



**A
TECHNICAL REPORT ON
STUDENT INDUSTRIAL WORKING EXPERIENCE SCHEME
(SIWES)**

**HELD AT
PRAISE AND DAVID GLOBAL PHARMACY
UNION STREET PEEN ESTATE LAFENWA ITELE OTA OGUN STATE**

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DEDICATION

I dedicate this technical report to the Almighty God, the giver of knowledge, wisdom and who is rich in mercy.

ACKNOWLEDGEMENT

I would like to begin by expressing my heartfelt gratitude to the Creator of heaven and earth, the One who knows the beginning and the end, the Alpha and the Omega, the Almighty God for His guidance and blessings throughout this journey.

I am deeply grateful to my beloved parents, **Mr. and Mrs. Imran**, whose unwavering support and prayers have been my foundation. To my brothers and dear friends, your encouragement and companionship have meant the world to me.

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CHAPTER ONE

1.1 INTRODUCTION TO SIWES

Students Industrial Work Experience Scheme (SIWES) is a Skills Training Program designed to prepare and expose Students of Universities, Polytechnics, Colleges of Technology, Colleges of Agriculture and Colleges of Education for the Industrial Work situation they are likely to meet after graduation. The Scheme affords Students the opportunity of familiarizing and exposing themselves handling equipment and machinery that are usually not available in their institutions.

1.2 HISTORY OF SIWES

The Students' Industrial Work Experience Scheme (SIWES) was initiated in 1973 by the Federal Government of Nigeria under the Industrial Training Fund (ITF) to bridge the gap between theory and practice among products of our tertiary Institutions. It was designed to provide practical training that will expose and prepare students of Universities, Polytechnics, and Colleges of Education for work situation they are likely to meet after graduation.

Before the establishment of the scheme, there was a growing concern among the industrialists that graduates of institutions of higher learning lacked adequate practical background studies preparatory for employment in industries. Thus, the employers were of the opinion that the theoretical education going on in higher institutions was not responsive to the needs of the employers of labour.

As a result of the increasing number of students' enrolment in higher institutions of learning, the administration of this function of funding the scheme became enormous, hence ITF withdrew from the scheme in 1978 and was taken over by the Federal Government and handed to National Universities commission (NUC), National Board for Technical Education (NBTE) and National Commission for Colleges of Education (NCCE). In 1984, the Federal Government reverted back to ITF which took over the scheme officially in 1985 with funding provided by the Federal Government.

1.3 OBJECTIVES OF THE PROGRAMME

The specific objectives of SIWES are to:

- Provide placements in industries for students of higher institutions of learning approved by relevant regulatory authorities (NUC, NBTE, NCCE) to acquire work experience and skills relevant to their course of study
- Prepare students for real work situation they will meet after graduation.
- Expose students to work methods and techniques in the handling of equipment and machinery that may not be available in schools.
- Make transition from school to the labour market smooth and enhance students' conduct for later job placement
- Provide students with the opportunity to apply their knowledge in real life work situation thereby bridging the gap between theory and practice
- Strengthen employer involvement in the entire educational process and prepare students for employment in industry

Promote the desired technological knowhow required for the advancement of the nation.

CHAPTER TWO

ORGANIZATION OVERVIEW

2.1 Organizational Background

Praise and David Global Pharmacy stands as a beacon of excellence in the pharmaceutical and healthcare industry. Founded in 2013 by the visionary entrepreneur Mr. Samuel Ohide Oghogho, the pharmacy has grown from a modest local establishment into a trusted name synonymous with quality, reliability, and exceptional customer service. Located on Union Street Peen Estate Lafenwa Itele Ota Ogun State, the pharmacy has become a cornerstone of the community, providing essential healthcare products and services to individuals and families for over a decade.

From its inception, Praise and David Global Pharmacy was built on a foundation of integrity, compassion, and a commitment to improving the health and well-being of its customers. Mr. Samuel Ohide Oghogho, a seasoned professional with a passion for healthcare, envisioned a pharmacy that would not only dispense medications but also serve as a trusted partner in the community's health journey. His dedication to excellence and his unwavering focus on customer satisfaction have been the driving forces behind the pharmacy's remarkable growth and success.

