



Cooperative Education Report

Learning and Contributing as a marketing intern at The Beaumont Partnership

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**This Report Submitted in Partial Fulfillment of the
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Title: Learning and Contributing as a marketing intern at The Beaumont Partnership

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We have approved this cooperative report as a partial fulfillment of the cooperative education program
semester 2/2025.

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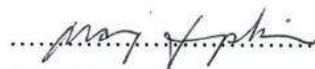
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Acknowledgement

Participating in the cooperative education program has been a highly valuable experience for my personal development. I'm very grateful to have spent four and a half months as a marketing intern at The Beaumont Partnership. Working within an organization so deeply committed to social responsibility and community empowerment through the Ruam Pattana School has been a privilege and a truly rewarding experience.

First, I would like to express my sincere gratitude to Khun Thalia Beaumont, my job supervisor, for her exceptional leadership and mentorship. I am particularly thankful for the opportunities she provided, from the educational field trip to Chaiyaphum to the professional visit at Practika. These experiences taught me that marketing is built on "Active Marketing, "transparency, and kindness. I am also grateful for giving me a chance to participate in major events like the 14th Annual Charity Golf Day and the Lighthouse event, where I learned the importance of punctuality, professional etiquette, and the "Power of a Welcome."

I also wish to extend my sincere appreciation to my academic advisor, Mr. Sabbir Hossain, for his constant guidance and support throughout this process and my time at Siam University. His expert advice was essential in helping me navigate the requirements of this report and ensuring that my work met the high academic standards of the university. His encouragement throughout my journey at Siam University has been a major factor in my personal and professional growth.

Finally, I would like to thank Siam University for providing a cooperative education program that successfully bridges the gap between classroom theory and real-world application. This internship allowed me to refine my skills in financial forecasting and digital content creation while contributing to a meaningful cause. The lessons I have learned during my time at The Beaumont Partnership will undoubtedly serve as a strong foundation for my future career in marketing.

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Project Title: Learning and Contributing as a marketing intern at The Beaumont Partnership

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Abstract

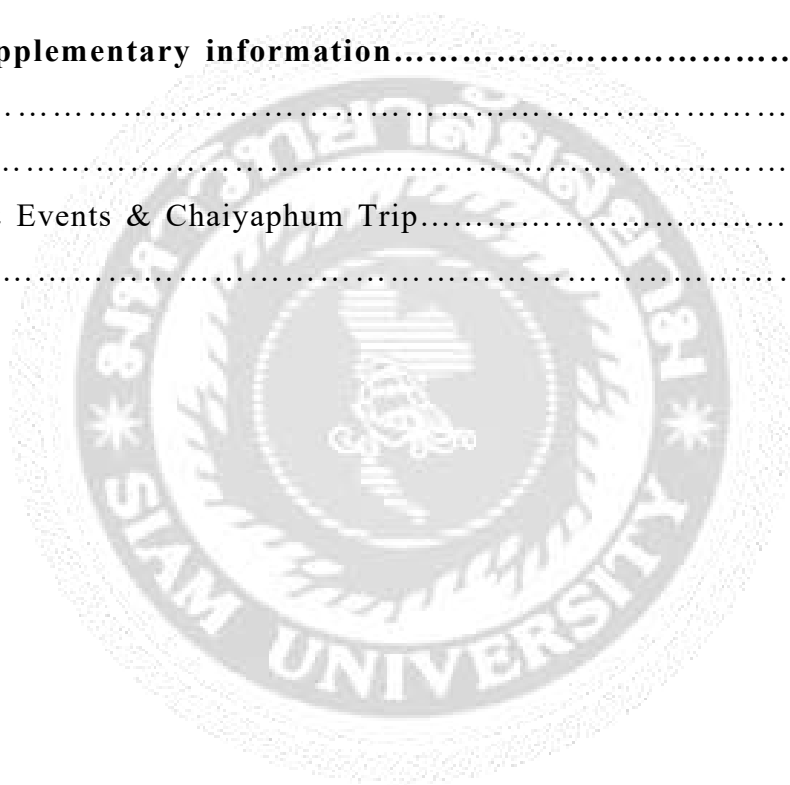
This cooperative education report presents the outcomes and experiences of a four and a half month marketing Internship at The Beaumont Partnership, conducted from January 29 to June 15 2026. The primary objective of this internship was to support the organization's social enterprise initiatives, specifically focusing on the Kid D' Art Lodge and the Ruam Pattana School under the guidance of Khun Thalia Beaumont. The internship was structured around three core pillars: financial forecasting, digital content creation, and high-stakes event Management. Key Activities included the development of a strategic revenue for the Kid D' Art Lodge, which required shifting from creative marketing concepts to data-driven financial planning. Additionally, the author was responsible for visual storytelling and social media marketing strategies for the Foundation's organic farm products, such as vegetables and goat cheese. A significant portion of the learning process occurred during the 14th Annual Charity Golf Day and Lighthouse event. These experiences provided critical insights into professional hospitality and crisis management, particularly during high-pressure live auctions and raffle ticket sales. The report details the challenges of multitasking in a chaotic event environment and the importance of situational awareness when tracking auction winners and managing guest expectations. Furthermore, field visits to Chaiyaphum and Practika provided different perspectives on "Active Marketing". The Chaiyaphum trip allowed for deep product research and the gathering of authentic content for the social enterprises, while the Practika visit demonstrated how brand transparency and professional hospitality are used to build customer trust. The results of this internship demonstrate that successful marketing in a social enterprise is built on the pillars of organization, numerical accuracy, timing, and professional etiquette. The experience successfully bridged the gap between academic theory at Siam University and the practical demands of the international business world.

Keywords: Social Enterprise, Marketing Strategy, Revenue Forecasting, Event Management, The Beaumont Partnership, Active Marketing

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Chapter 1: Internship Overview

1.1 Company Profile



Figure 1: The Beaumont Partnership Logo



Figure 2: Front View of the company

The Beaumont Partnership is a highly respected international design, architecture, and corporate consulting firm headquartered in Bangkok, Thailand. Established over 32 years ago, the organization has built an international reputation for operational excellence and creative design delivery across the

Asia-Pacific region. The company operates on the core principle that professional business success should actively contribute to social equity, rural community development, and educational advancement. To achieve this dual vision of commercial viability and humanitarian impact, the founders established The Beaumont Partnership Foundation. This non-profit division serves as the corporate social responsibility (CSR) core of the entire firm, anchoring its community outreach programs directly into its structural identity.

The primary operational milestone of the foundation is the establishment and full administrative funding of the Beaumont Ruam Pattana School located in the rural region of Chaiyaphum, Thailand. This institution provides entirely free, high-quality bilingual education, school uniforms, nutritious clean meals, and modern learning materials to underprivileged local children who otherwise lack access to formal, safe schooling.

To prevent the school from relying purely on fluctuating external corporate donations or philanthropic grants, the foundation engineered a self-sustaining corporate ecosystem. It operates three localized social enterprises that run as independent commercial sub-brands under the corporate umbrella:

- The Kid d' Art Lodge: A sustainable hospitality boutique resort designed to accommodate eco-tourists, weekend travelers, and high-level corporate retreats.
- The Natural Garden: An agricultural enterprise focused on cultivating organic farm vegetables and chemical-free local produce for commercial sale.
- The Good Goat Project: An artisan animal husbandry and dairy enterprise that focuses on high-quality goat milk collection and premium boutique goat cheese production.

All profit margins generated from these three distinct business streams are directly reinvested into the school's operational and maintenance budget, creating a closed-loop business model where daily commercial operations directly fund rural community growth.

1.1.1 Mission of the Company

The mission of The Beaumont Partnership is to provide high-quality, bespoke, and award-winning architectural, interior design, and landscape architecture consulting services that exceed customer

expectations. The firm is committed to integrating cutting-edge design technology, strict project timeline tracking, and clear accountability to build long-term, fruitful relationships with international corporate clients. Furthermore, the company aims to embed a socially responsible and environmentally sustainable design (ESD) philosophy into the very early stages of every B2B project it undertakes.

1.1.2 Vision of the Company

The vision of the company is to remain a leading international collaborative design studio recognized for outstanding contributions to the built environment through “placemaking”. The firm strives to push the boundaries between design disciplines by seamlessly combining structural functionality with exceptional visual style, while leveraging its professional commercial channels to serve as a global benchmark for sustainable corporate citizenship.

