element. A good product presentation (accurate and clear property data) helps increase client interest and satisfaction.

- **Customer Relationship Management (CRM):**

Timely responses and proper documentation are essential to maintaining good client relationships. CRM tools are widely used in service industries to automate responses and manage client data effectively.

- **Operations Management (Lean Principles):**

Manual and repetitive tasks can be optimized by applying lean principles to reduce waste and improve flow—suggesting that automation or better process flow would be beneficial.

**Interviews and Informal Conversations**

- I spoke with my supervisor, Mr. Sutthirojchuan Chuan, who confirmed that while the company is small, they plan to implement better tools in the future.
- I discussed workflow challenges with one full-time staff member, who mentioned that working from multiple platforms without central control is one of their biggest issues.

- A client I spoke with also expressed frustration about getting excited about a property that was no longer available.

### **Research and Previous Practice**

From my research into similar agencies in Bangkok, I learned that some companies use Google Sheets or CRM systems to share real-time property status among teams. This reduces confusion and improves communication.

## **3.3 Recommendation to the Company**

Based on my learning and observations, I would like to recommend the following:

- 1. Create a Centralized Listing Management System:**  
Even a shared Google Sheet, updated daily, would help prevent errors in advertising unavailable units. Eventually, adopting a CRM or real estate listing management software would increase efficiency and accuracy.
- 2. Develop a Listing Checklist Template:**  
Provide landlords with a clear form to fill in all property details and submit photos in a standard format. This saves time and avoids miscommunication.
- 3. Introduce Response Time Guidelines:**  
Implementing a 12–24 hour response window policy for all client inquiries would ensure better client satisfaction and improve closing rates.
- 4. Allocate a Role for Content and Data Quality:**  
Designating one person (full-time or part-time) to check listing quality before publication can improve brand reliability and reduce client confusion.
- 5. Offer Training in Customer Handling for New Interns:**  
A short, structured training about tone, common questions, and documentation can help future interns perform faster and more confidently.

### 3.4 What I Have Learned During the Co-op Studies

This internship taught me far more than I expected. Some key lessons include:

- **Responsibility and Ownership:**

I learned to take full ownership of my work—from start to finish. Managing real clients, dealing with real consequences, and learning from real errors made me more mature and accountable.

- **Practical Marketing Execution:**

I applied marketing not just as a concept but in practical form—writing real ads, analyzing customer behavior, and adjusting approaches accordingly.

- **Time Management and Prioritization:**

Handling multiple listings, clients, and tasks daily helped me prioritize work effectively and avoid being overwhelmed.

- **Dealing with Uncertainty:**

Real estate involves unpredictability—last-minute cancellations, urgent client needs, or property availability changes. I became more flexible and calm under pressure.

- **Confidence in Communication:**

Talking with clients from different backgrounds improved my English and Thai communication skills, both written and spoken.

### 3.5 How I Applied the Knowledge from Coursework to the Real Working Situation

I realized that many theories I studied became very useful during my internship. For example:

- **Marketing Principles:** I used the 4Ps (Product, Price, Promotion, Place) while writing ads and comparing competing listings.
- **Consumer Behavior:** Understanding what clients care about (location, price, convenience) helped me highlight the right features in my posts.

- **Digital Marketing:** I applied my knowledge of social media and online engagement to attract leads on Facebook Marketplace.
- **Business Communication:** Writing clear, concise, and polite messages to clients was directly based on what I learned in coursework.
- **Negotiation and Sales Techniques:** I used basic negotiation strategies to communicate between clients and landlords, always aiming for a win-win deal.

### 3.6 Special Skills and New Knowledge I Have Learned from These Co-op Studies

This internship helped me develop specific skills relevant to real estate and marketing:

#### Technical and Functional Skills

- Writing persuasive and SEO-friendly property descriptions
- Managing multi-platform property listings
- Operating within deadlines under minimal supervision
- Using online tools like Google Docs, Drive, and photo editing apps

#### Soft Skills

- Professional client communication (via phone and text)
- Real-time problem solving
- Adaptive thinking when handling new types of clients or tasks
- Teamwork and cross-department collaboration

This hands-on experience gave me a clear picture of what it means to work in the real estate marketing field. I now feel more equipped to enter the professional world with skills that go beyond theory.



