

# Internship Report Guidelines

Presentation Time: 15 Minutes, included 5 Minutes for Questions and Answers

## Internship Report Contents

### 1. Company Background:

- Company's Vision
- Company's Organizational Structures and Systems
- Investment Capital
- Company's Offer i.e. Products and Services
- Geographical Coverage
- Target Market

### 2. Competitor Analysis pertaining to their strengths and weaknesses in Management, Operations, Marketing and Finance:

- Direct Competitor Analysis
- Indirect Competitor Analysis
  - Companies in the Same Industry Capturing Different Markets
  - Different Products Providing the Same Services or Benefits to Customers

### 3. Strengths, Weaknesses, Opportunities, Threats Analysis:

- External Macro and Micro Environments Presenting Opportunities or Threats to the Industry
- Company's Strengths and Weaknesses in terms of their Management, Operations, Marketing and Finance

### 4. Analysis of Problems:

- Problem Identification (Identify  $\geq 3$  Problems)
- Causes of the Problems
- Effects of the Problems

### 5. Solutions and Recommendations:

#### Note:

Each student is required to make individual presentation, although they might have worked in the same company and department.