1.1.3 Board of Directors of The Beaumont Partnership

Figure 3: Table of Board of Directors for The Beaumont Partnership

Tim Beaumont	CEO
Royy Cheenprachar	Director
Thalia Beaumont	Business Development Director
Sawai Chamroenow	Foundation Manager

1.1.4 Company Location

399 Nanglinchee Road, Chongnonsee, Yannawa, Bangkok 10120, Thailand

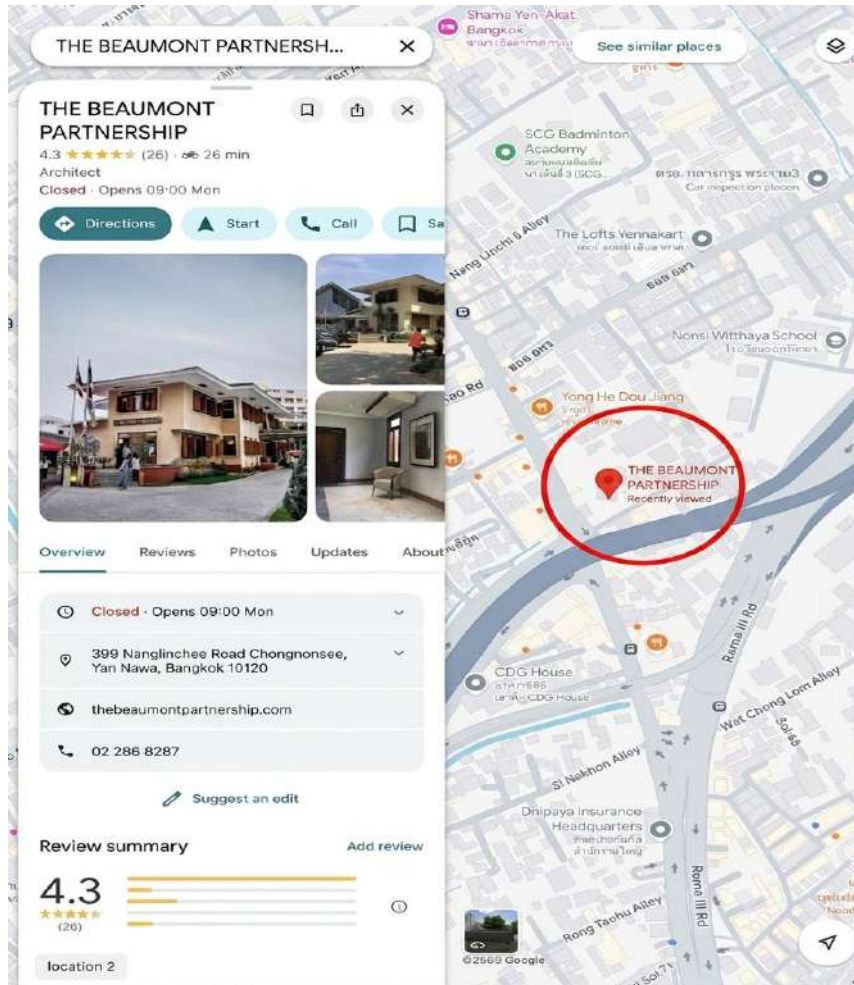


Figure 4: Company Location

1.2 Services Provided by The Beaumont Partnership

The corporate parent entity of the organization delivers premium professional consulting and creative design services to local and international business-to-business (B2B) clients across four primary main divisions.

1. **Architectural Design services:** The firm provides comprehensive master planning, structural architecture blue prints, and engineering design services. According to the company's official expertise, this division focuses on designing large-scale projects across the **Commercial &**

Workplace sector such as corporate office towers, the Hospitality sector such as luxury resorts, and the Residential sector such as high-rise condominiums.

2. **Interior Design Solutions:** This division focuses on internal space planning, commercial office space optimization, and corporate interior environment rendering. The team curate's premium hospitality furniture and layouts to maximize space utility, improve corporate branding alignment, and support employee workplace well-being.
3. **Landscape Architecture:** The landscape division specializes in environmental planning, eco-friendly green roof infrastructure, sustainable master planning for public parks. They focus heavily on integrating modern water-preservation and eco-friendly systems into luxury residential and commercial real estate developments.
4. **Education and Foundation Operations:** Beyond standard commercial design work, this division represents the company's dedicated service toward community growth and Education design projects. The firm provides administrative oversight, product marketing, and corporate communication support for the Beaumont Ruam Pattana School in Chaiyaphum, alongside managing its supporting social enterprises in hospitality, farming, and dairy production.

1.3 Strategies of the Company

The core operational strategy of The Beaumont Partnership relies on the innovative concept of active marketing through transparent corporate responsibility. Rather than allocating huge capital budgets to traditional media advertisements, billboards, or aggressive corporate sales pitches, the firm utilizes its social enterprises and the Ruam Pattana School as living proof of its organizational integrity and corporate values.

When international corporate clients, major property developers, and institutional investors look for a design partner, they prefer an entity that demonstrates authentic ethical standards and environmental compliance. The company regularly invites corporate sponsors, international business partners, and institutional investors to experience their projects and facilities firsthand. By opening up their industrial operations, hospitality spaces, and educational facilities for public viewing, field studies, and executive tours, they build immediate market trust.

This corporate transparency serves as a powerful business-to-business (B2B) marketing tool. It proves to the global business community that partnering with this firm creates a direct, measurable positive impact on rural communities, securing long-term customer loyalty and continuous corporate design contracts through authentic relationship building.

1.4 Organizational Structure

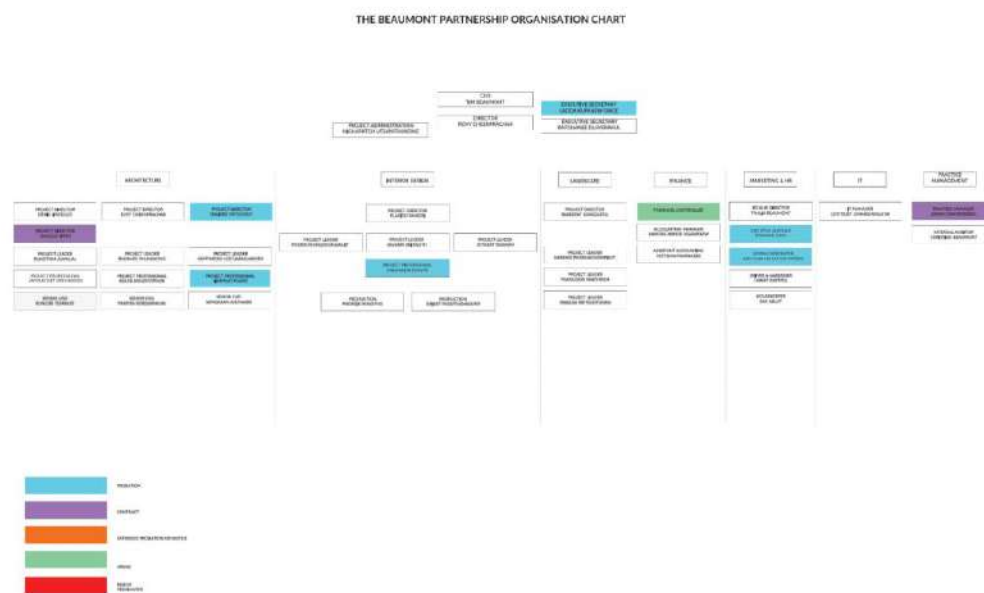


Figure 5: The Beaumont Partnership Organizational Chart

The organizational chart of The Beaumont Partnership shows how the company is split into different teams so that the creative design work and the office work can run smoothly together. At the very top of the company is Mr. Tim Beaumont, the Partner & CEO. He is the main leader who sets the long-term goals and directs the future of the company. To help him run the executive office, he works closely with Director Royy Cheenprachar and two Executive Secretaries, Ladda Kupkaew Grice and Ratchanee Duiverakul. Under this top leadership layer, the company is divided into eight different departments.

The creative design side of the business is separated into three main areas. First, the Architecture department is led by Project Directors Denis Lincelles, Royy Cheenprachar, and Halinee Patchouy, along with Duncan Firth who is a contract director, and Nichapatch Utsanithiwong who handles project administration. This large team includes Project Leaders, Project Professionals, and Senior CAD staff who draw the building plans. Second, the Interior Design department is led by Project Director Placido Manieri, who works with three Project Leaders and a production team. Third, the Landscape department is led by Project Director Rapeepat Kongrupol, who manages three Project Leaders to design outdoor spaces.

At the same time, the office support side of the company handles the daily business operations. The Finance department is run by the Financial Controller, who manages Accounting Manager Kamonchanok Ngamkaew and an assistant accountant to take care of the company's money. The IT department is run by IT Manager Chittidet Chanrongudai, who makes sure all computers and software work perfectly. Additionally, the Practice Management department is run by Practice Manager Sawai Chamroenao and Internal Auditor Christian Beaumont to check that all office rules and workflows are followed correctly.

The Marketing & HR department is also a key part of these office support operations. Led by Khun Thalia Beaumont, this department has a unique role because it handles both corporate business marketing and human resources. This team is responsible for finding new corporate clients, managing company staff, and taking care of the firm's charity foundations and school projects. This department also looks after the office maintenance and logistics team, which includes the Driver & Gardener (Tawat Kertpol) and the Housekeeper (Sarablut), to keep the entire work environment running efficiently.

1.4.1 Job Position of the Intern

During my internship at The Beaumont Partnership as Intern: Admin & Marketing Intern, I worked closely with Khun Thalia Beaumont, the BD & HR Director, gaining direct exposure to high-level decision-making, strategic planning, and company-wide project management. I assisted with coordinating multiple projects across teams, preparing reports and presentations, and supporting operational and strategic initiatives. This experience allowed me to develop practical skills in project

coordination, cross-team communication, and workflow management, while gaining a deeper understanding of The Beaumont Partnership's organizational dynamics, business operations, and strategic priorities, as well as how leadership decisions shape creative output and operational efficiency.