## Chapter 4 : Conclusion

### 4.1 Summary of Highlights of My Co-op Studies at This Company

My cooperative education experience at **StockWorld Co., Ltd.** was one of the most valuable and transformative phases of my academic and personal life. This internship allowed me to step into the world of real estate marketing and directly apply the knowledge I gained during my BBA studies in a real business setting.

Some of the key highlights of my internship include:

- Gaining **hands-on experience** in digital marketing for property listings.
- Managing client communication independently and professionally.
- Successfully **closing a deal** from my own Facebook advertisement, taking full responsibility from the initial conversation to the signing of the contract.
- Working directly under the supervision of the **CEO**, Mr. Sutthirojchuan Chuan, and learning from his decade of experience in Bangkok's real estate market.
- Developing **problem-solving skills** through real challenges like inaccurate property data, last-minute client requests, and urgent coordination issues.
- Learning to collaborate across departments including marketing, admin, and sales agents, improving my interpersonal skills.
- Becoming confident in using **multiple property listing platforms**, handling inquiries from both local and international clients, and understanding market trends.

These highlights not only enriched my academic understanding but also gave me the tools and mindset to grow as a young professional.

### 4.2 My Evaluation of the Work Experience

#### Self-Assessment

During this internship, I challenged myself to adapt quickly, communicate effectively, and take ownership of real work. I successfully met my tasks with minimal supervision, showing

independence, initiative, and responsibility. I also overcame my initial hesitation in dealing with clients and became confident in my role.

### **Contribution to My Career Development**

This internship gave me a clearer vision of my career path. I now understand the real estate and property marketing industry from the inside and feel more confident about pursuing a career in marketing, customer service, or even entrepreneurship. I also improved my negotiation, content creation, and digital communication skills—core areas that align with my future career goals.

### **Level of Personal Satisfaction**

I am highly satisfied with my co-op experience. The tasks were challenging but rewarding. I was treated as a valued team member rather than just an intern. The guidance from my supervisor, the dynamic work environment, and the opportunity to make real contributions gave me a sense of purpose. It made me excited to step into the professional world after graduation.

## **4.3 Limitations of My Co-op Studies**

While my internship was highly valuable, there were a few limitations:

- **Limited Timeframe:** A few months was not enough to deeply explore all aspects of real estate or follow through on long-term projects like CRM system development or broader campaign strategies.
- **Lack of Automation:** Some daily tasks (like listing updates and status tracking) were time-consuming due to manual processes, leaving less time for creativity or strategy development.
- **Limited Exposure to Corporate Tools:** As the company uses a lean, small-business model, I did not gain experience in working with advanced digital marketing tools (e.g., CRMs, ad managers, automation dashboards) commonly used in larger firms.
- **Language Barriers:** While I improved a lot, I still faced some communication challenges with Thai-speaking clients and landlords, especially when dealing with contracts or location details.



These limitations, however, did not hinder my learning. In fact, they gave me a clearer idea of areas where I need to grow.

## 4.4 Recommendation for the Company

### Recommendations for the Co-op Work Experience

For future co-op students, I recommend that the company provide a **short orientation guide** or checklist covering:

- Listing platforms and how to post correctly
- Communication tone and templates for common inquiries
- Photo requirements and formatting tips
- Troubleshooting guide for common platform issues

This would help new interns adapt more quickly and avoid early mistakes.

### Recommendations for Work Process Improvement

- **Centralize Listing Management:** Introduce a shared Google Sheet or internal dashboard to track which units are available, rented, or pending.
- **Create Standard Templates for Landlords:** This would ensure that complete and accurate data is received every time.
- **Response Time Targets:** Establish internal goals to respond to every inquiry within a maximum of 24 hours.
- **Intern Training Workshops:** Host a short weekly Q&A or briefing where interns can ask questions, share updates, and get feedback.

By implementing these suggestions, the company could reduce daily confusion, save time, and improve client satisfaction even further.