2.2 Organization Mission and Objectives

Mission Statement

Praise and David Global Pharmacy is dedicated to enhancing community well-being by providing high-quality pharmaceutical products, exceptional customer service, and reliable health advice. Through innovation, integrity, and a customer-focused approach, the pharmacy strives to be a trusted partner in promoting accessible, affordable, and effective healthcare solutions.

Objectives

1. Deliver outstanding customer service and build lasting relationships.
2. Ensure affordable and accessible healthcare for all.
3. Maintain the highest standards of product quality and safety.

4. Engage in community health initiatives and education.
5. Achieve operational excellence through innovation and technology.
6. Drive consistent sales growth and market leadership.
7. Uphold ethical practices in all operations.
8. Foster employee development and a supportive work environment.

2.3 Department Overview (Sales Department)

This section provides an overview of the Sales Department, the department I was posted to during my Student Industrial Work Experience Scheme (SIWES) at Praise and David Global Pharmacy. It highlights the roles, structure, and key functions of the department, as well as my responsibilities and experiences during the internship.

2.3.1 Role and Functions of the Sales Department

The sales department at Praise and David Global Pharmacy is central to the organization's success, driving revenue and ensuring customer satisfaction. It manages the sale of pharmaceutical products, over-the-counter medications, health supplements, and related items. Key functions include:

- **Customer Service:** Assisting customers in selecting the right products, answering queries, and providing health recommendations.
- **Sales Generation:** Achieving sales targets through effective product promotion, upselling, and cross-selling strategies.
- **Inventory Management:** Monitoring stock levels, ensuring product availability, and coordinating with the procurement team to prevent stockouts or overstocking.
- **Order Processing:** Handling customer orders, processing payments, and ensuring timely delivery or pickup.
- **Market Research:** Collecting customer feedback and analyzing market trends to improve product offerings and sales strategies.
- **Promotions and Discounts:** Implementing sales promotions, discounts, and loyalty programs to attract and retain customers.

- **Reporting:** Preparing detailed sales reports to track performance, identify trends, and recommend improvements.

2.3.2 Structure of the Sales Department

The department is structured to ensure efficiency and accountability:

- **Sales Manager:** Oversees the entire sales operation, sets targets, develops strategies, and liaises with other departments like procurement and marketing.
- **Team Leads:** Supervise groups of sales representatives, ensure sales targets are met, provide training, and report to the Sales Manager.
- **Sales Representatives:** The frontline staff who interact directly with customers, handle sales, address inquiries, and maintain the organization and cleanliness of the sales floor.

2.3.3 Key Responsibilities of the Sales Team

The sales team plays a vital role in achieving organizational goals. Their responsibilities include:

- **Customer Interaction:** Greeting customers warmly, understanding their needs, recommending suitable products, and resolving complaints promptly.
- **Sales Execution:** Meeting daily, weekly, and monthly sales targets, upselling and cross-selling products, and implementing promotional campaigns.
- **Inventory Management:** Monitoring stock levels, arranging products on shelves, ensuring proper labeling, and conducting periodic stock counts.
- **Payment Processing:** Operating the Point of Sale (POS) system, handling cash and card transactions, and ensuring accurate record-keeping.
- **Reporting and Communication:** Preparing sales reports, sharing customer feedback with management, and collaborating with other departments to improve operations.

2.4 Tools and Technologies Used

The sales department leverages modern tools and technologies to enhance efficiency and productivity:

- **POS System:** Processes transactions, tracks sales, and manages inventory in real-time.



- **Telephone (Landline and Mobile):** Facilitates communication with customers, suppliers, and employees, ensuring seamless business operations.



- **Barcode Scanners:** Ensures quick and accurate product identification during sales and inventory checks.



- **Inventory Management Software:** Monitors stock levels, tracks expiration dates, and generates reorder alerts to maintain optimal inventory.

- **Thermal Printer:** This is mainly used to print receipts for customers. It can also print labels for pricing, inventory tracking, and barcodes for product identification.



