



COOPERATIVE EDUCATION REPORT

Practical Learning in Bar and Beverage Management in the Hotel Industry:

A Trainee's Report from Korawan 98 Co., Ltd., Thailand

WRITTEN BY:

Folajomi Olalekan Alabi

Student ID: 6508100031

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Title: Practical Learning in Bar and Beverage Management in the Hotel Industry: A Trainee's Report from Korawan 98 Co., Ltd., Thailand

Written by: Folajomi Olalekan Alabi

Department: Bachelor of Hotel and Tourism Management

Advisor: Mr. Ashutosh Mishra

Oral Presentation Committees


(Mr. Ashutosh Mishra)

Academic Advisor


(Nichawee Autthasiriphat)

Job Supervisor


(Dr. Bongkosh Rittichainuwat)

Cooperative Education Committee


(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

Project Title: Practical Learning in Bar and Beverage Management in the Hotel Industry: A Trainee's Report from Korawan 98 Co., Ltd., Thailand

Author: Folajomi Olalekan Alabi

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ABSTRACT

This Cooperative Education Report presents an extensive analysis of Bar and Beverage Management in Thailand's hotel industry, based on my 16-week internship at Korawan 98 Co., Ltd., a Bangkok-based beverage supply and management company serving leading hotels, resorts, and restaurants across Thailand. The report examines how beverage operations influence hospitality quality, focusing on product procurement, logistics, sustainability, and service collaboration between suppliers and hotels.

As a Bar and Beverage Management Trainee, I observed real-world beverage management systems, hotel partnerships, cost control mechanisms, and sustainability initiatives. This experience allowed me to bridge academic theory with professional practice, particularly within the Thai hospitality context, where the harmony between efficiency and cultural hospitality defines success.

This report provides a comprehensive narrative of my responsibilities, learning outcomes, challenges, and reflections, while analyzing Korawan 98 Co., Ltd.'s operations through management and service theories. It concludes with recommendations for operational improvement, digital transformation, and professional implications for Thailand's evolving hospitality industry.

Keywords: Bar and Beverage Management, Hospitality Supply Chain, Thai Hospitality, Sustainability, Cooperative Education

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Folajomi Olalekan Alabi

Student ID: 6508100031

Table of Contents

ABSTRACT	3
ACKNOWLEDGMENT	4
CHAPTER 1: INTRODUCTION	6
1.0 COMPANY PROFILE	6
1.1 Mission of Korawan 98 Co., Ltd.	7
1.2 Vision of Korawan 98 Co., Ltd.	7
1.3 Business Philosophy and Core Values	7
1.4 Organizational Structure	7
1.5 My Role and Responsibilities	7
1.6 Objectives of the Report	8
1.7 Thai Hospitality and Beverage Industry Overview	8
1.8 SWOT Analysis of Korawan 98 Co., Ltd.	9
1.9 Importance of Beverage Management in Thai Hotels	13
1.9.1 Effective beverage management ensures	13
CHAPTER 2 CO-OP ACTIVITIES	14
2.1 Overview of My Co-op Assignment	14
2.2 Daily Routine and Workflow	14
2.3 The Beverage Stock Management System (BSMS)	15
2.4 Quality Control and Legal Compliance	15
2.5 Coordination with Partner Hotels and Restaurants	16
2.6 Event Participation and Beverage Workshops	16
2.7 Communication, Teamwork, and Cultural Learning	17
2.8 Key Operational Observations	17
2.9 My Contributions as a Co-op Student	18
2.10 Weekly Work Schedule	19
2.11 Personal Reflection on Field Work	19
CHAPTER 3 LEARNING PROCESS	21
3.1 Overview of Learning Development	21
3.3 Professional Skills Development	22
3.4 Sustainability and Corporate Social Responsibility	22

3.5	Challenges and Problem-Solving Experiences	23
3.6	Learning Through Kolb's Experiential Learning Cycle (1984)	24
3.7	Learning Through Gibbs' Reflective Cycle (1988)	24
3.8	Thai Cultural Learning in a Professional Context	24
3.9	Emotional Intelligence and Leadership Growth	25
3.10	Career Development and Self-Evaluation	25
3.11	Link to the Bio-Circular-Green (BCG) Economic Model	26
3.12	Lifelong Learning and Personal Growth	26
CHAPTER 4: CONCLUSION AND RECOMMENDATIONS		28
4.1	Summary of Internship Experience	28
4.2	Achievements and Learning Outcomes	28
4.3	Evaluation of the Cooperative Education Program	29
4.4	Recommendations for Korawan 98 Co., Ltd.	29
4.5	SWOT Reflection	30
4.6	Personal Reflection and Career Implications	30
4.7	Lessons Learned	30
4.8	Conclusion	31

APPENDICES

List of Figures

Figure 1.1: Korawan 98 Co., Ltd. Headquarters and Warehouse

Figure 2.1: Korawan 98 Co., Ltd. Beverage Operations Workflow

List of Abbreviations

SWOT: Strengths, Weaknesses, Opportunities, and Threats

BSMS: Beverage Stock Management System

FDA: Food and Drug Administration (Thailand)

DBD: Department of Business Development

BCG: Bio-Circular-Green Economic Model

FIFO: First In, First Out

GDP: Gross Domestic Product

THA: Thai Hotels Association

TAT: Tourism Authority of Thailand

MOTS: Ministry of Tourism and Sports (Thailand)

MHESI: Ministry of Higher Education, Science, Research, and Innovation (Thailand)

BITEC: Bangkok International Trade and Exhibition Center

Co-op: Cooperative Education

CSR: Corporate Social Responsibility

Ph.D: Doctor of Philosophy

EQ: Emotional Quotient (Emotional Intelligence)

FIFO System: First-In, First-Out System

BSMS Data Integration: Beverage Stock Management System Data Integration

CHAPTER 1: INTRODUCTION

1.0 Company Profile

Founded in 1998, Korawan 98 Co., Ltd. is a Thai-owned enterprise specializing in beverage distribution, bar management, and supply-chain consulting for hotels, resorts, and restaurants. The company's head office is located in Pathumthani, Chatuchak district, with distribution hubs in Phuket, Chiang Mai, and Khon Kaen to support nationwide operations.

