



TECHNICAL REPORT ON
STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES) REPORT
UNDERTAKEN AT
ADEMARKS INTEGRATED LIMITED

PRESENTED BY
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SUBMITTED TO:
THE SIWES CORDINATOR
DEPARTMENT OF MARKETING,
KWARA STATE POLYTECHNIC, ILORIN KWARA STATE
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CERTIFICATION

This SIWES report is cordially acknowledged and certified by the following dignitaries

SIWES COORDINATOR;

**MR. YUSUF ADEBISI ABIODUN
HEAD OF THE DEPARTMENT**

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ACKNOWLEDGEMENT

I thank Almighty God for all glory, honor and adoration, for mercy received during the period of my studies and when undergoing my industrial training.

My appreciation goes to my parent **Mr. & Mrs. GIWA** for their love and efforts as well as sponsorship to my current success and entire wellbeing.

CHAPTER ONE

INTRODUCTION

SIWES is an acronym of student industrial work experience scheme. SIWES is an effective instrument used for exposing student to the realities of the work environment in Nigeria, especially and the world in general, in their various profession so as to achieve the needed technological advance for the nation.

SOME OF THE AIM OF SIWES ARE:

1. To provide for the student opportunities to be involved in the practical aspect of their respective disciplines. This bridging the gap between the practical aspect taught in the class and the real world situation
2. To expose student to latest development or technological innovation in their chosen profession
3. To prepare students for industrial working environment they are likely to meet after graduation

BRIEF HISTORY OF SIWES

The student industrial work experience scheme (**SIWES**) is skill training program designed to expose and prepare student of universities, polytechnic college of technology and others for the industrial work experience they are likely to meet after graduation.

the scheme also afford student of opportunity of familiarizing and exposing themselves to the needed experience in handling equipment and machineries that are usually not available to their institution, the Industrial Training Fund(ITF) funded the scheme during its formative year in 1973/74 but as the financial involvement became unbearable fund withdraw from the scheme in 1978. The federal government handed over the scheme in 1979 to both the National

Universities Commission (**NUC**) and the national board for technical education (**NBTE**) later, the federal government in November 1984 revert the management and the implementation of the SIWES program to (**ITF**) and it was effectively taken over by the industrial training fund in July 1985 with the funding being solely borne by the federal government.

IMPORTANCE AND OBJECTIVE OF SIWES

In regards to the SIWES handbook, the specific objectives and importance of the SIWES are to:

1. Provide an avenue for student institution of higher learning to acquire industrial skills and experience in their course of study
2. Prepare student for the industrial work experience they are to undergo after graduation.
3. Provide student with an opportunity to apply their knowledge real work situation there by bridging the gap between theory and practical
4. To satisfy accreditation requirement set by NBTE
5. To provide student an opportunity to see the real world of their discipline and consequently bridge the gap between the classroom and real work situation
6. To enable student asses interest suitable for their chosen profession

CHAPTER TWO

BRIEF HISTORY OF ADEMARKS

Ademarks integrated ltd was started in 2023

Ademarks integrated ltd's headquarters is located at agric road, Igbo Olomu bus stop agric Lagos

CHAPTER THREE

TECHNICAL TRAINING EXPERIENCE

WEEK 1

First day at work introductions introductions

Studying the various divisions of the firm

Studying the available item of the firm (SIM card, airtime etc)

Learning the equipment through instruments in use

Learning continue



Sim Card

WEEK 2

Assist in clean up and stalking of available item into their various sectors

Helps in recording of new groups / teams brought

Introduction to Advertisement of SIM and phone accessories

Online advertisement introduction to online advertisement

Learning continues on how to convince customers



WEEK 3

Introduction to digital marketing of phone accessory

Optimize website and online content for relevant keywords to improve search engine rankings

I was taught and how to market phone on social media by leveraging social media platform to build brand awareness

Engaging with customers and drive sales on social media

How to make partners with influencers in the phone accessories to promote product and reach new audience



WEEK 4

Digital Marketing Continuous How to Contempt Marketing

i) Create high quality (ii) Information

Advertising online how to drive website traffic and conversions

Optimizing of website and online contents for relevant to keyword to improve search engine ranking

How to promote phone accessory business online with drive sales

How to build customers loyalty



WEEK 5

Advertisement of SIM card

We also use the format of advertising by give me 20% of the first month

We also went out to advertise and also did some for free depending on how many the person get from us.