- **CRM Tools:** Stores customer information and purchase history to enable personalized marketing and improve customer retention.
- **Communication Tools:** Facilitates internal coordination through platforms like WhatsApp and email.
- **Sales Analytics Software:** Analyzes sales data to identify trends, measure performance, and support decision-making.

2.5 Organogram of the Organization

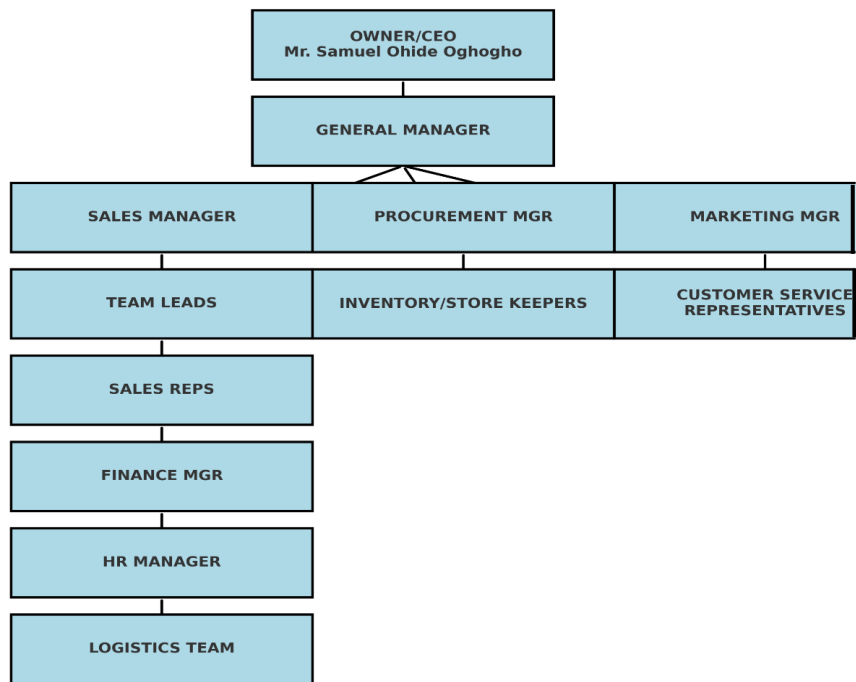


Fig 1: Organogram for Praise and David Global Pharmacy

CHAPTER THREE

ROLES AND RESPONSIBILITIES DURING SIWES

3.1 Specific tasks and activities you performed

During my SIWES program at Praise and David Global Pharmacy, I was actively involved in a variety of tasks and activities within the Sales Department. These responsibilities provided me with hands-on experience and a deeper understanding of the operations in a retail pharmacy setting. Below are the specific tasks and activities I performed:

1. Customer Service:

- Greeted customers warmly and assisted them in finding the right pharmaceutical products, over-the-counter medications, and health supplements.
- Provided detailed product information, answered customer inquiries, and offered recommendations based on their needs.
- Handled customer complaints and resolved issues promptly to ensure satisfaction.

2. Sales Tracking and Reporting:

- Monitored daily sales activities and recorded transactions using the **Point of Sale (POS) system**.
- Prepared daily, weekly, and monthly sales reports to track performance and identify trends.
- Assisted in analyzing sales data to provide insights for improving sales strategies.

3. Inventory Management:

- Monitored stock levels and ensured the availability of products on the sales floor.
- Conducted periodic stock counts to prevent discrepancies and maintain accurate inventory records.
- Collaborated with the procurement team to reorder products and avoid stockouts or overstocking.

4. Order Processing:

- Processed customer orders, including handling cash, card, and mobile payments.

- Ensured timely delivery or pickup of products and maintained accurate records of transactions.
- Issued receipts and managed returns or exchanges in line with company policies.

5. Promotions and Discounts:

- Assisted in implementing sales promotions, discounts, and loyalty programs to attract and retain customers.
- Educated customers about ongoing promotions and encouraged upselling and cross-selling of products.

6. Market Research:

- Gathered customer feedback on products and services to identify areas for improvement.
- Conducted basic market research to understand customer preferences and emerging trends in the pharmaceutical industry.