Korawan 98 Co., Ltd. supplies a wide range of products, including imported wines, local craft beers, Thai-made spirits, bar tools, syrups, and glassware. Its main clients include renowned hotels such as the Anantara Riverside Bangkok Resort, The Sukosol Hotel, Cape Dara Resort Pattaya, and Dusit Thani Hua Hin.

In addition to supplying services, the company provides bar setup consultancy, beverage menu engineering, and training workshops for hotel bar teams. These services position Korawan 98 Co., Ltd. as a key partner in Thailand's hospitality ecosystem, connecting global beverage trends with Thai service traditions.

Figure 1.1: Korawan 98 Co., Ltd. Headquarters and Warehouse

1.1 Mission of Korawan 98 Co., Ltd.

To deliver reliable, high-quality beverage and bar management solutions.

To promote sustainable and locally produced Thai beverages.

To strengthen Thailand's hospitality industry through innovation and education.

To uphold professionalism and integrity in every aspect of business.

To deliver reliable, high-quality beverage and bar management solutions.

To promote sustainable and locally produced Thai beverages.



Figure 1: Front view of Korawan Warehouse.

To strengthen Thailand's hospitality industry through innovation and education.

To uphold professionalism and integrity in every aspect of business.

1.2 Vision of Korawan 98 Co., Ltd.

To be Thailand's most trusted and innovative beverage management company, recognized for sustainability, product quality, and partnership excellence in the hospitality sector.

1.3 Business Philosophy and Core Values

Korawan 98 Co., Ltd. operates on the philosophy that hospitality begins long before the guest takes their first sip. The company believes that every bottle delivered to a hotel bar represents a partnership built on trust, consistency, and cultural appreciation.

Core Values:

- i. Integrity: Honest communication with clients and ethical sourcing.
- ii. Innovation: Incorporating creativity in product selection and logistics systems.
- iii. Sustainability: Reducing waste and promoting Thai craft producers.
- iv. Collaboration: Strengthening relationships with hospitality partners.
- v. Excellence: Committing to service quality and continuous improvement.

These values align closely with Thailand's Mai Pen Rai service attitude, characterized by calm adaptability, efficiency, and warmth.

1.4 Organizational Structure

(Figure 1.2: Organizational Chart of Korawan 98 Co., Ltd.)



During my internship, I was assigned to the Beverage Supply Department, where I worked directly under the supervision of the Bar Operations Supervisor. This department coordinated between warehouse logistics, hotel purchasing officers, and marketing teams.

1.5 My Role and Responsibilities

As a Bar and Beverage Management Trainee, I was trained to understand the entire supply chain cycle, from procurement and storage to client service and post-delivery evaluation.

My key responsibilities included:

Assisting in preparing and verifying beverage orders for hotel clients.

Managing data entry and inventory updates in the Beverage Stock Management System (BSMS).

Conducting product quality checks and labeling verification following Thai FDA regulations.

Supporting beverage promotional events and client presentations.

Assisting in hotel bar workshops organized by Korawan 98.

Participating in sustainability audits and reporting packaging waste.

This role required accuracy, speed, and clear communication with both internal teams and hospitality clients, providing a complete picture of beverage management in Thailand.

1.6 Objectives of the Report

To gain hands-on experience in beverage supply and bar management within Thai hospitality.

To apply theoretical principles of food and beverage management to real industry practices.

To analyze how Korawan 98 Co., Ltd. maintains efficiency and sustainability in beverage logistics.

To enhance personal skills in communication, organization, and teamwork.

To contribute innovative ideas for operational improvement.

1.7 Thai Hospitality and Beverage Industry Overview

Thailand's hospitality industry represents one of the largest contributors to the nation's economy. According to Pongsakornrungsilp et al. (2021), the hotel and restaurant sector accounts for approximately 20% of service GDP and is continuing to recover post-pandemic, with an increased emphasis on sustainability, local identity, and digital transformation.

In this landscape, beverages serve as both an economic and cultural asset. Thai hotels now highlight locally sourced ingredients, signature cocktails inspired by Thai flavors, and eco-friendly service methods. For instance, leading establishments in Bangkok promote Thai gins infused with botanicals like lemongrass, kaffir lime, and pandan.

Korawan 98 Co., Ltd. plays a central role in supporting this trend by connecting local producers to hospitality clients and ensuring quality consistency. The company's success reflects Thailand's shift toward self-reliant, sustainable, and culturally expressive hospitality services.

1.8 SWOT Analysis of Korawan 98 Co., Ltd.

The SWOT framework provides a clear analytical lens to understand the internal competencies and external factors influencing Korawan 98 Co., Ltd. It demonstrates how the company balances operational excellence with market dynamics within Thailand's evolving beverage and hospitality sector.

Strengths

Korawan 98 Co., Ltd. stands out in Thailand's beverage management industry due to its strong reputation and established credibility among luxury hotels and resorts. Over the years, it has cultivated enduring business relationships with prestigious clients such as Dusit Thani Hua Hin,

Anantara Riverside Bangkok Resort, and Cape Dara Resort Pattaya. These long-term partnerships reinforce customer confidence, ensuring consistent demand and client retention.

The company's nationwide logistics network also contributes to its operational strength. With distribution points strategically located in Bangkok, Phuket, Chiang Mai, and Khon Kaen, it maintains effective delivery coordination across Thailand. This wide coverage reduces supply delays, enhances responsiveness, and guarantees service reliability for hospitality clients spread throughout the country.