1.4.2 Job position shown in the organizational Chart

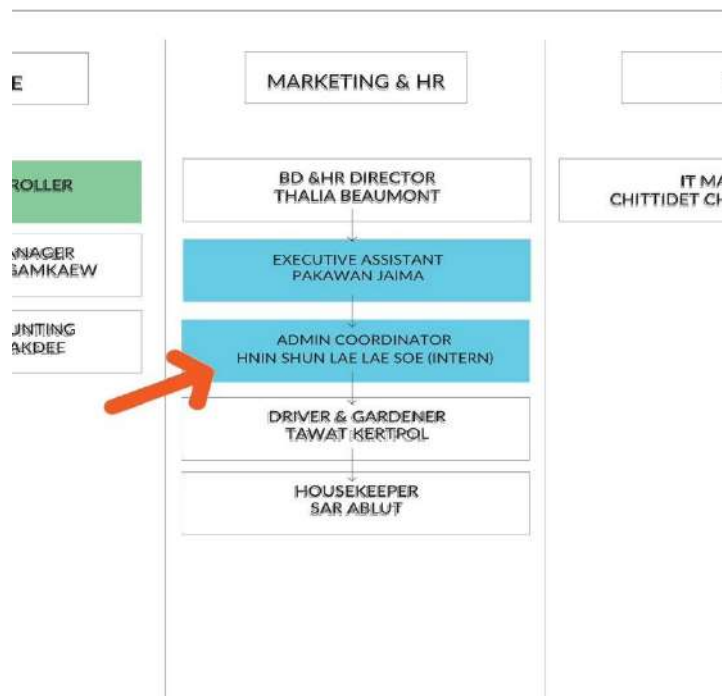


Figure 6: Organizational Chart highlighting the Intern Position

On the official company chart, the Marketing & HR department is shown as its own column. At the top of this column is my supervisor, Khun Thalia Beaumont, the BD & HR Director. Directly under her on the chart is her Executive Assistant, Khun Pakawan Jaima. Connected right below the Executive Assistant is the Admin Coordinator box. This is the exact place where I, Hnin Shun Lae Lae Soe, was placed during my internship. From this specific box, I did my daily tasks like organizing files, doing research, and helping the team stay organized, while sitting next to the support roles like the Driver & Gardener and Housekeeper boxes.

1.5 Intention to choose the Company

The decision to pursue a full-time cooperative education tenure at The Beaumont Partnership was driven by a distinct academic desire to study the practical mechanics of sustainable social enterprises within a real corporate environment. In the standard university classroom for International Business Management, academic modules focus heavily on maximizing corporate profits, cutting operational costs, and outperforming competitors. While these metrics are essential for commercial survival, they rarely address how a modern enterprise can solve systemic societal problems like rural poverty, infrastructure deficits, and educational inequality.

The Beaumont Partnership provides a rare real-world laboratory to witness how a highly successful, top-tier international firm blends commercial business strategy with authentic community development. Experiencing their fast-paced operations offered an ideal opportunity to apply my theoretical knowledge in market research, strategic pricing, and customer segmentation to real business problems. Furthermore, entering a diverse corporate environment with international executive leaders and multi-ethnic peers provided the ultimate setting to challenge my professional behavior guidelines, build my administrative endurance, and overcome my natural introverted tendencies through real corporate pressure.

1.6 SWOT Analysis

Strengths:

The Beaumont Partnership possesses a highly powerful corporate foundation built on 32 years of well-known industry experience, establishing it as a premier, top-five local international firm that serves elite blue-chip clients. The firm holds a distinct competitive edge as Thailand's leading school designer and is highly respected for its award-winning educational and hospitality design work. Operationally, the firm guarantees premium service quality through its formal ISO 9001:2015 certification and utilizes a multidisciplinary approach by combining architecture, interior design, and heavily supported by strong industry connections with suppliers and consultants, a strict no-corruption policy that fosters deep client trust, and a highly diverse workforce that blends local Thai expertise with international perspectives.

Additionally, the firm enjoys an excellent community reputation due to its dedicated Corporate Social Responsibility (CSR) charity school for underprivileged students, which receives active support from both clients and suppliers.

Weaknesses:

The internal weaknesses of the organization are primarily tied to corporate operational inefficiencies, a lack of automated systems, and a heavy dependence on traditional design methods. The absence of modern automated tools slows down routine administrative and procedural tasks, which ultimately limits the firm's ability to optimize daily workflows and increases the risk of human error. This technological lag is worsened by difficulties in policy and procedure compliance, where getting staff to follow established systems remains a consistent challenge to project delivery. Furthermore, the company faces internal friction caused by generational gaps, particularly with millennial employees who struggle to adhere to strict corporate procedures. These cultural friction points, combined with growing demands for a better work-life balance, have resulted in a high staff turnover rate that risks disrupting project continuity and raising recruitment costs. Finally, despite strong overall profitability, the firm is still managing the financial setbacks caused by three years of the COVID-19 pandemic, which impacts long-term financial stability.

Opportunities:

The firm has several excellent pathways for growth, starting with the immediate opportunity to implement automated systems to streamline internal processes, improve operational efficiency, and solve ongoing staff compliance issues. In terms of market expansion, the firm can easily leverage its massive reputation as a leading education designer to build an expanding international presence by entering brand-new country markets. The company can also capture a larger share of eco-conscious clients by heavily focusing on modern sustainability practices, green building trends, and eco-friendly designs within the hospitality and education sectors. To protect itself from relying too heavily on a single niche market, the firm has the opportunity to pursue market diversification by expanding its design services into new fields like healthcare, commercial architecture, and sustainable infrastructure. Lastly, further development and expansion of their signature CSR charity school initiatives can be used to strengthen the firm's overall public brand, build deeper community impact, and increase corporate visibility.

Threats:

The primary external threats to the organization stem from aggressive market competition, technological disruptions, and broader economic uncertainty. The firm faces an immediate threat from technological disruptions, and broader economic uncertainty. The firm faces an immediate threat from technological disruption by tech-savvy competitors who adopt advanced design tools faster, which could outpace the studio and lead to a loss of market share. This disadvantage is intensified by a persistent technological lag, as failing to quickly adopt modern project management and design tools can leave the firm struggling to meet client expectations for fast and efficient project delivery. On a human resources level, ongoing staff retention issues and high employee turnover threaten to continuously strain corporate resources, hurt client satisfaction, and damage the firm's hard-earned brand reputation. Finally, the firm's financial health remains vulnerable to Thailand's unpredictable economic fluctuations and inflation during the slow post-Covid recovery phase, which directly impacts client spending, cuts project funding, and delays major hospitality developments.

1.7 Objective of the study

The primary goal of this cooperative education study is to transition from classroom theories to actual corporate practice by immersing myself in a professional marketing and administrative environment. As a student entering the corporate world without prior internship experience, interning at The Beaumont Partnership provides a crucial foundation to discover how a large-scale international business operates on a day-to-day basis. By participating directly in the office environment, I aim to observe how professional business-to-business (B2B) marketing frameworks are executed in real time to secure corporate projects and build market trust.

A central focus of this internship is to understand how a premier design firm builds, communicates with, and maintains long-term relationships with high-profile corporate clients. Working under the direct vertical reporting line of my Job Supervisor, Khun Thalia Beaumont, offers a rare opportunity to witness executive relationship management firsthand. Through this placement, I aim to study the specific corporate communication channels, professional etiquette, and networking strategies that senior leaders

utilize to keep corporate clients, global partners, and community donors aligned with the firm's vision. Additionally, this study aims to examine how thorough market research and internal tracking systems support executive decision-making. My daily responsibilities—such as gathering competitive digital trends, compiling organized presentation slide decks, and studying financial tracking spreadsheets for social enterprises like the Ruam Pattana School and Kid d' Art Lodge—served as the practical groundwork for this objective. Through these tasks, I want to analyze how background data helps senior managers save time, streamline their workflows, and make rapid corporate choices across the architecture, interior design, and landscape sectors.

Finally, this report serves to document my daily activities, administrative contributions, and personal growth as an Admin & Marketing Intern. By evaluating the firm's digital presence and social media strategies based on supervisor directives, I aim to provide fresh, helpful observations on how visual storytelling can enhance brand visibility. Ultimately, the objective of this experience is to develop my own professional confidence, master cross-departmental coordination, and gain the essential business skills necessary to build a successful future career in international commerce.

Chapter 2: Internship Activities

2.1 Job Description

Internship Role: Admin & Marketing Intern

Key Responsibilities:

1. Project Coordination (Kid d' Art Lodge)

- Project Research: Conducting comprehensive research on the background, objectives, and target demographics of the Kid d' Art Lodge social enterprise.
- Content Generation & Fieldwork: Executing a structured field trip to Chaiyaphum to capture authentic visual assets specifically photographing the local students, the lodge accommodations, the agricultural activities (goats), and the organic natural gardens for use in social media and donor relations.

- Strategic Planning: Collaborating with co-project coordinator to brainstorm marketing ideas and plans.
- Presentation & Pitching: Compiling strategies into highly professional PowerPoint slide decks, coordinating presentation schedules, setting up meeting rooms, presenting proposals to the supervisor, and implementing revisions based on managerial feedback.

2. General Administrative Support

- Individual Task Management: Receiving direct administrative and research briefs from the supervisor, synthesizing findings into presentation slides, presenting deliverables directly in the supervisor's office, and rapidly iterating on the work based on constructive critiques.
- Group Project Facilitation: Preparing meeting environments for team briefings, participating in collaborative task delegation, conducting team-wide research, merging individual slides into cohesive master decks, organizing rehearsal sessions, and executing post-presentation adjustments as a team.