7. Team Collaboration:

- Participated in team meetings and contributed ideas to improve sales strategies and customer service.
- Collaborated with colleagues to ensure smooth operations and achieve departmental goals.

8. Administrative Tasks:

- Maintained the cleanliness and organization of the sales floor to create a welcoming environment for customers.
- Assisted in taking minutes during departmental meetings and followed up on action points as required.

CHAPTER FOUR

LEARNING OUTCOMES

4.1 New Skills Acquired and Knowledge Gained During the SIWES Program

During my SIWES program at Praise and David Global Pharmacy, I acquired a range of new skills that have significantly enhanced my personal and professional development. These skills not only complemented my academic knowledge but also prepared me for future challenges in the business and sales industry. Below are the key skills I developed during my internship:

1. Communication Skills

- I improved my ability to communicate effectively with customers, colleagues, and supervisors. This included active listening, clear verbal communication, and professional written communication.
- I learned how to tailor my communication style to different audiences, ensuring clarity and professionalism in all interactions.

2. Time Management

- I developed the ability to prioritize tasks, manage my time efficiently, and meet deadlines in a fast-paced work environment.
- Balancing multiple responsibilities, such as customer service, sales tracking, and inventory management, taught me the importance of organization and planning.

3. Marketing and Customer Service Principles

- I gained practical knowledge of marketing principles, such as customer segmentation, product promotion, and sales strategies.
- I learned how to apply customer service principles to create positive experiences for customers, ensuring their satisfaction and loyalty.

4. Personal Strengths and Weaknesses

- Through self-reflection and feedback from supervisors, I identified my strengths, such as my ability to work well under pressure and my attention to detail.
- I also recognized areas for improvement, such as improving my confidence in handling difficult customers, and I took steps to address these weaknesses.

5. Goal Setting

- I learned how to set realistic and achievable goals, both for myself and for the team. This included daily sales targets and long-term objectives.
- I developed the ability to track progress toward these goals and adjust strategies as needed to ensure success.

6. Sales Techniques

- I acquired practical sales techniques, such as upselling, cross-selling, and persuasive communication, to maximize revenue and meet sales targets.
- I learned how to identify customer needs and recommend products that align with those needs, enhancing the overall shopping experience.

7. Customer Relationship Management (CRM)

- I gained experience in building and maintaining strong relationships with customers, ensuring their satisfaction and encouraging repeat business.
- I learned how to use CRM tools to track customer preferences and purchase history, enabling personalized service and targeted marketing.

8. Teamwork and Collaboration

- I developed the ability to work effectively as part of a team, contributing ideas, supporting colleagues, and collaborating to achieve common goals.
- I learned the importance of clear communication, mutual respect, and shared responsibility in a team setting.

9. Problem-Solving Skills

- I enhanced my ability to identify and resolve issues quickly and effectively, whether it was addressing customer complaints or resolving inventory discrepancies.
- I learned to approach problems with a calm and analytical mindset, ensuring practical and sustainable solutions.

10. Adaptability

- Working in a dynamic retail environment taught me how to adapt to changing circumstances, such as fluctuating customer demands or unexpected challenges.
- I became more flexible and open to learning new processes and technologies.

4.2 Personal and Professional Growth During the Internship

My SIWES program at Praise and David Global Pharmacy was a transformative experience that significantly contributed to my **personal** and **professional development**. Below are the key areas of growth I experienced during the internship:

Personal Growth

1. Improved Communication Skills:

- I developed greater confidence in interacting with customers and colleagues, enhancing my ability to communicate clearly and professionally.
- I learned to adapt my communication style to different situations, whether addressing customer inquiries or collaborating with team members.

2. Increased Self-Confidence:

- Handling responsibilities such as customer service, sales, and inventory management boosted my self-assurance and ability to work independently.
- I became more comfortable taking initiative and making decisions in a professional setting.

3. Time Management and Discipline:

- Balancing multiple tasks, such as sales tracking, customer service, and reporting, taught me how to prioritize effectively and meet deadlines.
- I developed a stronger sense of responsibility and accountability in managing my workload.