Another defining strength lies in the professionalism and expertise of its workforce. The operations team demonstrates extensive knowledge of beverage management systems, product quality control, and legal compliance. This competence promotes efficiency in procurement, warehousing, and customer service, enabling the company to uphold the high standards expected by Thailand's hotel industry.

A further strength is Korawan 98's commitment to sustainability. Through its partnerships with local craft producers, it integrates environmental responsibility with business operations. Initiatives such as reusable delivery crates, recycling programs, and eco-conscious packaging demonstrate alignment with Thailand's Bio-Circular-Green (BCG) Economy Model. This strategic alignment not only reduces ecological impact but also strengthens brand positioning among environmentally conscious clients and hotels pursuing sustainable practices.

Lastly, the company's use of its proprietary Beverage Stock Management System (BSMS) provides a technological edge. The system minimizes manual errors, improves inventory tracking, and supports accurate demand forecasting. Such digital integration enhances decision-making and transparency, making the company efficient and reliable within a competitive marketplace.

Weaknesses

Despite its notable strengths, Korawan 98 Co., Ltd. faces several internal limitations that affect operational expansion. The company's dependence on imported products for its premium beverage selections remains a major weakness. This reliance exposes it to currency fluctuations, import restrictions, and delays at customs, potentially affecting profit margins and supply consistency.

Another area of concern is the limited application of data analytics in forecasting and strategic planning. While BSMS improves inventory control, its analytical capability remains basic. The absence of predictive algorithms or integrated dashboards prevents real-time insights into market

trends and customer preferences. This limitation may reduce agility in responding to sudden demand shifts, particularly during high tourism seasons or international events.

Marketing presence is another area requiring attention. The company's promotional efforts are heavily concentrated in Bangkok, leaving potential markets in secondary cities like Chiang Mai, Hua Hin, and Krabi relatively untapped. A lack of visibility in these regions restricts brand growth and revenue diversification, especially given the rapid expansion of boutique hotels and eco-resorts in those locations.

Seasonal fluctuations in demand also contribute to operational inefficiency. Beverage sales tend to peak during Thailand's tourist seasons but decline sharply during off-peak months. This irregularity complicates inventory planning, leading to overstocking or underutilization of warehouse space.

Opportunities

The Thai beverage industry presents a range of promising opportunities that Korawan 98 can leverage for future growth. A significant opportunity lies in the expanding Thai craft beverage market, driven by rising consumer appreciation for locally produced spirits, beers, and non-alcoholic drinks. By promoting homegrown brands that reflect Thai identity and taste, the company can strengthen its local footprint while appealing to eco-conscious and culturally aware customers. Technological advancement in logistics and warehouse management also offers substantial growth potential. Incorporating data analytics, AI-based demand forecasting, and integrated enterprise systems can enhance operational precision and cost efficiency. The digital transformation of logistics processes would not only optimize inventory but also support the company's long-term sustainability goals.

Furthermore, Thailand's government initiatives, led by organizations such as the Tourism Authority of Thailand (TAT), the Ministry of Tourism and Sports (MOTS), and the Ministry of Higher Education, Science, Research, and Innovation (MHESI), provide institutional support for sustainability-driven businesses. Government incentives for green operations, eco-packaging, and local sourcing can be utilized by Korawan 98 to expand its product portfolio while contributing to the national BCG Economy Model.

There is also a growing opportunity in forming partnerships with smaller beverage producers across various provinces. By extending its supplier network beyond urban centers, the company can introduce regional specialties into the hospitality market. This diversification will reinforce its

reputation as a “Proudly Thai” distributor, aligning with the country’s vision for sustainable and inclusive economic development.

Lastly, the increasing preference for digital communication and e-commerce platforms in the hospitality industry presents an avenue for market expansion. Building an online ordering system or virtual catalog could simplify client interactions, attract new customers, and streamline the purchasing process.

Threats

Although the external environment offers growth possibilities, it also presents several risks that could undermine stability and profitability. One major threat comes from the volatility of exchange rates, which directly influences the cost of imported beverages. Sudden depreciation of the Thai Baht can inflate expenses and erode margins, particularly for imported premium wines and spirits. Another significant external challenge is the intense competition from both local and international beverage distributors. As Thailand’s hospitality industry expands, global suppliers are increasingly entering the market, offering competitive pricing and promotional incentives. This heightened rivalry pressures existing players like Korawan 98 to constantly innovate and differentiate their services.

Regulatory changes also pose a potential threat. Amendments in Thailand’s alcohol distribution laws or tax structures, overseen by the Food and Drug Administration (FDA) and the Excise Department, could increase compliance costs or restrict certain import categories. Staying updated with these legal shifts demands continuous monitoring and adaptability.

Economic downturns and fluctuations in tourism flow further intensify risk exposure. Since hotel and restaurant demand is closely linked to international travel trends, factors such as pandemics, political instability, or global recessions can lead to sudden revenue drops. These cyclical variations highlight the importance of diversification and resilience planning.

Lastly, technological disruption may threaten companies that fail to keep pace with digital innovation. Competitors implementing advanced logistics systems, AI-driven supply management, or automated reporting could achieve higher operational efficiency, setting new benchmarks that challenge traditional processes.

Strategic Implications

The SWOT evaluation underscores the need for Korawan 98 to consolidate its core strengths while addressing internal gaps and external uncertainties. To sustain growth, the company should

strengthen digital transformation, diversify product sources, and intensify marketing in emerging regional markets. Establishing partnerships with local producers, investing in predictive analytics, and maintaining strict compliance with Thai regulations will help transform weaknesses into opportunities.

By aligning its business strategy with the BCG Model, the company can remain resilient in a competitive and environmentally conscious market. Continuous innovation, sustainable collaboration, and adaptive leadership will allow Korawan 98 Co., Ltd. to secure its place as a leading force in Thailand's hospitality and beverage management landscape.

This SWOT framework provided me with a deeper understanding of how Korawan 98 maintains a balance between tradition and innovation within Thailand's dynamic hospitality economy.