3. Event Coordination & Logistics (14th Annual Charity Golf Day)

- Inventory & Logistics Management: Organizing, categorizing, and auditing guest apparel utilizing a strict A-to-Z alphabetical sorting system.
- Operational Readiness: Participating in pre-event run-throughs and practice sessions to ensure seamless event execution.
- Guest Relations: Greeting high-profile attendees, distributing registration materials, and managing apparel distribution.
- Fundraising Support: Actively driving event revenue through on-site raffle ticket sales and performing real-time guest and bid tracking during the high-stakes live charity auction.

2.2 Job Responsibilities (in details)

As an Admin & Marketing Intern, I was responsible for a diverse portfolio of tasks that directly supported both our internal marketing campaigns and our major fundraising events. A primary focus of my daily work was serving as the Project Coordinator for the Kid D' Art Lodge social enterprise project. This responsibility was split into research, fieldwork, and strategic presentation.

Initially, I conducted deep-dive research to understand the social enterprise model of the lodge and how it contributes to the local community. To gather authentic marketing assets, I undertook a multi-day field trip to Chaiyaphum with my teammate. During this trip, we took high-quality photographs and videos of the students at the school, the lodge facilities, the organic vegetable gardens, and the farm goats. These assets were vital, as they provided real, human-centric visual materials to replace generic promotional stock photos.

Upon returning, my teammate and I analyzed these assets to develop a comprehensive social media and donor-outreach strategy. My task was to package these concepts into a polished presentation. This required me to manage the meeting workflow from start to finish: I set up our internal project deadlines, organized the physical meeting room, presented our pitch to our supervisor, and carefully took notes on her critiques so we could align our marketing efforts with the organization's overarching goals.

In addition to project coordination, I managed a continuous flow of general administrative tasks assigned by my supervisor. These were divided into individual and group assignments: For individual tasks, my supervisor assigned specific research topics. I was responsible for working independently to analyze the data, synthesize it into clean PowerPoint slides, and present my findings directly in her office. This was an iterative process; if she requested changes or deeper data points, I would return to my workspace, perform the necessary updates, and present the revised deck for her final approval. This taught me how to take constructive feedback and implement it quickly under pressure.

For group tasks, the process was highly collaborative. When our supervisor scheduled a project briefing, my first task was to set up the meeting room and ensure all necessary presentation tools were ready. Once the project details and goals were explained, my teammates and I would return to our workspace to discuss the project, delegate tasks based on individual strengths, and conduct

parallel research. We then shared our files, merged our contributions into a single, cohesive master deck, and ran practice sessions to ensure a smooth delivery. After presenting our team's work to our supervisor, we gathered as a group to implement her feedback and polish our final deliverables.

Finally, my internship responsibilities extended to on-site event logistics as an Event Coordinator for The Beaumont Partnership 14th Annual Charity Golf Day. This high-profile fundraising event required meticulous pre-planning and high-energy guest relations. Before the event, I was responsible for organizing the event T-shirts. I designed and implemented an alphabetical A-to-Z inventory tracking system to prevent distribution errors.

After attending mandatory practice and run-through sessions, I worked at the main registration desk on the event day, welcoming guests and handing out their pre-sorted shirts. During the event, I shifted to active fundraising by engaging with attendees to drive raffle ticket sales. Additionally, during the live charity auction, I was tasked with tracking the guests and recording their bids in real time. This required absolute focus, as accurate bid logging was crucial for financial transparency and subsequent invoicing.

2.3 Process Diagram for Each Responsibility

1. Project Coordination (Kid d' Art Lodge)

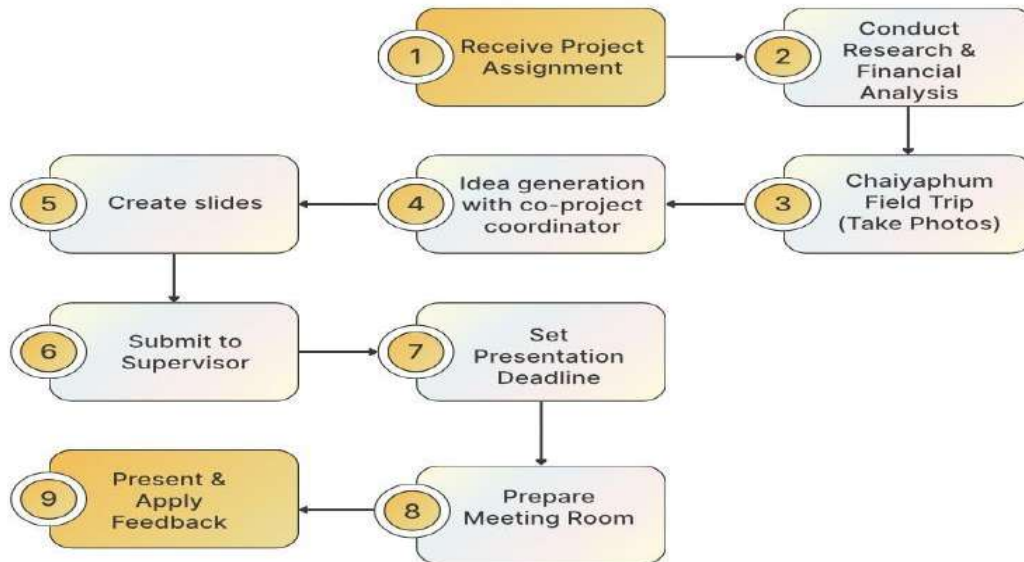


Figure 7: Kid d' Art Lodge Project Process Diagram

2. General Administrative Support

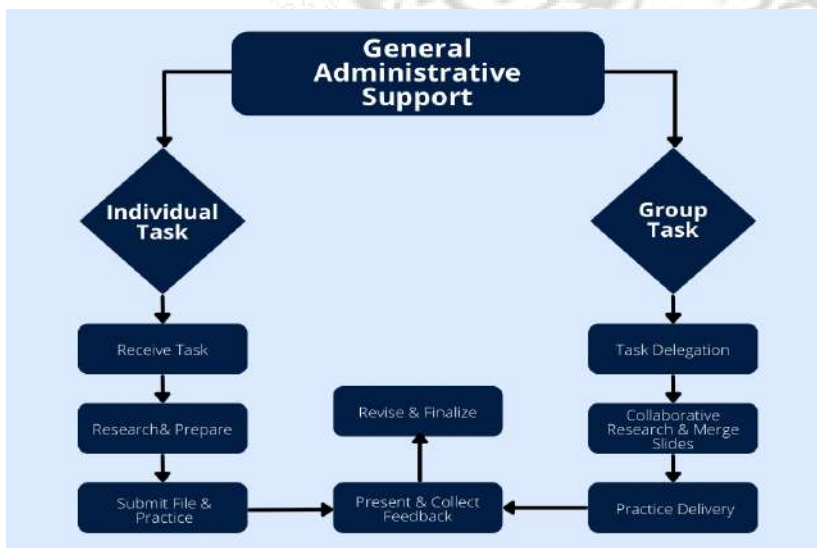


Figure 8: General Administrative Task Process Diagram

3.Event Coordination & Logistics (14th Annual Charity Golf Day)

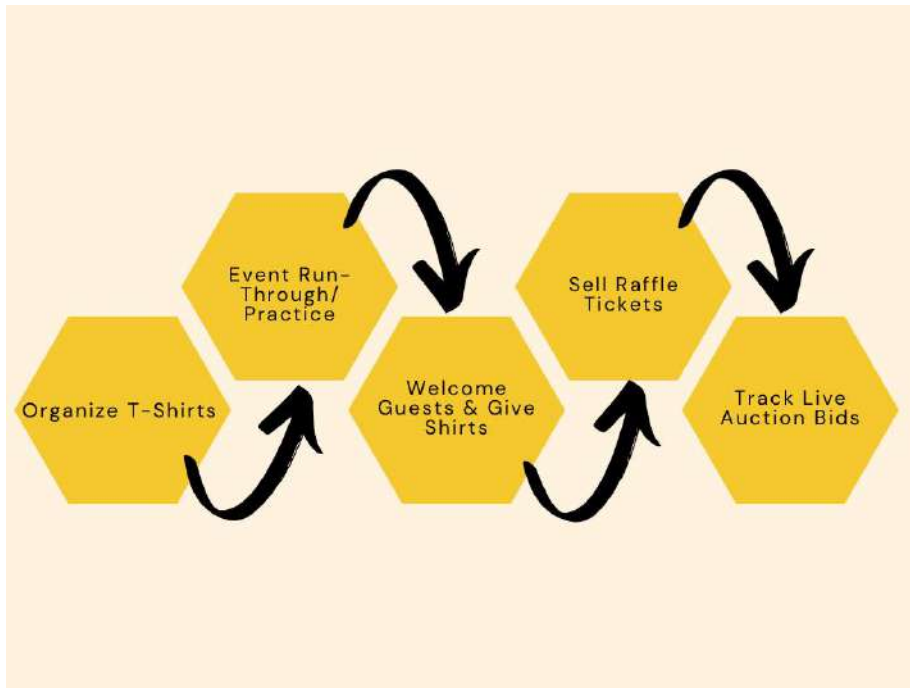


Figure 9: Charity Golf Event Coordination Process Diagram

2.4 My Contribution as an Intern

I contributed directly to the marketing asset library of the Kid D' Art Lodge project by traveling to Chaityaphum to document the visual progress of the social enterprise. I photographed the modern exterior architecture of the lodge building, the internal hallways, and the unique student artwork frames hanging on the walls. I also captured lively photos of the students participating in activities, alongside the sustainable agricultural facilities, including the natural gardens and the livestock goats. Instead of using generic stock images, my company was able to use these real pictures in our formal pitch decks and social media platforms, providing authentic visual

storytelling that proved our credibility to prospective donors.