4. Adaptability and Resilience:

- Working in a dynamic retail environment helped me become more flexible and resilient in the face of challenges, such as handling difficult customers or managing unexpected situations.

5. Goal Setting and Self-Motivation:

- I learned to set realistic goals for myself and stay motivated to achieve them, whether it was meeting daily sales targets or improving my performance.

Professional Growth

1. Practical Sales and Marketing Skills:

- I gained hands-on experience in sales techniques, such as upselling, cross-selling, and persuasive communication, which helped me achieve sales targets.
- I learned how to implement marketing strategies, such as promotions and loyalty programs, to attract and retain customers.

2. Customer Relationship Management (CRM):

- I developed the ability to build and maintain strong relationships with customers, ensuring their satisfaction and encouraging repeat business.
- I learned how to use CRM tools to track customer preferences and provide personalized service.

3. Inventory Management Expertise:

- I acquired practical knowledge of inventory management processes, including stock monitoring, reordering, and expiration date tracking.
- I learned how to maintain accurate inventory records and prevent discrepancies.

4. Teamwork and Collaboration:

- Working as part of a team improved my collaboration and interpersonal skills, enabling me to contribute effectively to group goals.
- I learned the importance of clear communication, mutual respect, and shared responsibility in a team setting.

5. Problem-Solving and Critical Thinking:

- I enhanced my ability to identify and resolve issues quickly, whether it was addressing customer complaints or resolving inventory discrepancies.
- I developed a more analytical and solution-oriented approach to challenges.

6. Industry Knowledge:

- I gained a deeper understanding of the pharmaceutical and retail industry, including regulatory compliance, customer behavior, and supply chain management.
- This knowledge has prepared me to navigate the complexities of the industry and contribute meaningfully to any organization.

CHAPTER FIVE

CHALLENGES, SOLUTIONS, CONCLUSION AND RECOMMENDATION

5.1 Challenges Encountered During the SIWES Program

During my SIWES program at Praise and David Global Pharmacy, I faced several challenges that tested my skills and adaptability. These included:

1. **Dealing with Difficult Customers:** Some customers were demanding or dissatisfied, making it challenging to maintain professionalism and resolve issues effectively.
2. **Meeting Sales Targets:** Achieving daily and weekly sales targets required consistent effort, especially during periods of low customer turnout.
3. **Inventory Management:** Ensuring accurate stock levels and preventing discrepancies during stock counts was a recurring challenge.
4. **Time Management:** Balancing multiple tasks, such as customer service, sales tracking, and reporting, within tight deadlines was often overwhelming.
5. **Learning New Technologies:** Adapting to tools like the Point of Sales system and inventory software required a steep learning curve.

5.1.1 Strategies Used to Overcome These Challenges

To address these challenges, I employed the following strategies:

1. **Handling Difficult Customers:**
 - I remained calm and empathetic, listening carefully to customer concerns and offering practical solutions.
 - I sought guidance from my supervisors when necessary to ensure customer satisfaction.
2. **Meeting Sales Targets:**
 - I focused on upselling and cross-selling techniques to maximize revenue from each customer.
 - I actively promoted ongoing discounts and loyalty programs to attract more customers.

3. **Improving Inventory Management:**

- I conducted regular stock counts and maintained detailed records to minimize discrepancies.
- I communicated effectively with the procurement team to ensure timely restocking of products.

4. **Enhancing Time Management:**

- I prioritized tasks based on urgency and importance, creating a daily schedule to stay organized.
- I used tools like to-do lists and reminders to track progress and meet deadlines.

5. **Adapting to New Technologies:**

- I took the initiative to learn the POS system and inventory software through hands-on practice and guidance from colleagues.
- I asked questions and sought clarification whenever I encountered difficulties.

5.1.2 Lessons Learned from Overcoming These Challenges

Overcoming these challenges taught me valuable lessons that have shaped my personal and professional growth:

1. **Patience and Empathy:** Dealing with difficult customers reinforced the importance of patience, empathy, and effective communication in resolving conflicts.
2. **Resilience and Persistence:** Striving to meet sales targets despite challenges taught me the value of resilience and persistence in achieving goals.
3. **Attention to Detail:** Managing inventory highlighted the need for accuracy and attention to detail in maintaining operational efficiency.
4. **Effective Planning:** Balancing multiple tasks emphasized the importance of time management and prioritization in a fast-paced work environment.
5. **Continuous Learning:** Adapting to new technologies demonstrated the need for a proactive approach to learning and self-improvement.