We also advertise them throughout the SIM card with free airtime on some network

We make sales for sim card by going out by advertising and give 20% discount in which network



WEEK 6

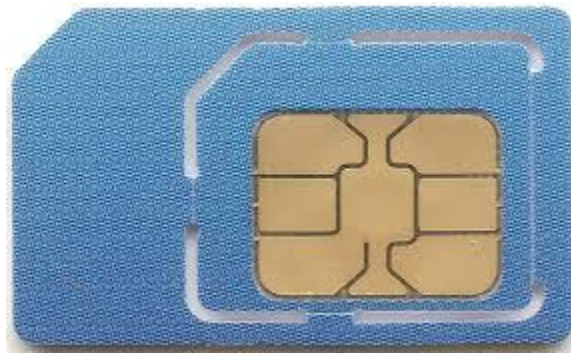
Buying and selling of SIM card

Identify the interest and behavior of our Idea customer

We selected the most effective channel to reach our target audience such as social media Google ads and influencer market

We created attractive graphics images and video that showcase SIM cards future and benefits

Creating design and attractive graphics image and video to bring customers



WEEK 7

Online advertisement of SIM card recorded the date and time online platform used to advertise the s SIM

Description of the type of advertisement form like image and ads and videos

You posted our brand s on social media like Facebook Instagram and Google ads

We also go on engaging metrics that includes tract for our online advertisement examples are clicks likes and shares

We did key messages you recorded the key messages and also communicated through our online advertisement(e.g get 10% card purchases off your SIM)



WEEK 8

Physical advertisement of phone purchases ear pods, SIM card ear piece

Recorded the date and location of where we advertise the accessories e.g store market event.

Visited one big market ground in Lagos state the image of all our market is being placed on.

Made target and chemical and trying to reach with our advertisement student professionals and families

We also make records on the key messages be communicated through our advertisement like giving 20% of our first purchase



WEEK 9

Infection Analysis of Sales While Advertising

We discuss all effectiveness well the advertisement in reaching out target and achieving our goals (on off day) online

Discussion on challenges be identified any challenges we face while creating an executing our advertisement

We learned some lessons what advertising experience so we can know how to apply them to our future marketing efforts

Provided recommendation for future advertisement based on our experience

WEEK 10

Interpreting Of Sales Data

Total sales was on the sales for each day the recorded

The types of sales were also written like we sold case screen protectors and headphones.

You also did sales by brand like phone type such as Android Samsung and apple phones

Sales by price ranges was also made like we have under \$10 \$20 or even over \$20



WEEK 11

Going out to advertise create awareness of some kind of accessories pouch batteries and phones.

Advertisement of newly organized products phone earpiece and airpod
advertisement of newly organized products button phone sold at the rate of 15,000

Advertisement of newly organized products so that the rate of 120, 000 Android
phone tecno phone

Advertisement of newly organized earpieces and pouches



WEEK 12

Marketing of Phone And Sim Card Selling Of Button Phone So That The Rate Of 10,000

Selling of Android phones so that the rate of 120,000

Selling of SIM card so that the rate of 1, 000 and 1,500

Selling tecno product phone so that the rate of 90,000

Selling of SIM card

Sold at the rate of 1000 1,500



WEEK 13

Online Advertisement of Sim Card Recording Of Data And Online Platform Used To Advertise The Sim Card

Description on the type of advertisement form like image ads and videos

Posting of our brand online media like like Facebook Instagram and Google ads

We also go on by engaging matches that includes tracks examples are clicks likes and shares

We did the messages will recorded the key messages and also communicated through our online advertise (get 10% off your SIM card purchases)



WEEK 14

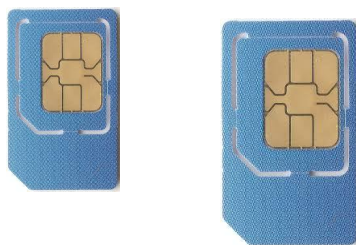
Buying and selling SIM card

We were taught on how to identify the interest and behavior of our ideal customers

We selected the most effective channel to reach our target audience such as social media Google ads and influencer marketing

We created design attractive graphics images and video that you get SIM cards features and benefits

Creating design and effective graphics image and video to bring customers



WEEK 15

Digital Marketing of Phone Accessories

Optimizing or website and online content for relevant keyword to improve search engine ranking

How to market photos on social media by leveraging social media platforms to build brand awareness

How to market phone on social media by leverage social media platform to build brands awareness continue.

How to market phone on social media platform to build brand awareness continue



WEEK 16

How to Engage With Customers and Make Drive Sales On Social Media

How to make partners with influencer in the phone accessory and to promote product and reach new audience

How to promote phone accessory business online with drive sales pouches, earpiece, airpods and phone

Posting of our brand online like Facebook Instagram and WhatsApp

Making of records on key messages we also communicated through our advertisement recording sales of different type of memory cards and storage device such as micro SD card, SD cards or USB.



CHAPTER FOUR

RECOMMENDATION

Going through some of the experience gained during the programme I recommend that there is need for improvement on some of the activities both in the media organization where I served and the school.

1. The time deviation for the programme should be extended for more than a month.
2. Media organization should create more practical knowledge for the students for them to acquire more knowledge from their versatile staffs.

CHAPTER FIVE

CONCLUSION

SIWES was established to provide opportunities for student to be involved in the practical aspect of their respective discipline in the industrial working environment. During my 4 month industrial training I gained a wide range of experience for the various assignments undertaken such as programme production and presentation, programme recording and editing process. All the experience gained helped to fulfill the objectives of SIWES.

REFERENCE

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Website page: info@ademarksintegratednigerialimited