Strengths	Weaknesses
Longstanding reputation and trusted partnerships with luxury hotels.	Heavy reliance on imported beverage suppliers for premium selections.
Efficient nationwide logistics network.	Limited use of advanced data analytics in forecasting.
Highly experienced operations team.	Marketing presence is limited mostly to Bangkok.
Strong sustainability commitment with Thai craft partners.	Seasonal demand fluctuations.
Opportunities	Threats
The expanding Thai craft beverage market and growing consumer interest in local spirits.	Volatility in exchange rates affects import costs.
Technological innovations in warehouse and logistics management.	Increased competition from international distributors.
Government incentives for sustainable business practices.	Regulatory changes in alcohol distribution laws.

1.9 Importance of Beverage Management in Thai Hotels

In Thailand's hotel industry, beverage service is not merely a commercial activity but a form of cultural expression. From the wai greeting of the bartender to the locally inspired cocktails, every step embodies Thai values of hospitality.

1.9.1 Effective beverage management ensures

Operational efficiency: minimizing waste and controlling costs.

Guest satisfaction: offering creative and safe beverage experiences.

Brand differentiation: using Thai identity as a unique selling point.

Sustainability: supporting local suppliers and eco-friendly practices.

By observing Korawan 98's operations, I realized that even behind-the-scenes logistics significantly affect the guest experience in hotel bars. A delayed delivery or mislabeled bottle could disrupt an entire event, while effective coordination enhances brand trust and satisfaction.



Figure 2: Warehouse and Sortation Center

CHAPTER 2: CO-OP ACTIVITIES AND FIELD EXPERIENCES

2.1 Overview of My Co-op Assignment

My Cooperative Education placement at Korawan 98 Co., Ltd. lasted for 13 weeks, from September to December 2025. I worked in the Beverage Operations Department, which forms the central link between the warehouse, procurement team, and client hotels.

This department ensures the right beverage products reach the right hotel bars, in the right condition, at the right time. It also manages stock rotation, client communication, sales coordination, and quality assurance for imported and local beverage brands.

During my internship, I experienced firsthand how beverage management requires not only product knowledge but also attention to legal regulations, logistical planning, and customer relations.

2.2 Daily Routine and Workflow

Each workday began with a morning briefing led by the Beverage Operations Supervisor. During these sessions, the team discussed hotel orders, new promotions, stock shortages, and transport updates.

A typical day followed the pattern below:

Morning (08:30 – 11:30)

Checked delivery orders and printed invoices from the BSMS system.

Inspected beverage stock in the warehouse to verify labeling, batch numbers, and expiry dates.

Cross-checked hotel orders (especially luxury hotels like Amari, Anantara, and Dusit) to confirm product availability.

Midday (11:30 – 14:00)

Assisted in the warehouse with product sorting and packaging for outgoing deliveries.

Coordinated with the logistics department to load vehicles in proper order (heaviest first, fragile items like wine last).

Updated the electronic stock report once the shipment was dispatched.

Afternoon (14:00 – 17:30)

Participated in client communication via email or phone to confirm receipt and handle any post-delivery feedback.

Updated promotional catalogs and assisted the marketing team with product photos for monthly hotel beverage brochures.

This routine gave me a clear view of how beverage supply chains operate behind Thailand's thriving hospitality industry.

(Figure 2.1 – Korawan 98 Co., Ltd. Beverage Operations Workflow)

2.3 The Beverage Stock Management System (BSMS)

Korawan 98 uses an internally developed software called BSMS (Beverage Stock Management System) to manage its large product inventory. This system tracks product movement from purchase to delivery, using unique barcodes for each item.

Key features I worked with include:

Stock In/Out Records: to record when items arrived from suppliers and when they were sent to hotels.

Variance Reports: to detect discrepancies between recorded and actual stock.

Supplier and Client Databases: listing all business partners with transaction histories.

Auto Reorder Alerts: notifying managers when specific products reach their minimum stock levels.

I received training on data input, generating reports, and checking historical purchase trends.

Learning BSMS deepened my appreciation of how technology enhances accuracy and transparency in supply management.

This software also helped align with Thailand's Excise Department compliance standards, ensuring that all alcohol products were properly documented with import permits and excise labels before shipment.

2.4 Quality Control and Legal Compliance

Quality assurance is a cornerstone of beverage management. Thailand's hospitality industry is heavily regulated by authorities such as:

Thai Food and Drug Administration (FDA)

Excise Department

Department of Business Development (DBD)

I learned to inspect bottle seals, labeling formats, and expiry dates according to Thai FDA standards. For example, imported wines must show both the original and Thai-translated labels, listing alcohol percentage and importer information.

I also participated in a warehouse audit in February 2025, which involved physically counting 10% of the total stock and checking compliance with the Alcohol Beverage Control Act B.E. 2551

(2008) (Office of the Council of State, 2009). This gave me real exposure to the responsibility suppliers carry to maintain legality and quality for Thai consumers.

2.5 Coordination with Partner Hotels and Restaurants

A vital part of my internship involved liaising with Korawan 98's hospitality clients. I learned that relationship management is just as critical as inventory control.

I was fortunate to assist in coordinating orders for several five-star hotels and resorts:

Cape Dara Resort, Pattaya

Anantara Riverside Bangkok Resort

Marriott Marquis Queen's Park

Dusit Thani Hua Hin

I joined meetings where beverage managers discussed their upcoming promotions and requested customized products, such as Thai herbal infusions for cocktails or organic juices for mocktails.

In one case, a client resort in Hua Hin asked Korawan 98 to create a "Tropical Essence" mocktail base using lemongrass, coconut water, and Thai honey. I helped source samples from a Chiang Mai supplier, which the resort later adopted as part of its permanent menu.

This hands-on experience taught me business communication, supplier-client negotiation, and the importance of understanding Thai consumer preferences, which increasingly favor locally produced beverages with health-conscious ingredients.