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## Appendix

Weekly schedule :

**Start : 8<sup>th</sup> January 2025. End : 30<sup>th</sup> April 2025**

1<sup>st</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Orientation</li> <li>- Supervised agent tasks</li> <li>- Observe contract signing</li> </ul>	<ul style="list-style-type: none"> <li>- Shadow room showing in Bangkok; assist agent</li> <li>- Post new listing photos on social media &amp; portals</li> </ul>	<ul style="list-style-type: none"> <li>- Update listings (admin tasks)</li> <li>- Post market update on social media</li> <li>- Follow up with leads</li> <li>- Research online marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare marketing materials for new listing</li> <li>- Coordinate upcoming showings schedule</li> <li>- Post property highlight on Facebook</li> </ul>	<ul style="list-style-type: none"> <li>- Conduct 2 room showings; gather feedback</li> <li>- Update listing info after tours</li> <li>- Network with agents</li> </ul>	<ul style="list-style-type: none"> <li>- Analyze social media engagement</li> <li>- Prepare docs for meetings</li> <li>- Present market trends (intern)</li> <li>- Plan next week's showings</li> </ul>

2<sup>nd</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Presentation on Online marketing</li> <li>- Plan weekly goals; team meeting</li> <li>- Update</li> </ul>	<ul style="list-style-type: none"> <li>- Manage online ad postings</li> <li>- Respond to previous show inquiries</li> <li>- Review</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: lead tours, highlight features</li> <li>- Collect client feedback and</li> </ul>	<ul style="list-style-type: none"> <li>-Team check-in; review targets</li> <li>-Update/verify listings in database</li> <li>- Post</li> </ul>	<ul style="list-style-type: none"> <li>- Write &amp; schedule marketing posts</li> <li>- Prepare brochure for new property</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: 2 property tours</li> <li>- Highlight features; answer client questions</li> </ul>

listing details in database	contract basics with mentor	update CRM - Take property photos/videos for listings - Coordinate notes with supervisor	neighborhood spotlight on social media	- Video call with international client - Learn contract drafting basics	- Gather lead information - Upload feedback to CRM
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3<sup>rd</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Team check-in; review targets</li> <li>- Update/verify listings in database</li> <li>- Post neighborhood spotlight on social media</li> <li>- Outbound calls to potential leads</li> </ul>	<ul style="list-style-type: none"> <li>- Write &amp; schedule marketing posts</li> <li>- Prepare brochure for new property</li> <li>- Video call with international client</li> <li>- Learn contract drafting basics</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: 2 property tours</li> <li>- Highlight features; answer client questions</li> <li>- Gather lead information</li> <li>- Upload feedback to CRM</li> </ul>	<ul style="list-style-type: none"> <li>- Edit and upload new listing photos</li> <li>- Publish content to real estate platforms</li> <li>- Weekly team debrief</li> <li>- Plan content for next week</li> </ul>	<ul style="list-style-type: none"> <li>- Post new listing on portals</li> <li>- Plan weekly schedule with supervisor</li> <li>- Update marketing spreadsheets</li> <li>- Write social post on market trends</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare client presentation materials</li> <li>- Outline Facebook ad campaign (guided)</li> <li>- Check ad performance metrics</li> <li>- Follow up with previous clients</li> </ul>

4<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Room showings: host apartment</li> </ul>	<ul style="list-style-type: none"> <li>- Morning team sync; set week's goals</li> </ul>	<ul style="list-style-type: none"> <li>- Handle Facebook ad inquiries</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: client property</li> </ul>	<ul style="list-style-type: none"> <li>- Assist with finance presentation</li> </ul>	<ul style="list-style-type: none"> <li>- Morning briefing; review last</li> </ul>