Figure 10: Title slide of the Kid d' Art Lodge marketing strategy proposal



Figure 11: Main entrance sign of the Kid d' Art Lodge social enterprise facility

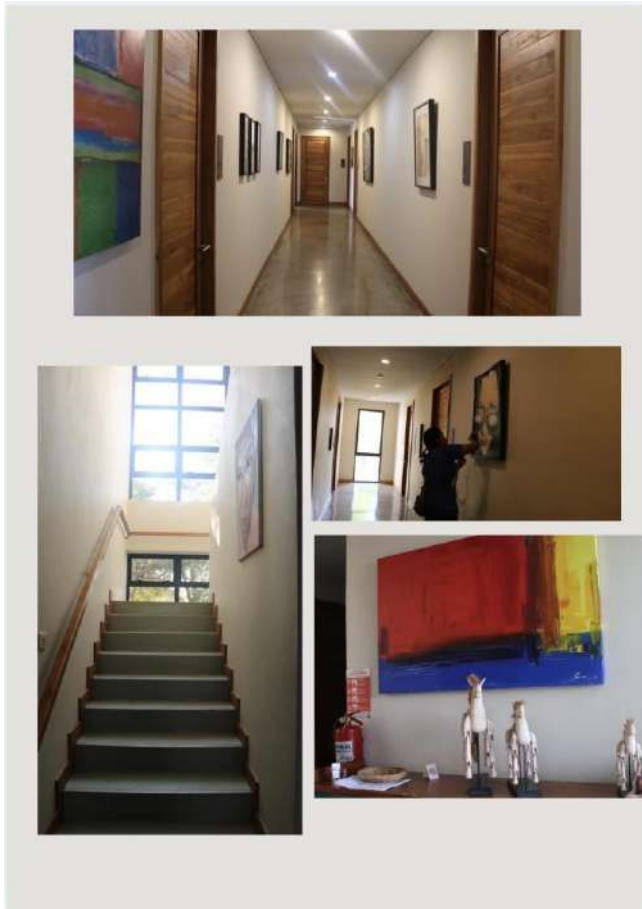


Figure 12: Interior corridors and architectural layout of the lodge accommodations



Figure 13: Curated fine art collections displayed inside the facility



Figure 14: Local primary students engaging in outdoor recreation on the ground



Figure 15: Local community children interacting during the fieldwork visit



Figure 16: Showcasing the livestock area for community goats



Figure 17: Sustainable organic vegetable gardens and agricultural cultivation plots



Figure 18: Intern capturing media assets in the greenhouse

I also bridged the gap between complex financial figures and visual presentations by synthesizing raw revenue streams into simple, scannable graphics. I constructed a clear pie chart illustrating that students and partner schools represent our largest customer base at 52.2%, followed by CSR groups at 29.9% and networking groups at 17.9%. Furthermore, I helped format seasonal tables tracking how room rates and booking frequencies affect total income across High, Middle, and Low seasons to clearly demonstrate how the project could transition from a 402,000 THB baseline to a 495,600 THB optimized target model.

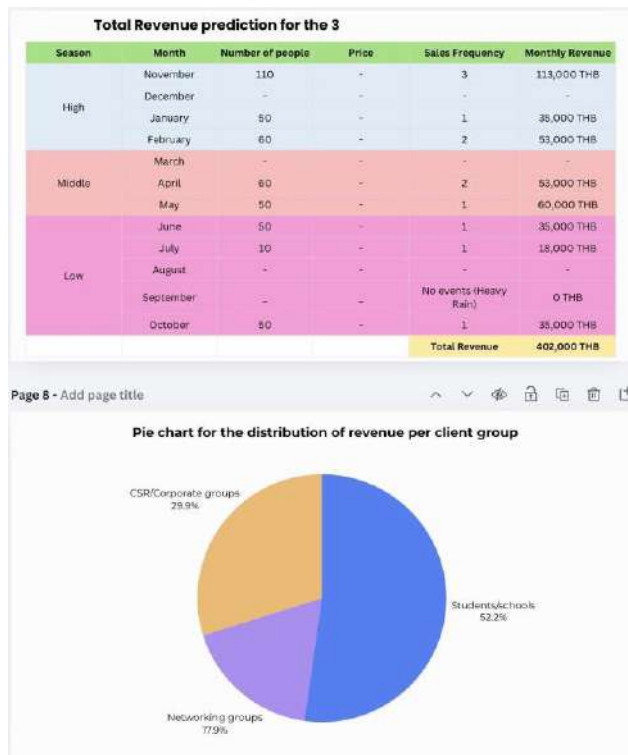


Figure 19: Baseline revenue model alongside the client segmentation pie chart

Can We Make 500,000 THB throughout the Year? Target revenue

Season	Month	Number of Rooms	Price	Sales Frequency	Monthly Revenue
High	November	18	1,800	Twice a month	64,800 THB
	December	20	1,800	Twice a month	72,000 THB
	January	20	1,800	Twice a month	72,000 THB
	February	18	1,800	Twice a month	64,800 THB
Middle	March	15	1,800	Twice a month	54,000 THB
	April	15	1,800	Twice a month	54,000 THB
	May	15	1,800	Twice a month	54,000 THB
Low	June	10	1,500	Once a month	15,000 THB
	July	10	1,500	Once a month	15,000 THB
	August	10	1,500	Once a month	15,000 THB
	September	-	-	No events (Heavy Rain)	0 THB
	October	10	1,500	Once a month	15,000 THB
Total Revenue					495,600 THB

Figure 20: Optimized seasonal target revenue breakdown

During the 14th Annual Charity Golf Day, I directly enhanced the efficiency of front-desk operations and on-site fundraising. I set up the guest registration counter using an A-to-Z alphabetical organization framework to distribute player apparel seamlessly, drastically reducing

wait times for arriving corporate sponsors. Additionally, I supported our final fundraising targets by actively driving charity raffle ticket sales in the dining hall and serving as a real-time data tracker to record live auction bids with 100% financial accuracy.



Figure 21: The main registration counter for corporate attendee check-in



Figure 22: Guest apparel counter organized systematically for distribution



Figure 23: Intern conducting real-time bid tracking during the live charity auction



Figure 24: Coordinating fundraising materials and guest logs with a team member

Chapter 3: Learning Process

3.1 Learning During the Co-Op Studies

The most important thing I learned during my internship at The Beaumont Partnership was how to change my mindset from a student following instructions to a working professional. Working on real-world projects taught me that business operations are not just about making things look good; they require clear organization, numbers, and proper timing. For instance, handling the Kid D' Art Lodge challenge to think of a plan to make 1 million THB made me realize that corporate ideas must have a strong financial foundation. I learned that whenever I suggest a plan or a revenue target, I must always have a clear, data-backed reason "why" to measure success.

Additionally, I learned to improve my communication and presentation skills through direct experiences with company leadership. In the beginning, nervousness made me speak much too fast during presentations, so I learned to slow down my speaking speed, breathe between sentences, stand tall, and look the audience in the eye to build professional trust. Presenting to Khun Tim Beaumont also taught me a big lesson about time management. To respect everyone's time, I adopted the "15-minute rule," making it a strict habit to arrive 10 to 15 minutes early to meetings to set up the computer, check my notes, and review the presentation slides.

My practical fieldwork and event coordination provided valuable insights into corporate brand management, international business etiquette, and industrial systems. Through these experiences, I learned that visual media serves as a powerful strategic marketing asset to demonstrate project impact directly to donors, and that an organization's external reputation is heavily built on the everyday politeness of its staff. Furthermore, attending formal functions taught me that business dinners are vital platforms for securing future partnerships. During my visits to industrial facilities like Practika, I learned the concept of "Active Marketing" by observing how architectural transparency builds immediate consumer trust. Finally, coordinating logistical tasks under intense pressure during corporate events taught me how to design simple, robust systems to optimize crowd control and prevent errors. Ultimately, observing how senior leadership systematically managed stress and maintained operational order provided me with an excellent behavioral model for my future career.

3.1.1 Applying Knowledge from the Coursework

My internship at the firm gave me a great opportunity to turn textbook theories into real-world marketing campaigns and financial planning tools. As marketing interns tasked with creating a business strategy for Kid D' Art Lodge, my teammate and I relied heavily on what we learned in our university classes. Specifically, we were able to apply concepts from market segmentation, digital marketing, and basic accounting.

The first concept I put into practice was Target Market Segmentation from my marketing courses. To properly promote the lodge, we had to figure out exactly who our main customer segments were instead of trying to sell to everyone. Based on our project data, we divided our target market into three clear pillars: students from partnership schools looking for educational field trips, corporate clients looking for CSR team-building venues, and networking groups looking for a meaningful group getaway. Using my digital marketing coursework, I was then able to design a social media content calendar tailored to what these specific groups care about, making sure our posts highlighted group educational curriculums, corporate community impact, and collaborative farm activities.