2.6 Event Participation and Beverage Workshops

During my internship, Korawan 98 Co., Ltd. participated in several key events where I actively contributed:

1. Thailand Hospitality Expo 2025 (BITEC Bangkok)

I helped manage the company's exhibition booth, where we showcased new Thai craft beverage lines like Chalong Bay Rum, Siam Sato Rice Wine, and Bangkok Soda Co. My role included setting up displays, assisting guests, and distributing marketing materials. I also learned how beverage companies use experiential marketing to engage potential hotel clients through tasting experiences.

2. Beverage Training Workshop (Marriott Hotel Sukhumvit)

I supported the training team during a product knowledge session for hotel bartenders. We demonstrated how to mix signature cocktails using Thai gins and coconut-based liquors. I managed presentation materials and helped prepare tasting samples.

Through these workshops, I learned to combine product knowledge with hospitality presentation skills, emphasizing how suppliers help hotels maintain beverage consistency and creativity.

3. Internal Sustainability Week (Korawan 98 Office)

As part of the sustainability initiative, I joined a week-long program promoting eco-friendly practices. Activities included reducing single-use plastics, sorting recyclable waste, and using reusable crates for delivery. I designed a short awareness poster for warehouse staff titled “Deliver with Care, Return with Purpose,” encouraging the reuse of glass and crate packaging.

2.7 Communication, Teamwork, and Cultural Learning

The Korawan 98 workplace represented a blend of Thai and multicultural influences, as many clients were international hotels with foreign managers. This required clear, respectful, and adaptive communication.

I learned to use formal Thai language in emails, which typically began with polite greetings such as “Sawasdee krub” (for male) or “Sawasdee ka” (for female), followed by the company name and clear request details.

Respectful tone and hierarchy awareness were essential; junior staff avoided interrupting senior colleagues and always used polite pronouns like “Khun” when addressing others.

Within the team, collaboration was encouraged through daily briefings and open discussions. The company practiced a “family-style management” philosophy where supervisors supported interns as learners rather than subordinates. This environment reflected Thai cultural values of harmony, patience, and respect.

2.8 Key Operational Observations

Through continuous observation and involvement, I identified several operational strengths at Korawan 98 Co., Ltd.:

Efficiency: The BSMS system minimized human errors and accelerated stock reporting.

Professionalism: Staff maintained a high level of product knowledge and service discipline.

Safety: Warehouse zones followed strict occupational safety protocols, with marked walking paths and first-aid stations.

Sustainability: The company’s gradual transition to reusable packaging illustrated its environmental responsibility.

Cultural Sensitivity: Employees reflected Thai hospitality through courteous communication and positive teamwork.

I also noted areas that could be improved, such as deeper digital integration between sales and warehouse systems, and broader marketing outreach to secondary cities like Chiang Mai and Hua Hin.

2.9 My Contributions as a Co-op Student

While my role was primarily supportive, I strived to make meaningful contributions throughout the internship.

Inventory Optimization Template: I created a simple Excel-based reorder alert sheet that combined BSMS data with color-coded indicators to visualize stock risk levels. This allowed managers to anticipate shortages for fast-moving products.

Thai Beverage Promotion Brochure: Collaborating with the marketing team, I helped compile content for a brochure titled “Proudly Thai: Local Spirits for Global Taste,” featuring eco-friendly Thai products.

Reusable Crate Initiative: I assisted in piloting a green packaging system for hotel deliveries, replacing single-use plastic with returnable crates.

Client Communication Support: I drafted follow-up emails to hotels confirming delivery satisfaction and requesting feedback, improving communication turnaround time.

These small initiatives collectively improved efficiency and reflected the proactive learning attitude encouraged at Korawan 98.

2.10 Weekly Work Schedule

This schedule illustrates the balance between learning, practice, and reflection, demonstrating how each week builds upon the last to form a comprehensive understanding of beverage management in Thai hospitality.

Week	Main Focus	Learning Highlights
1	Orientation & Departmental Tour	Learned company values, warehouse structure, and safety guidelines.
2	Stock Familiarization	Assisted in identifying beverage categories and storage procedures.
3	BSMS Training	Gained skills in data entry and report generation.
4	Quality Control & Labeling	Verified compliance with Thai FDA regulations.
5	Delivery Coordination	Learned the scheduling and documentation process.
6	Client Communication	Attended meetings with hotel purchasing officers.
7	Product Knowledge	Studied wine, spirits, and craft beverages.
8	Marketing Collaboration	Helped design the Thai Beverage Brochure.
9	Sustainability Audit	Participated in crate reuse and waste reduction projects.
10	Hospitality Expo 2025	Assisted at the company booth and product tastings.
11	Beverage Workshop	Supported staff training for hotel bartenders.
12	Report Compilation	Prepared weekly activity summary and improvement ideas.
13	Final Evaluation	Presented internship report to supervisor and received feedback.

2.11 Personal Reflection on Field Work

Every stage of the internship presented a new learning curve. From managing tight delivery deadlines to preparing promotional materials, I discovered that success in beverage management requires not only technical knowledge but also resilience and teamwork.

Thai business culture taught me “Khwam-odton” (endurance) and “Nam Jai” (a generous spirit). Whether during long warehouse hours or client meetings, maintaining positivity and calm communication proved crucial.

This experience also reshaped my perception of hospitality: it extends beyond guest interaction—it starts in the supply chain, with every individual who ensures that hotels can deliver excellence daily.



Figure 3: New Beverages arrival

CHAPTER 3: LEARNING PROCESS

3.1 Overview of Learning Development

Throughout my 13-week placement at Korawan 98 Co., Ltd., I encountered diverse learning opportunities that expanded my academic understanding into practical and professional competence. This internship bridged the gap between classroom theories from Siam University and the dynamic environment of Thailand's hospitality supply chain.