tours - Provide on-site details to clients - Network with listing agent after tours - Document tour outcomes	- Update client database and CRM entries - Post listing teaser on Instagram Story - Plan independent tasks	- Start designing own Facebook ad campaign - Learn ad targeting strategy - Client email follow-ups	tours - Manage logistics (transport, keys) - Answer property questions - Summarize feedback in CRM	- Prepare market analysis slides - Engage leads via forum Q&A - Schedule weekend tasks (if any)	week - Update ad creatives; refine targeting - Post educational content on home buying - Contact warm leads
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5<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
- Launch small FB ad campaign independently - Monitor ad performance; adjust budget - Plan next content release - Respond to client inquiries	- Room showings: lead tours independently - Build rapport with clients on-site - Collect detailed client requirements - Enter new leads into CRM	- Prepare marketing report - Video meeting with overseas client - Post listings on multiple platforms - Plan next week's tours	- Week overview meeting; set targets - Refine ad audience based on data - Update lead follow-ups schedule - Morning client outreach calls	- Write blog about market insights - Send email newsletter to subscribers - Analyze social media metrics - Coordinate with SEO team	- Room showings: highlight property benefits - Negotiate scheduling changes - Resolve on-site client issues - Log new lead information

6<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Develop market analysis presentation</li> <li>- Present progress to team</li> <li>- Confirm April planning</li> <li>- Prepare content calendar</li> </ul>	<ul style="list-style-type: none"> <li>- Review results with team</li> <li>- Adjust ad strategy</li> <li>- Create video for new listing</li> <li>- Set weekly priorities</li> </ul>	<ul style="list-style-type: none"> <li>Scout clients via Facebook leads</li> <li>- Outreach to potential buyers online</li> <li>- Join contract drafting workshop</li> <li>- Schedule showing appointments</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: host solo tours</li> <li>- Capture client preferences</li> <li>- Discuss offers with supervisor</li> <li>- Update lead nurturing CRM</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare negotiation meeting</li> <li>- Follow up on client decisions</li> <li>- Upload new listing photos</li> <li>- Host Instagram Live Q&amp;A</li> </ul>	<ul style="list-style-type: none"> <li>- Weekly briefing; review open deals</li> <li>- Set ad performance metrics</li> <li>- Write marketing email for listings</li> <li>- Plan client meetings</li> </ul>

7<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Optimize FB ad bids and budget</li> <li>- Answer all new online inquiries</li> <li>- Update ad creatives</li> <li>- Outreach to</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: present properties, manage issues</li> <li>- Collect deposits/documents if applicable</li> <li>- Consult supervisor on feedback</li> </ul>	<ul style="list-style-type: none"> <li>- Review draft contracts with mentor</li> <li>- Suggest edits (legal terms)</li> <li>- Client call to negotiate offer</li> </ul>	<ul style="list-style-type: none"> <li>- Team sync; discuss deal pipeline</li> <li>- Cold-call potential clients; update CRM</li> <li>- Research market trends for content</li> <li>- Update</li> </ul>	<ul style="list-style-type: none"> <li>- Present marketing progress to manager</li> <li>- Update FB ad creatives and targeting</li> <li>- Publish property</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: afternoon client tours</li> <li>- Coordinate legal questions with team</li> <li>- Secure preliminary</li> </ul>

international prospects	- Schedule follow-up tours	- Post testimonial on social media	listings/marketing tactics	reviews - Check ongoing leads progress	agreements - Log meeting notes
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8<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Draft and finalize sales contracts (guided)</li> <li>- Post content on real estate forums</li> <li>- Negotiate client terms via email</li> <li>- Prepare closing checklists</li> </ul>	<ul style="list-style-type: none"> <li>- Review monthly KPIs; plan goals</li> <li>- Update listings with new photos</li> <li>- Optimize ad campaign settings</li> <li>- Create Instagram story summary</li> </ul>	<ul style="list-style-type: none"> <li>- Film video tour of premium listing</li> <li>- Schedule cross-platform posts</li> <li>- Check international lead responses</li> <li>- Follow up on previous offers</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings; conduct tours, highlight upgrades</li> <li>- Handle objections; negotiate minor terms</li> <li>- Collect signed pre-approval docs</li> <li>- Enter info in CRM</li> </ul>	<ul style="list-style-type: none"> <li>- Finalize negotiations; organize signing</li> <li>- Coordinate with legal for contracts</li> <li>- Schedule closing meetings</li> <li>- Update team on closings</li> </ul>	<ul style="list-style-type: none"> <li>- meeting; set objectives</li> <li>- Upload new inventory</li> <li>- Post monthly sales report</li> <li>- Call clients for April showings</li> </ul>