Finally, our basic understanding of accounting and finance was very useful for estimating annual revenue and working on our pricing models. We calculated annual revenue projections for both conservative and target scenarios to see how much the lodge could earn from our different group segments. To help push our numbers closer to our main goal, I used what I learned about pricing strategies to create special Room Rate Packages. By bundling standard room rates with activities like goat farming, greenhouse tours, and local art sessions, we changed the business from selling just a room to selling a complete, high-value experience for visiting groups.

3.1.2 Gap in the Knowledge from the Coursework

While my university courses gave me great theoretical concepts, there was a very big gap between classroom learning and real corporate operations. In the classroom, assignments have flexible deadlines, and presentations are done in front of supportive classmates and professors. In the real business world, I quickly realized that time is an expensive treasure. When presenting to busy executives like Khun Tim Beaumont and Khun Thalia Beaumont, there is no room for

being unprepared or late. My coursework never taught me the "15-Minute Rule"—the practical professional habit of showing up early to check notes and computers to show respect for a client's time. This was an unwritten corporate standard that I had to realize and adopt on my own through direct observation, teaching me that true professionalism requires independent initiative beyond classroom lectures.

Another major gap was handling the intense physical and mental exhaustion of live corporate events. Textbooks do not prepare you for the pressure of an operational rush, such as having multiple corporate clients calling your name at the same time to buy tickets, or the high-stress vigilance needed to track fast hand-raising during a live auction. Finally, even though my international college background prepared me to use English with diverse classmates, communicating in a fast-paced business environment was completely different. The classroom did not prepare me for the psychological fatigue of handling rapid, professional French-English and Thai-English corporate accents while simultaneously trying to execute complex marketing tasks under strict real-world deadlines, which required a completely different level of patience and operational adjustments.

3.2 Problem noticed / faced during the Internship

Working as an intern at The Beaumont Partnership gave me a great chance to learn about marketing and business support in a real company. However, I also faced several operational, environmental, and emotional challenges during my time here. Because I am naturally a quiet, shy, and introverted person, moving from a university classroom to a busy international design firm was a big adjustment. I noticed and faced these problems during my internship.

When I first started my internship, I felt a lot of stress and anxiety during our regular project meetings. When my supervisor, Khun Thalia Beaumont, gave us our marketing tasks and project details, she spoke at a very fast corporate pace to keep the office running efficiently. Even though her instructions were always exceptionally clear, the high speed of her delivery and the large amount of business information she gave us in short meetings created a lot of pressure for me. As a non-native English speaker who is naturally quiet, trying to listen, understand, and process all these business facts in real-time was very

difficult. In the first few weeks, this fast pacing made me feel quite scared and intimidated. Because I was shy, I was afraid to interrupt a busy executive manager to ask her to slow down or repeat herself.

The 14th Annual Charity Golf Day was a major source of stress and fatigue because it is a massive event for The Beaumont Partnership, and everything had to be perfectly organized. This was our first time helping our supervisor with such a large project, and my tasks included giving shirts to the guests, selling raffle tickets, and carefully tracking guests during the live auction. As an introverted and shy person, I felt extremely worried and hesitated to sell the tickets, constantly fearing that I would not be able to handle it, especially during the busy evening time right before the dinner started. Our supervisor told us that we needed to be very fast and systematic. There were times when two or more guests would call out to me at the same time to buy tickets while my team members were busy. Handling multiple requests simultaneously made me feel incredibly nervous and worried under the intense pressure of the event. Furthermore, I faced immense pressure during the live auction segment of the evening. My responsibility was to scan the room very carefully to see exactly which guests raised their hands and won the auction items. If a winning bidder was located near my station, I had to immediately approach them to collect their full name, phone number, and contact email. I felt incredibly nervous and constantly worried that I might mishear the final auction price or fail to track the correct bidder, forcing me to ask the guest to repeat their information multiple times. The constant vigilance required to avoid making a mistake in front of a large crowd of high-level executives was both mentally and physically draining.

During my initial business assignments, I faced distinct operational barriers regarding verbal delivery pacing and using technical equipment. When presented with the strategic challenge of generating 1 million THB for the Kid D' Art Lodge scenario, my internal nervousness caused me to deliver my thoughts much too fast, making it very difficult for the audience to follow my presentation points. Furthermore, during our work trip to the Ruam Pattana School in Chaiyaphum, my teammate and I were assigned to take photos for the firm's social media content and donor materials. This included taking pictures of the students, the Kid D' Art Lodge, the goats, and the natural garden. Even though Khun Thalia's assistant had kindly trained us before we left, handling a professional digital camera in a live setting still made us feel very nervous and worried. We constantly feared that we wouldn't get clear, high-quality pictures for the company. This internal pressure and confusion over the settings caused a slight delay on the spot,

forcing us to quickly adapt and learn how to focus the lens under real-time pressure so we could successfully update our social media plans.

Another major problem I noticed was a horizontal communication barrier within our own international intern group, which was made up of three Burmese interns and three French interns. At the very beginning of the internship, we were all very active, friendly, and excited to talk to each other. We had casual conversations and shared stories about our different countries and cultures. However, we quickly ran into a major accent barrier that caused a lot of psychological tiredness. The French interns were not familiar with Asian-English accents, and we found it very hard to understand their rapid French-English accents. Because of this heavy phonetic distance, we could not understand each other easily and had to repeat our words almost every time, usually two or three times just to clarify a simple point. Constantly repeating ourselves made casual conversations exhausting. Eventually, both groups stopped talking too much to each other. The interns withdrew into their own cultural circles, leading to a quiet social segregation where we lived and worked by ourselves.

The final problem occurred between the foreign interns and the local permanent employees. Most of the people working at the corporate headquarters are Thai nationals who work as architects, designers, or business support staff. Because our marketing and fundraising tasks under the foundation were completely separate from their design work, we sat in different areas and had a natural departmental gap. The Beaumont Partnership is a global firm with international directors, so most of the Thai staff can speak and understand English quite well. However, because I am a very quiet person who prefers to focus purely on doing my assigned work without making noise, a social distance formed. I noticed that even though the Thai staff wanted to say something to me, they had to stop and mentally translate their thoughts from Thai into English first. To avoid this extra mental effort, they preferred to speak in their native Thai language instead. They would usually just ask me one or two brief, functional questions about work and then let it be. While I understand that this quick and quiet interaction style is a completely normal norm when working with Thai people in a local office, it limited my chances to practice networking and created a silent environment where people only spoke to me when it was absolutely necessary for a task.

3.3 Mini Research

This mini-research evaluates how listening strain, accent familiarity, and conversational comfort-seeking behaviors impact the integration and daily performance of international interns within a multinational corporate office. By analyzing real-world communication breakdowns, this study establishes simple, actionable adjustments to improve administrative workflows in diverse settings.

3.4 Problem Statement

The marketing and administrative workstream at the Bangkok headquarters integrated a diverse multicultural intern cohort consisting of three Burmese national interns and three French national interns under Thai executive leadership. Over the four and half month's internship, a complex communication breakdown occurred across three distinct structural levels:

1. **The Supervisor-to-Intern Dynamic:** At the start of the internship, meeting with Khun Thalia Beaumont created a stressful environment. Because she delivered administrative objectives and project facts at a very rapid corporate pace, the intense pressure caused the interns to feel scared. This speed made it difficult to process deep information in real-time, resulting in forgotten details and missed operational parameters.
2. **The Intern-to-Intern Dynamic:** The three French interns who were entirely unfamiliar with Asian-English phonetic accents, while the Burmese interns faced difficulties decoding the rapid French-English spoken accent. Constantly repeating basic phrases two to three times created mutual psychological fatigue, causing both intern groups to stop casual conversations and segregate into separate cultural circles.
3. **The Staff-to-Intern Dynamic:** While the permanent Thai design and business support staff possess a solid understanding of the English language, they preferred to remain within their native linguistic comfort zone to avoid the extra mental load of translating long conversations into English. Consequently, interactions with non-Thai interns were kept to just one or two brief, functional questions before letting the conversation drop, which increased the isolation of quiet, introverted students.

3.5 Significance of the study

The significance of this study rests on its practical value for international human resource management and cooperative education frameworks. It moves past abstract theories to analyze how language barriers actually manifest in day-to-day office environments. By identifying how speech pacing and accent anxiety cause psychological tiredness, this study provides concrete, low-cost behavioral strategies such as vocal deceleration and visual verification that allow international interns to maintain absolute data accuracy, reduce workplace isolation, and successfully collaborate with busy executives and cross-functional teams.

3.6 Literature review

Sweller's (1988) Cognitive Load Theory and Field's (2011) research on second-language listening explain how rapid supervisory directives trigger high extraneous cognitive load in non-native English speakers. When supervisors deliver multi-step technical instructions at a fast pace, the working memory of non-native listeners becomes saturated by real-time phonological decoding. This heavy processing strain reduces their capacity to retain essential details in long-term memory, which directly manifests as administrative performance anxiety during initial workplace assignments.

Communication dynamics across diverse teams are governed by Giles and Coupland's (1991) Interlanguage Phonology and Jenkins' (2000) Phonology of English as an International Language. Derwing and Munro (1997) demonstrate that unaccustomed phonetic variations—such as interactions between French, Burmese, and Thai non-native English accents—drastically increase listening strain. To avoid psychological exhaustion, individuals apply Communication Accommodation Theory (Giles, 1973) by withdrawing into familiar linguistic groups, leading to natural social segregation and functional communication silos.