5.2 Conclusion

My SIWES program at Praise and David Global Pharmacy was an invaluable experience that provided me with practical insights into the pharmaceutical and retail industry while enhancing my personal and professional development. Through my role in the Sales Department, I gained hands-on experience in customer service, sales techniques, inventory management, and the use of modern technologies like POS systems and inventory software. I also developed essential soft skills such as communication, teamwork, time management, and problem-solving, which are critical for success in any business environment.

The challenges I encountered, from handling difficult customers to meeting sales targets, taught me resilience, adaptability, and the importance of continuous learning. These experiences not only reinforced the theoretical knowledge I gained from my Business Administration studies but also prepared me to navigate real-world business scenarios with confidence and professionalism.

I am deeply grateful to Praise and David Global Pharmacy for providing me with this opportunity and to my supervisors and colleagues for their guidance and support. This internship has equipped me with the skills, knowledge, and mindset needed to excel in my future career, and I am excited to apply these lessons in my professional journey. Overall, the SIWES program has been a transformative experience that has significantly contributed to my growth as a business professional.

5.3 Recommendations

Suggestions for Improving the SIWES Program at My Institution

1. Enhanced Pre-Internship Training:

- Provide students with more practical training sessions before the internship, focusing on key skills such as customer service, sales techniques, and the use of industry-specific tools like POS systems.
- Organize workshops or seminars to familiarize students with workplace etiquette and professional communication.

2. Stronger Industry Partnerships:

- Collaborate with a wider range of organizations to offer students diverse placement opportunities across different industries.
- Establish long-term partnerships with reputable companies to ensure consistent and high-quality internship experiences.

3. Regular Monitoring and Feedback:

- Implement a system for regular check-ins with students and their supervisors to monitor progress and address challenges promptly.
- Collect feedback from both students and host organizations to identify areas for improvement in the SIWES program.

4. Clearer Guidelines and Expectations:

- Provide students with detailed guidelines on their roles, responsibilities, and expected outcomes during the internship.
- Ensure that host organizations are also aware of the program's objectives to align their tasks with the students' learning goals.

5. Post-Internship Debriefing:

- Organize a debriefing session where students can share their experiences, challenges, and lessons learned.
- Use these insights to refine the SIWES program and better prepare future students.

Advice for Future SIWES Students

1. Be Proactive and Curious:

- Take the initiative to learn as much as possible during your internship. Ask questions, seek clarification, and volunteer for tasks to gain hands-on experience.
- Show curiosity about the industry and the organization's operations to deepen your understanding.

2. Develop a Positive Attitude:

- Approach every task with enthusiasm and a willingness to learn, even if it seems mundane or challenging.
- Maintain a positive attitude, especially when dealing with difficult situations or customers.

3. Focus on Skill Development:

- Use the internship as an opportunity to develop both technical and soft skills, such as communication, teamwork, and time management.
- Take note of the skills required in your industry and work on improving them during your placement.

4. Build Professional Relationships:

- Network with colleagues, supervisors, and other professionals during your internship. These connections can provide valuable guidance and opportunities in the future.
- Demonstrate professionalism in all interactions to leave a lasting positive impression.

5. Document Your Experience:

- Keep a journal or log of your daily tasks, challenges, and achievements. This will help you reflect on your growth and provide useful material for your SIWES report.
- Take note of any new knowledge or skills you acquire, as well as areas where you can improve.

6. Seek Feedback:

- Regularly ask for feedback from your supervisors to understand your strengths and areas for improvement.
- Use this feedback to refine your skills and enhance your performance.

7. Stay Organized and Manage Your Time:

- Plan your tasks and prioritize effectively to meet deadlines and achieve your goals.
- Balance your responsibilities while leaving room for learning and self-improvement.