9<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Analyze Bangkok market data</li> <li>- Adjust marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings; highlight key listings</li> <li>- Arrange follow-up calls</li> </ul>	<ul style="list-style-type: none"> <li>- Final client presentations; secure signings</li> <li>- Negotiate final contract</li> </ul>	<ul style="list-style-type: none"> <li>- Review final deals</li> <li>- Update CRM with progress</li> <li>- Plan last marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Run final FB ad push</li> <li>- Monitor ad metrics hourly</li> <li>- Draft closing emails to</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings; conduct last round of viewings</li> <li>- Ensure</li> </ul>

- Update FB ad targeting - Network via LinkedIn	after tours - Confirm move-in dates with buyers - Gather client testimonials	terms - Prepare all handover documentation - Team debrief lessons learned	pushes - Post success stories on company page	clients - Write final blog post on internship	clients have all docs - Provide final consultations - Collect feedback from clients
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10<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
- Finalizing deals: prep signing docs - Coordinate closing dates with stakeholders - Update legal team on transactions - Post internship recap on social	- Team meeting; review internship achievements - List handover tasks - Schedule final presentations - Gather client testimonials	- Develop farewell presentation/report - Share results on social platforms - Compile portfolio of work - Plan thank-you posts	- Room showings: follow-up visits - Ensure buyer questions are answered - Archive listing documents - Gather improvement feedback	-Independently finalize a sales contract - Close pending deals under supervision - Coordinate transaction handover - Set reminders for loose ends	- Room showings: 2 property tours - Highlight features; answer client questions - Gather lead information - Upload feedback to CRM

11<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
- Post new listing on portals	- Handle Facebook ad inquiries	Room showings: lead tours	- Week overview meeting; set	- Room showings: host solo tours	- Prepare negotiation meeting



- Plan weekly schedule with supervisor - Update marketing spreadsheets - Write social post on market trends	- Start designing own Facebook ad campaign - Learn ad targeting strategy - Client email follow-ups	independently - Build rapport with clients on-site - Collect detailed client requirements - Enter new leads into CRM	targets - Refine ad audience based on data - Update lead follow-ups schedule - Morning client outreach calls	- Capture client preferences - Discuss offers with supervisor - Update lead nurturing CRM	- Follow up on client decisions - Upload new listing photos
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12<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
- Present marketing progress to manager - Update FB ad creatives and targeting - Publish property reviews - Check ongoing leads progress	- Room showings: afternoon client tours - Coordinate legal questions with team - Secure preliminary agreements - Log meeting notes	- Film video tour of premium listing - Schedule cross-platform posts - Check international lead responses - Follow up on previous offers	- Room showings: conduct tours, highlight upgrades - Handle objections; negotiate minor terms - Collect signed pre-approval docs - Enter info in CRM	- Finalize negotiations; organize signing - Coordinate with legal for contracts - Schedule closing meetings - Update team on closings	- Room showings: highlight key listings - Arrange follow-up calls after tours - Confirm move-in dates with buyers - Gather client testimonials