Eysenck's (1967) Personality and Arousal Theory and Cain's (2012) work on introversion explain why high-density, fast-paced events induce acute performance anxiety. Introverts maintain high baseline cortical arousal, making multi-tasking under pressure—such as live auction bid tracking—a driver of

cognitive overload. However, Social Facilitation Theory (Bond & Titus, 1983) shows that structured task frameworks and team collaboration effectively mitigate this situational stress, allowing introverted employees to execute precise operational tasks.

3.7 Methodology

This study utilized qualitative action research and systematic behavioral observation over a four-month period within the Bangkok headquarters of The Beaumont Partnership.

- **Sample population:** The study tracked six international students (three Burmese marketing interns, three French national interns) and their day-to-day interactions with executive management and the majority Thai business support divisions.
- **Data Collection:** Data was gathered by logging the frequency of verbal communication breakdowns, tracking instances of forgotten instructions during fast briefings, evaluating the operational delays caused by unfamiliar technical equipment, and documenting the stress triggers faced by introverted staff during live, high-volume corporate fundraising events.

3.8 Expected Results / Solutions

By implementing simple, actionable behavioral strategies, it is expected that future international interns can significantly lower internal anxiety and maintain high operational efficiency. To solve the problem of short-term memory overload during fast executive briefings, interns will implement a strict habit of logging all tasks immediately in a project notebook. More importantly, interns must actively communicate and clarify points right away if instructions are unclear, rather than pretending to understand out of fear or intimidation. Staying quiet risks wasting valuable company time on incorrect deliverables. By combining active note-taking with a quick text message to double-check deadlines, interns can protect the accuracy of work, reduce administrative errors, and eliminate the constant worry of forgetting small details.

To overcome operational barriers regarding presentation speeds and technical equipment, proactive practice is essential for building personal confidence. For major strategic presentations such as the Kid D' Art Lodge revenue scenario—practicing slow, measured verbal pacing before

the real executive meeting will help calm internal nerves and ensure the audience can follow the core points. Similarly, for field trips like the visit to the Ruam Pattana School in Chaiyaphum, reviewing professional camera configurations with experienced peers prior to the trip will eliminate technical hesitation on-site, ensuring the successful capture of clear images for social media platforms.

For high-volume events like the Annual Charity Golf Day, utilizing structured organizational systems and supervisor guidance will protect introverted interns from feeling overwhelmed. Because the supervisor proactively trained the interns on their responsibilities the day before the event, the team had a clear understanding of the workflow. Maintaining the highly organized A-to-Z team shirt sorting arrangement ensures guest registration remains fast and error-free. By trusting the systems already put in place by management, interns can reduce situational stress and handle guest requests smoothly.

During high-pressure event segments like the live charity auction, managing personal performance anxiety comes from relying on team presence. Because the live auction was backed by multiple team members working together, the operational responsibility was shared. The stress felt during this segment was an internal challenge caused entirely by the pressure of a first-time experience. Future interns can overcome this fear by recognizing that they are not alone in the crowd; knowing that other members are tracking the room simultaneously provides a psychological safety net, allowing shy students to approach guests confidently and record contact information accurately.

Finally, specific behavioral changes can break down the silent communication walls within the office. To bridge the heavy accent barrier between the French and Burmese interns, the expected solution is to intentionally speak slowly during verbal exchanges. This small adjustment works effectively to remove listening strain, eliminate repetitive clarifications, and prevent social segregation. To connect with the permanent Thai design staff, initiating short, friendly ice-breaker chats at the very start of the internship will help build mutual comfort, making it much easier to network without anyone feeling isolated.

Chapter 4: Conclusions

4.1 Summary of Internship

My 19-week internship as an Admin & Marketing Intern at The Beaumont Partnership (January 29 – June 15, 2026) provided an excellent bridge between business theory and professional practice. Working under Khun Thalia Beaumont in the Marketing & HR department, I managed marketing pipelines for the Kid d' Art Lodge social enterprise, handled office administrative tasks, and coordinated logistics for the 14th Annual Charity Golf Day. By collecting field media in Chaiphum and building seasonal room configuration tables, I helped map out a target revenue pathway of 495,600 THB. Personally, this experience pushed me to overcome my introverted nature, adapt to fast-paced executive workflows, and adopt professional habits like the "15-minute rule". Ultimately, the tenure successfully built my confidence, communication skills, and essential readiness for a career in international commerce.

4.2 Limitation of the study.

Several structural and situational limitations impacted my study and daily operations during the internship:

Phonetic Accent Barriers: Heavy accent differences between the Burmese and French interns caused continuous listening strain and psychological fatigue, which led to temporary social segregation and less communication.

Departmental Segregation: Because permanent Thai staff sat in separate design divisions, casual interactions with international interns were minimal and strictly functional to avoid the extra mental load of translating thoughts into English.

Performance Anxiety: Being a shy, introverted student without prior live-event experience, the fast operational rush of tracking auction bids and driving raffle sales under pressure caused immense situational anxiety.

Briefing Pacing and Short Window: The rapid delivery pace used during corporate briefings made it difficult for a non-native speaker to process extensive data in real-time, while the 4.5-month internship window limited long-term observation of the marketing strategies after implementation.

4.3 Recommendations to The Beaumont Partnership

To improve internal workflows and optimize future intern integration, I respectfully offer the following recommendations:

Establish an Autonomous Weekly Intern Schedule: To maximize productivity during periods when supervisors are handling critical executive tasks, the department can implement a self-directed weekly framework. This empowers interns to manage their own workflows seamlessly and directly honors executive directives to use downtime for proactive market research, independent competitor analysis, and creating advanced marketing slide decks rather than waiting for daily instructions.

Introduce Cross-Cultural Ice-Breakers: Implement low-cost activities like joint intern-staff lunches or informal coffee breaks. This reduces conversational hesitation and strengthens the professional bond between international interns and permanent Thai design teams.

Provide High-Pressure Role-Play Rehearsals: Expand pre-event walk-throughs to include real-time simulations—such as multiple team members simulating a busy crowd or rapid auction bidding. Practicing these exact high-energy scenarios beforehand will directly boost the on-site confidence of shy staff and ensure completely error-free data logging under stress.

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Appendix:

Daily Diary

Internship Company: The Beaumont Partnership

Internship Position: Admin & Marketing

Intern: Hnin Shun Lae Lae Soe

Department: Marketing & HR

Duration of Internship: 19 weeks / 4.5 months

Starting Date: 29/1/26

Ending Date: 15/6/26

Week 01:

Date	Tasks & Activities
02.02.2026	Received core internship briefing from Khun Thalia; conducted office walk-through and met the team.
03.02.2026	Assigned "Kid D' Art Lodge 1 million Baht Revenue Challenge" by Khun Thalia; brainstormed initial models.
04.02.2026	Prepared first draft of presentation slides focusing on revenue potential and client outreach.
05.02.2026	Presented initial deck to Khun Thalia; received feedback regarding data-backed pricing structures.
06.02.2026	Revised slides based on manager feedback, adjusted financial metrics, and completed

Week 02:

Date	Tasks & Activities
09.02.2026	Formally handed the long-term Kid D' Art Lodge project role; briefed by the

	co-project coordinator.
10.02.2026	Conducted extensive market research on Kid D' Art Lodge, verifying room sizes and amenities.
11.02.2026	Researched competitor room rates in Isaan and built a baseline room configuration price structure.
12.02.2026	Gather background data on the Natural Garden and agricultural sustainability models.
13.02.2026	Analyzed the Good Goat Project and compiled history on the Beaumont Ruam Pattana School.

Week 03:

Date	Tasks & Activities
16.02.2026	Traveled from Bangkok to Sap Yai District, Chaiyaphum Province for fieldwork and asset collection.
17.02.2026	Visited the school campus; photographed local students and classrooms for donor storytelling.
18.02.2026	Conducted on-site photography at Kid D' Art Lodge, documenting exterior architecture and curated art.
19.02.2026	Visited agricultural sectors, captured photo and video assets of livestock goats and sustainable gardens.
20.02.2026	Completed final fieldwork checks, packed technical gear, and traveled back to Bangkok.

Week 04:

Date	Tasks & Activities
23.02.2026	Sorted, filtered, and edited raw photographs and video assets captured during fieldwork.
24.02.2026	Researched social enterprise digital trends and monitored competitor accounts for engagement ideas.
25.02.2026	Brainstormed social media content ideas for corporate CSR targets and international school groups.
26.02.2026	Edited short-form video reels focusing on the organic farm-to-table process.
27.02.2026	Held alignment meeting with co-coordinator to review content calendars and adjust graphic layouts.

Week 05:

Date	Tasks & Activities
02.03.2026	Drafted alternative visual concepts for promoting the foundation's organic agricultural produce.
03.03.2026	Edited social media reels detailing the Good Goat Project and farm.
04.03.2026	Formatted and polished graphic layouts aimed at B2B corporate catering partners.
05.03.2026	Finalized design pitch deck focusing on commercializing organic farm harvests.
06.03.2026	Formally submitted completed file "Photographic Design Ideas to Sell Vegetables" to supervisor.

Week 06:

Date	Tasks & Activities
09.03.2026	Assigned to research domestic educational channels for school tour packages.
10.03.2026	Researched Tier-1 international schools; formally submitted "Standard International Schools" list in Thailand.
11.03.2026	Co-presented Kid D' Art Lodge revenue forecasting and marketing strategy to CEO Tim and Khun Thalia.
12.03.2026	Processed executive feedback regarding timing rules and corporate client segmentation metrics.
13.03.2026	Iterated on slide deck files, correcting data parameters to match seasonal booking models.