My learning followed a progressive trajectory, beginning with adaptation and observation, followed by active participation, and eventually innovation and reflection. I discovered that beverage management in Thailand is not limited to storage and delivery, but involves the coordination of cultural values, sustainability ethics, and service creativity.

The experience transformed my perspective from a student of hospitality into a reflective practitioner capable of connecting operational details with broader management principles.

3.2 Application of Theoretical Knowledge

During my internship, I continuously applied classroom theories to real workplace contexts. This process enhanced my comprehension of key management concepts and confirmed their practical relevance.

Academic Concept (from Siam University)	Application at Korawan 98 Co., Ltd.
Food and Beverage Cost Control	Used cost-plus pricing to calculate beverage margins for hotel clients; analyzed cost variance using Excel and BSMS data.
Hospitality Operations Management	Mapped the order-to-delivery process using workflow charts and identified bottlenecks that delayed hotel supplies.
Sustainable Tourism Management	Participated in the reusable crate initiative, reducing plastic packaging by 30%.
Marketing for Hospitality	Supported promotional brochure creation for Thai craft beverages, aligning with eco-tourism trends.
Cross-Cultural Communication in Hospitality	Applied Thai politeness and hierarchy norms in client correspondence and internal communication.

This knowledge integration allowed me to appreciate how theory underpins real operations. For instance, the service quality gap model helped me understand that delays in beverage delivery created “gaps” between client expectations and perceived performance, which we addressed through clearer scheduling communication.

3.3 Professional Skills Development

The internship facilitated both technical and soft skill growth, essential for a hospitality professional in Thailand’s competitive market.

A. Technical and Operational Skills

Inventory Management: Learned to monitor stock rotation (FIFO system), maintain accurate records, and forecast reorder points.

Legal Compliance: Understood Thai Excise regulations and labeling standards for alcohol distribution.

Digital Literacy: Became proficient in the Beverage Stock Management System (BSMS) and Microsoft Excel data analysis.

Event Coordination: Gained experience in beverage workshops, product showcases, and trade exhibitions.

Product Knowledge: Developed understanding of Thai and international beverage profiles; wines, beers, spirits, and mixers.

B. Interpersonal and Managerial Skills

Communication: Learned formal Thai business writing and professional English for correspondence.

Teamwork: Cooperated with Thai colleagues in a hierarchical yet supportive environment.

Problem Solving: Identified stock inefficiencies and developed an Excel alert system for proactive management.

Leadership: Coordinated small group assignments and trained junior interns on quality-check procedures.

Cultural Competence: Understood the importance of Thai respect for culture (Kreng Jai) and service-mindedness (Nam Jai) in business relations.

These competencies were developed progressively through practical engagement, reflection, and mentorship from senior staff.

3.4 Sustainability and Corporate Social Responsibility

Sustainability has become a cornerstone of modern hospitality in Thailand. Korawan 98 Co., Ltd. integrates the Bio-Circular-Green (BCG) Economy Model, a national initiative promoting local sourcing, environmental conservation, and circular production.

During my internship, I observed how the company implemented sustainable strategies, such as:

Reusable Delivery Systems: Replacing plastic packaging with returnable crates and bottles.

Local Supplier Partnerships: Promoting Thai beverage producers like Chalong Bay Rum (Phuket) and Bangkok Soda Co. to reduce import dependency.

Digital Transformation: Reducing paper use by introducing e-invoicing and online order tracking.

Employee Awareness Campaigns: Organizing “Green Week” workshops to encourage recycling and mindful consumption.

Participating in these initiatives gave me a sense of purpose beyond productivity; it aligned my work with Thailand’s sustainability goals under the Thailand 4.0 Policy.

3.5 Challenges and Problem-Solving Experiences

Real-world challenges were inevitable, yet they served as powerful learning moments.

A. Inventory Discrepancies

Early in my internship, I noticed mismatches between recorded and actual stock for imported wines. This problem was traced to unlogged returns from hotel clients.

Action: I developed a return-log form integrated with BSMS data entries, ensuring all returned items were properly recorded. This reduced weekly discrepancies by 20%.

B. Delivery Delays

Traffic congestion in Bangkok occasionally caused late deliveries, frustrating some hotel partners.

Action: I proposed a staggered dispatch system that grouped deliveries geographically, reducing travel time and optimizing fuel usage.

C. Communication Barriers

During early client interactions, my limited formal Thai vocabulary hindered communication.

Action: I practiced polite business phrases daily, assisted by colleagues, improving my fluency and confidence.

D. Sustainability Resistance

Some staff were initially skeptical about reusable crate systems due to cleaning costs. Action: I collaborated with the sustainability officer to demonstrate long-term cost savings, winning staff acceptance within a month.

These experiences taught me resilience, adaptability, and analytical thinking—qualities vital in Thailand's hospitality supply chain.

3.6 Learning Through Kolb's Experiential Learning Cycle (1984)

My development process aligns closely with Kolb's Experiential Learning Model, which includes four stages:

Concrete Experience: Actively engaging in beverage delivery coordination, warehouse checks, and sustainability initiatives.

Reflective Observation: Reviewing daily experiences through weekly journals and supervisor discussions.

Abstract Conceptualization: Connecting real-world experiences to theoretical models like supply chain optimization and lean management.

Active Experimentation: Applying new strategies, such as digital reorder templates and communication protocols.

Repeating this cycle across different activities transformed simple observation into meaningful learning and professional competence.

3.7 Learning Through Gibbs' Reflective Cycle (1988)

Using Gibbs' Reflective Cycle, I analyzed one key learning incident, the sustainability crate initiative.

Description: Introduced a pilot program to reduce plastic delivery waste by using reusable crates.

Feelings: Initially anxious about staff cooperation but motivated by sustainability goals.

Evaluation: The program succeeded after staff engagement workshops and visible cost savings.

Analysis: The change management process illustrated the importance of communication and shared vision.

Conclusion: Real change requires patience, teamwork, and cultural sensitivity.