13<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
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<ul style="list-style-type: none"> <li>- Final client presentations; secure signings</li> <li>- Negotiate final contract terms</li> <li>- Prepare all handover documentation</li> <li>- Team debrief lessons learned</li> </ul>	<ul style="list-style-type: none"> <li>- Run final FB ad push</li> <li>- Monitor ad metrics hourly</li> <li>- Draft closing emails to clients</li> <li>- Write final blog post on internship</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: conduct last round of viewings</li> <li>- Ensure clients have all docs</li> <li>- Provide final consultations</li> <li>- Collect feedback from clients</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: follow-up visits</li> <li>- Ensure buyer questions are answered</li> <li>- Archive listing documents</li> <li>- Gather improvement feedback</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: conduct last round of viewings</li> <li>- Ensure clients have all docs</li> <li>- Provide final consultations</li> <li>- Collect feedback from clients</li> </ul>	<ul style="list-style-type: none"> <li>- Finalizing deals: prep signing docs</li> <li>- Coordinate closing dates with stakeholders</li> <li>- Update legal team on transactions</li> <li>- Post internship recap on social</li> </ul>
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14<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Launch small FB ad campaign independently</li> <li>- Monitor ad performance; adjust budget</li> <li>- Plan next content release</li> <li>- Respond to client inquiries</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: conduct last round of viewings</li> <li>- Ensure clients have all docs</li> <li>- Provide final consultations</li> <li>- Collect feedback from clients</li> </ul>	<ul style="list-style-type: none"> <li>- Week overview meeting; set targets</li> <li>- Refine ad audience based on data</li> <li>- Update lead follow-ups schedule</li> <li>- Morning client outreach calls</li> </ul>	<ul style="list-style-type: none"> <li>- Write blog about market insights</li> <li>- Send email newsletter to subscribers</li> <li>- Analyze social media metrics</li> <li>- Coordinate with SEO team</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: highlight property benefits</li> <li>- Negotiate scheduling changes</li> <li>- Resolve on-site client issues</li> <li>- Log new lead information</li> </ul>	<ul style="list-style-type: none"> <li>- Develop market analysis presentation</li> <li>- Present progress to team</li> <li>- Confirm April planning</li> <li>- Prepare content calendar</li> </ul>

15<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Review draft contracts with mentor</li> <li>- Suggest edits (legal terms)</li> <li>- Client call to negotiate offer</li> <li>- Post testimonial on social media</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: present properties, manage issues</li> <li>- Collect deposits/documents if applicable</li> <li>- Consult supervisor on feedback</li> <li>- Schedule follow-up tours</li> </ul>	<ul style="list-style-type: none"> <li>- Optimize FB ad bids and budget</li> <li>- Answer all new online inquiries</li> <li>- Update ad creatives</li> <li>- Outreach to international prospects</li> </ul>	<ul style="list-style-type: none"> <li>- Film video tour of premium listing</li> <li>- Schedule cross-platform posts</li> <li>- Check international lead responses</li> <li>- Follow up on previous offers</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: highlight key listings</li> <li>- Arrange follow-up calls after tours</li> <li>- Confirm move-in dates with buyers</li> <li>- Gather client testimonials</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: conduct last round of viewings</li> <li>- Ensure clients have all docs</li> <li>- Provide final consultations</li> <li>- Collect feedback from clients</li> </ul>

16<sup>th</sup> Week

Wednesday	Thursday	Saturday	Sunday	Monday	Tuesday
<ul style="list-style-type: none"> <li>- Prepare client presentation materials</li> <li>- Outline Facebook ad campaign (guided)</li> <li>- Check ad performance</li> </ul>	<ul style="list-style-type: none"> <li>- Room showings: host apartment tours</li> <li>- Provide on-site details to clients</li> <li>- Network with listing agent after</li> </ul>	<ul style="list-style-type: none"> <li>- Final team check-in; finalize tasks</li> <li>- Archive CRM and listings</li> <li>- Prepare summary presentation</li> <li>- Share market</li> </ul>	<ul style="list-style-type: none"> <li>- Complete remaining deals</li> <li>- Handover client files and contacts</li> </ul>	<ul style="list-style-type: none"> <li>- Resolve outstanding inquiries</li> <li>- Update accounts and records</li> <li>- Post final internship highlight video</li> <li>- Document</li> </ul>	<ul style="list-style-type: none"> <li>- Farewell meeting with team</li> <li>- Submit feedback report</li> <li>- Organize internship files</li> <li>- Network for</li> </ul>

metrics - Follow up with previous clients	tours - Document tour outcomes	insights on social media		problem- solving examples	future opportunities
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สุทธจิรชาน

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(Sutthirojchuan Chuan)

Job Supervisor





*Figure 7 : Me working in the office*



*Figure 8 : Office Area*



*Figure 9 : Me and my office team in Team dinner*





Figure 10 : Internship Certificate