Week 07:

Date	Tasks & Activities
16.03.2026	Assigned to support the corporate relations team for the upcoming industry supplier gathering.
17.03.2026	Assisted Khun Thalia directly with setup, guest list logistics, and zoning rules for the Light House event.
18.03.2026	Executed Light House event; managed professional greetings and observed executive etiquette.
19.03.2026	Conducted post-event wrap-up, organized business cards collected, and cleared event assets.
20.03.2026	Drafted brief summary report of the supplier engagement event for internal filing.

Week 08:

Date	Tasks & Activities
23.03.2026	Commenced preparations for charity fundraiser; sorted, counted, and audited bulk event shirts.
24.03.2026	Continued inventory checks; set up a tracking system for corporate teams.
25.03.2026	Participated in Charity Golf Day practice and run-through session with Khun Thalia.
26.03.2026	Executed 14th Annual Charity Golf Day; managed registration and logged live charity auction bids.
27.03.2026	Reconciled guest lists, compiled auction winner sheets, and supported post-event financial tracking.

Week 09:

Date	Tasks & Activities
30.03.2026	Organized paperwork and financial feedback files from the charity golf day event.
31.03.2026	Prepared informational briefs to welcome incoming international intern cohorts.
01.04.2026	Welcomed international interns; conducted office walkthrough and explained project pipelines.
02.04.2026	Handled routine administration, sorted documentation, and updated social project statuses.
03.04.2026	Drafted initial framework and sections for the upcoming mid-internship performance review.

Week 10:

Date	Tasks & Activities
06.04.2026	Undertook formal corporate field visit to Practika; studied green manufacturing and marketing structures.
07.04.2026	Drafted and finalized Practika Field Visit Report; began writing a 2-month internship review.
08.04.2026	Synthesized key learnings on time management, business rules, and presentation habits.
09.04.2026	Conducted layout audits, checked formatting, and polished the progress review deck.
10.04.2026	Formally submitted Internship Progress Report to Khun Thalia Beaumont.

Week 11:

Date	Tasks & Activities
13.04.2026	Public holiday (Songkran Festival).
14.04.2026	Public holiday (Songkran Festival).
15.04.2026	Public holiday (Songkran Festival).
16.04.2026	Returned to Bangkok office; resumed corporate log evaluations and checked email pipelines.
17.04.2026	Conducted market research on sustainable B2B sports activations and analyzed donor target charts.

Week 12:

Date	Tasks & Activities
20.04.2026	Gathered with a multicultural intern team for a new group project briefing.
21.04.2026	Briefed on "All Blacks" Group Project; took ownership of international schools & marketing pipelines.
22.04.2026	Conducted qualitative market research on regional sports clubs and target airline packages.
23.04.2026	Generated engagement ideas for youth rugby clinics and worked on sponsor tier frameworks.
24.04.2026	Merged individual research files into the group master slide deck tracking the project pipeline.

Week 13:

Date	Tasks & Activities
04.05.2026	Ran peer-to-peer rehearsals with French and Burmese interns to align presentation speeds.
05.05.2026	Checked financial forecast tables for the All-Blacks proposal pitch deck to know the budget for marketing plans.
06.05.2026	Submitted unified All Black project concept proposal deck to supervisor for intermediate review.
07.05.2026	Documented client feedback notes and revised target corporate sponsorship pipeline data.
08.05.2026	Researched Media & PR Partner for the All-Blacks project and updated slides.

Week 14:

Date	Tasks & Activities
11.05.2026	Started working on the CSR trip proposal and prepared the slides with the co-coordinator.
12.05.2026	University advisors visited the company. We presented our CSR trip proposal to the advisors and Supervisor.
13.05.2026	Read the notes from the advisor's visit and reflect our presentation slides.
14.05.2026	Researched the travel needs and costs for the new CSR tour packages.
15.05.2026	Added the target schools and student activities into the main project Excel sheet.

Week 15:

Date	Tasks & Activities
18.05.2026	Checked the slides and took out double words to make them easy to read for the All-Blacks project.
19.05.2026	Met with my group members to make sure all our information matched up nicely.
20.05.2026	Practiced speaking and presenting while timing myself to make sure I did not go over the limit.
21.05.2026	Fixed the look of the pages, adjusted the borders.
22.05.2026	Did a final practice run with the whole group before showing it to the bosses.

Week 16:

Date	Tasks & Activities
25.05.2026	Our manager told us the "All Black" project was cancelled, so I closed and saved those files.
26.05.2026	Khun Thalia gave a new task: Create the Overall Marketing Strategy for Beaumont. I began my research.
27.05.2026	Researched other building design companies in Southeast Asia to see what they do.
28.05.2026	Looked at how our company markets itself and checked old school-building projects.
29.05.2026	Found information on eco-friendly buildings and green designs to use in my strategy.

Week 17:

Date	Tasks & Activities
01.06.2026	Made a chart of corporate strengths and weaknesses to see how to get more business clients.
02.06.2026	Planned ways to show our charity school work to big corporate donors online.
03.06.2026	Wrote an outline showing how doing charity work helps businesses keep their own clients.
04.06.2026	Worked on the report for over marketing strategies for Beaumont.
05.06.2026	Put together the first full draft of the Beaumont marketing strategy into a clean document.

Week 18:

Date	Tasks & Activities
08.06.2026	Showed the Beaumont Marketing Strategy plan to my supervisor.
09.06.2026	Fixed the presentation slides based on the feedback my supervisor gave me.
10.06.2026	Sorted all trip photos, videos, and work files and saved them into the company computer system.
11.06.2026	Writing and formatting all tasks and finished
12.06.2026	Talked with the team about my time here, handed over my tasks, and cleaned my desk.

Week 19:

Date	Tasks & Activities
15.06.2026	My official last day. Signed the final papers and finished my 19-week internship.

Team engagement & Events & Chaiyaphum Trip



Figure 25: Commemorative photo with CEO at the main event backdrop



Figure 26: Engaging with guests in the dining hall to drive raffle sales



Figure 27: Group photo of the full event coordination and support staff team



Figure 28: Group photo with team members at the counter



Figure 29: Group photograph featuring the executives, corporate guests, and Interns



Figure 30: Interns sharing an informal team lunch break at Gallery 9



Figure 31: Collaborative office workspace showing international interns



Figure 32: Intern interacting with local students during field trip



Figure 33: Commemorative fieldwork photograph with a local student

Resume



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International Business Management

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ABOUT ME

A highly focused and systematic International Business Management student with a strong quantitative background and a passion for financial calculations and data verification. Thrives in quiet, high-concentration environments that require intense attention to detail, logical problem-solving, and strict accuracy.

Developed a strong sense of professional urgency and resilience through rigorous corporate internship training. Seeking a specialized Hotel Accounting Internship within the luxury hospitality sector to contribute strong analytical skills, data organization, and a dedicated work ethic to a fast-paced finance team.

Experienced in working on hospitality revenue projections, tracking business data, creating targeted guest room packages, and calculating financial forecasting plans for lodge projects. Recognized as an independent, fast learner who excels at deep focus, finding errors in numbers, and preparing beautifully aligned corporate presentations.

EXPERIENCE

The Beaumont Partnership — Marketing Intern Bangkok, Thailand | Feb 2026 - Jun 2026

Financial Forecasting and Planning: Worked on business revenue projections for hospitality projects like the Kid D'Art Lodge, analyzing room rates and organizing financial data to create long-term business strategies.

Creating Hotel Packages: Designed specific pricing and room accommodation packages for different target markets, including corporate CSR groups, networking guests, and student partner networks.

Content Creation & Market Research: Researched market trends, local attractions, and competitor prices to create promotional social media content strategies for business growth.

Reviewing Document Layouts: Prepared and formatted formal business presentation slides and reports, ensuring fonts, alignments, and designs were completely neat and without errors.

Managing Independent Tasks: Handled daily office assignments independently with high concentration, keeping a strong focus and high individual accountability.

VOLUNTEER & LEADERSHIP EXPERIENCE

The Beaumont Partnership Foundation Golf Day — Volunteer & Organizing Team Member

Supporting Event Operations: Worked closely with the main organizing team to handle logistics and data for a big charity golf event that successfully raised over \$1.2 million.

Guest Registration & Care: Welcomed corporate guests at the front desk, managed the registration sheets accurately, and provided a polite hospitality service.

Tracking Event Records: Assisted in keeping records of corporate sponsorships and tracking event materials so everything stayed organized.

University CSR Program — Kanchanaburi

Community Volunteering: Traveled to rural areas to join university corporate social responsibility (CSR) projects to help local schools and youth communities.

Coordinating Group Activities: Helped to hand out school materials, and work together with other students.

Core Skills

- Analytical
- Communication
- Teamwork
- Time Management
- Adaptability
- Reliable

Technical Skills

- Microsoft Suite
- Google Workspace
- Canva
- CapCut

Education

Siam University (2022 – Present)
Degree: Bachelor of International Business Management

Technological University, Hpa-an (2018 – 2020)
Degree: Bachelor of Electrical Power Engineering

Languages

- Burmese (Native)
- English (Excellent)
- Chinese (Basic)
- Korean (Basic)