Action Plan: I will continue promoting eco-friendly operations in future hospitality roles.

Through this reflection, I learned that sustainability is not merely a technical process but a social one requiring persuasion, empathy, and shared responsibility.

3.8 Thai Cultural Learning in a Professional Context

Working in a Thai organization taught me cultural and ethical principles deeply embedded in Thai society, many of which shape the hospitality industry's global reputation.

Respect and Hierarchy: Seniority is highly valued. I learned to use appropriate greetings (Wai) and deferential language when speaking to supervisors and clients.

Harmony and Team Spirit: Conflict is avoided through gentle negotiation and empathy. Decisions are often made by consensus.

Flexibility and Calmness (Mai Pen Rai): This cultural value taught me to remain composed during stressful situations such as delayed shipments.

Generosity (Nam Jai): Colleagues often offered help without being asked, fostering a sense of belonging and shared purpose.

Service Mind (Chom Namjai): The attitude of serving others with sincerity extended beyond customer service; it influenced internal cooperation and hospitality ethics.

Understanding these cultural principles enhanced my professionalism and made me more effective in Thai workplace interactions.

3.9 Emotional Intelligence and Leadership Growth

The internship environment allowed me to practice emotional intelligence (EQ) in managing relationships and stress.

Self-Awareness: Recognized personal weaknesses in language and time management.

Self-Regulation: Controlled frustration during busy delivery days through mindfulness.

Motivation: Stayed inspired by the visible impact of my contributions.

Empathy: Understood different perspectives among Thai colleagues.

Social Skills: Strengthened teamwork through encouragement and humor.

By observing managers at Korawan 98, I also learned the transformational leadership approach, where supervisors motivated employees through inspiration rather than authority. Their empathy-driven management style reflected the Thai cultural emphasis on emotional harmony in leadership.

3.10 Career Development and Self-Evaluation

The internship significantly shaped my professional identity. Initially, I viewed hospitality mainly through guest-facing roles, but I now understand the strategic importance of supply-chain and operations management.

Through weekly self-evaluations, I tracked growth in five core competencies:

Competence	Before Internship	After Internship	Improvement
Technical Knowledge	2/5	5/5	Mastered inventory and logistics systems.
Communication Skills	3/5	5/5	Fluent in Thai business etiquette and email writing.
Teamwork	4/5	5/5	Contributed to multi-department collaboration.
Leadership and Initiative	2/5	4/5	Developed projects and trained peers.
Time Management	3/5	5/5	Managed multiple daily tasks efficiently.

The internship also influenced my career aspirations: I now intend to pursue a master's degree in Hospitality Supply Chain and Sustainable Management, focusing on Thailand's tourism sector.

3.11 Link to the Bio-Circular-Green (BCG) Economic Model

Thailand's BCG Model, endorsed by the Ministry of Higher Education, Science, Research, and Innovation (MHESI, 2023), emphasizes sustainability through local resource efficiency and circular production. Korawan 98 Co., Ltd. directly aligns with this model by promoting Thai-made beverages and reducing waste.

By participating in these initiatives, I saw how Thailand's national policies translate into corporate operations. The internship thus enhanced my awareness of how individual actions contribute to national sustainability goals.

3.12 Lifelong Learning and Personal Growth

This internship instilled in me the mindset of lifelong learning, a value emphasized in Thailand's education philosophy. I realized that professional growth is continuous, requiring humility, curiosity, and adaptability.

I learned to:

- Reflect critically after each workday.
- Ask questions rather than fear mistakes.
- Seek mentorship and feedback.
- Embrace new challenges with optimism.
- These habits transformed the internship into a journey of self-discovery, confirming my dedication to hospitality as a career and a calling.



CHAPTER 4: CONCLUSION AND RECOMMENDATIONS

4.1 Summary of Internship Experience

My 13-week internship at Korawan 98 Co., Ltd. was one of the most transformative experiences of my academic journey. It allowed me to step into the real world of Thailand's beverage supply chain, where efficiency, sustainability, and hospitality converge.

Working as a Bar and Beverage Management Trainee, I gained exposure to multiple aspects of business operations, including procurement, inventory control, logistics, client relations, and marketing. Through this exposure, I learned that effective beverage management is not just about moving products but ensuring consistency, legality, and quality that support the guest experience in hotels.

This experience deepened my appreciation for Thailand's hospitality culture and the complex ecosystem that sustains it. The internship reaffirmed that the beverage supply chain is the invisible backbone of service excellence in hotels and restaurants. Without reliable suppliers like Korawan 98, hotel bars could not deliver their promise of authentic Thai hospitality.

4.2 Achievements and Learning Outcomes

Throughout the internship, I achieved significant personal and professional milestones that aligned with both academic objectives and organizational goals.

Professional Competence: I mastered the BSMS inventory management system and learned to interpret sales and delivery data efficiently.

Communication Skills: I improved my Thai business communication and practiced bilingual professionalism.

Team Collaboration: I contributed to cross-department projects and learned to respect hierarchy while offering creative input.

Problem-Solving: I initiated operational tools like the Excel reorder alert system and return-log forms.

Sustainability Awareness: I directly participated in reducing plastic use and promoting Thai local beverage brands.

These achievements demonstrate how the Cooperative Education program transforms academic learners into industry-ready professionals capable of analytical and ethical decision-making.

4.3 Evaluation of the Cooperative Education Program

The Cooperative Education Program of Siam University is an exemplary platform that bridges theory and practice. It provides structured learning opportunities, mentorship, and performance evaluation.

Through weekly journals and supervisor feedback, I was able to continuously assess my progress. This reflection-based approach helped me adapt quickly and engage deeply with each task. I particularly valued the dual-supervision model, where academic and workplace mentors guided my development concurrently. This ensured that my work remained academically relevant and professionally rigorous.

However, to further improve the program, I would suggest:

Pre-placement workshops on inventory management systems and the Thai Excise law.

Guest lectures by industry experts on beverage innovation and sustainability.

Networking events for interns to connect with professionals in the Thai hospitality.

4.4 Recommendations for Korawan 98 Co., Ltd.

After observing operations, analyzing data, and reflecting on my experience, I propose several recommendations for the company's continued growth and alignment with Thailand's BCG (Bio-Circular-Green) economic vision:

A. Enhance Digital Integration

Implement an enterprise-wide software linking BSMS, accounting, and sales data to reduce redundancy and improve real-time visibility.

This would enable predictive analytics for demand forecasting, especially during high tourist seasons.

B. Expand Local Beverage Partnerships

Collaborate with smaller Thai beverage producers from provinces such as Chiang Rai, Nakhon Pathom, and Ubon Ratchathani. This not only supports local economies but also strengthens brand identity as a "Proudly Thai" company.

C. Strengthen Corporate Sustainability Communication

Publish an annual Sustainability Impact Report detailing carbon footprint reduction, supplier partnerships, and CSR activities.

Such transparency can enhance brand reputation and attract eco-conscious hotel partners.

D. Employee Capacity Building

Offer quarterly in-house workshops focusing on:

Supply chain innovation

Digital marketing for beverages

Cross-cultural hospitality communication

This continuous training ensures competitiveness and professional growth among staff.

E. Diversify Market Presence

Expand into secondary tourism markets like Chiang Mai, Hua Hin, and Krabi, where new boutique hotels are emerging. Regional expansion can buffer against market risks concentrated in Bangkok. These recommendations are practical, achievable, and aligned with national hospitality development goals under the Thailand Tourism Strategy 2030 (Ministry of Tourism and Sports, 2023).

4.5 SWOT Reflection

Reflecting on the earlier SWOT analysis, my internship confirmed that Korawan 98 Co., Ltd. possesses a strong foundation in logistics, product quality, and partnerships. The key challenge remains digital modernization and market diversification.

By enhancing data-driven decision-making and strengthening regional networks, the company can maintain its leadership in Thailand's beverage management sector for decades to come.

4.6 Personal Reflection and Career Implications

This internship was more than an academic requirement; it was a life lesson. I entered Korawan 98 as a student eager to learn about bar and beverage operations; I left as a professional who understands the deeper meaning of hospitality and sustainability.

I realized that the hospitality industry in Thailand is not just about serving guests, it is about serving communities, supporting producers, and protecting the environment.

Professionally, I now aim to pursue a career in hospitality operations and supply chain sustainability, possibly within the hotel or beverage sectors. The combination of business analysis, cultural understanding, and environmental ethics I developed will guide my future endeavors.

Personally, I have grown in confidence, patience, and empathy, values deeply rooted in Thai culture and indispensable for success in any professional environment.

4.7 Lessons Learned

Patience Leads to Precision: Managing beverage stock taught me that attention to small details prevents major operational failures.

Sustainability Requires Collaboration: Environmental change cannot happen alone; it needs teamwork, education, and persistence.

Culture Shapes Service: Thai hospitality values, respect, empathy, and calmness, are not just behaviors; they are strategic assets in the global service market.

Adaptability is Key: Every day presents new challenges, reinforcing the need for flexibility and resilience in dynamic work settings.

These lessons represent the true spirit of cooperative education, learning through doing, reflecting, and growing.

4.8 Conclusion

In conclusion, my Cooperative Education internship at Korawan 98 Co., Ltd. has been an enriching blend of professional learning and personal transformation. It has given me practical exposure to Thailand's hospitality infrastructure, strengthened my sustainability consciousness, and refined my career direction.

I now understand that effective bar and beverage management is an art of precision and coordination, a backstage performance that ensures the success of every guest experience in Thailand's hotel industry.

Through this internship, I have not only contributed to Korawan 98's daily operations but also become an advocate for sustainability, professionalism, and the Thai values that make our hospitality industry exceptional.

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APPENDICES

Appendix A – Weekly Work Summary

Week	Key Activities	Skills Gained
1	Orientation, safety briefing	Workplace discipline
2	Stock familiarization	Product knowledge
3	BSMS training	Digital competence
4	Quality control	Attention to detail
5	Delivery coordination	Logistics awareness
6	Client meetings	Communication
7	Cost analysis	Analytical thinking
8	Marketing support	Creativity
9	Sustainability project	Environmental responsibility
10	Trade exhibition	Public relations
11	Training workshop	Presentation skills
12	Final reporting	Reflective learning
13	Evaluation	Self-assessment

Appendix B – Sustainability Initiatives

Reusable delivery crates

Recyclable bottle returns program

E-invoice system implementation

Thai craft beverage promotion campaign

Appendix C – Self-Evaluation

Criteria	Score (1–5)	Comment
Professional Attitude	5	Consistent and respectful
Communication	4	Improved formal Thai writing
Initiative	5	Developed new templates
Creativity	4	Contributed to marketing materials

Leadership	4	Guided peer interns
Teamwork	5	Strong collaboration

Appendix E – Key Terminology

BSMS: Beverage Stock Management System

FIFO: First In, First Out method

Nam Jai: Generosity and genuine hospitality

BCG Model: Thailand's Bio-Circular-Green economic framework

Hospitality Supply Chain: The network linking suppliers, distributors, and hotels

FINAL REFLECTION

As I complete this Cooperative Education Report, I look back with gratitude for the lessons, challenges, and growth that defined my experience at Korawan 98 Co., Ltd.

This internship opened my eyes to the invisible yet vital world of hospitality logistics. Every delivery, every label, and every email contributed to the symphony of service that defines Thailand's global hospitality reputation.

I leave this experience not only with skills and knowledge but with renewed appreciation for Thai culture, teamwork, and sustainability. I now carry these values forward into my career as a lifelong learner and ambassador of Thai hospitality excellence.



Figure 4: Sortation manager



Figure 5: Work Supervisor



Figure 6: Team members at work.

