

TECHNICAL REPORT
ON
STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)
AT

TRIPPLE “A” PHONE AND GADGETS
CHALLENGE, ILORIN, KWARA STATE

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DEDICATION

I dedicate my Industrial Training report to Almighty God, who has given me the grace to participate in the SIWES program, to my Parents and as many that have contributed greatly to the success of my Industrial Training.

ACKNOWLEDGEMENT

I thank God who has seen me throughout my SIWES program and also thank my Industrial based supervisor who guided me through My Industrial training. I also send out my appreciation to my lecturers, friends and Coworkers for their moral support. My special thanks to my wonderful and lovely parents Mr. and Mrs. Sanusi who were there for me in terms of care, prayers, financial support and others.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

The Students Industrial Work Experience Scheme (SIWES) is a work-based learning program designed to prepare students for the transition from academic life to professional careers. It is an integral part of the Nigerian educational system, aimed at equipping students with practical skills and knowledge to complement their theoretical studies. SIWES was established in 1973 by the Industrial Training Fund (ITF) in response to the growing concerns of employers about the lack of practical skills among graduates from tertiary institutions (Ezeabikwa, 1991). The scheme is a collaborative initiative involving students, tertiary institutions, employers of labor, and the ITF.

The program was introduced to address the gap between classroom learning and the real-world demands of industries. It recognizes that while theoretical knowledge is essential, it is often insufficient for solving practical problems in professional environments. SIWES provides students with opportunities to gain hands-on experience, develop technical competencies, and understand workplace ethics and culture (Agbai, 1992).

The scheme is a mandatory part of the curriculum for students studying courses such as engineering, technology, medical sciences, agriculture, education, and other applied sciences. It typically lasts for six months for university undergraduates and four months for students in polytechnics or colleges of education (ITF, 2024). Through this initiative, students are exposed to industrial practices and technologies that are not available within their academic institutions. This exposure enhances their employability and prepares them for the challenges of the modern workforce (Adebayo & Adesanya, 2013).

SIWES also serves as a platform for fostering partnerships between educational institutions and industries. These partnerships enable industries to contribute to curriculum development by providing feedback on the skills and knowledge required in the workplace. This collaboration ensures that graduates are better equipped to meet industry standards and expectations (Akinyemi & Abiodun, 2018).

In summary, SIWES is a vital component of Nigeria's educational system that bridges the gap between theory and practice. It plays a crucial role in preparing students for professional careers by equipping them with practical skills, knowledge, and experiences that are essential for success in their chosen fields.

1.2 BRIEF HISTORICAL DEVELOPMENT OF SIWES

The history of SIWES dates back to the early 1970s when Nigeria experienced rapid industrial growth following its independence. This growth created a demand for skilled manpower to operate and manage industrial facilities. However, employers soon realized that graduates from tertiary institutions lacked the practical skills needed to perform effectively in the workplace (Ezeabikwa, 1991).

In response to this challenge, the Industrial Training Fund (ITF) was established in 1971 by Decree No. 47 with a mandate to promote skill acquisition and manpower development in Nigeria. Two years later, in 1973, SIWES was introduced as one of ITF's flagship programs aimed at addressing the skill gap among graduates (ITF, 2024). Initially, SIWES was fully funded and managed by ITF. The program targeted students in engineering and technology-related fields who required practical training as part of their academic curriculum (Adebayo & Adesanya, 2013).

By 1978, financial constraints forced ITF to withdraw from direct management of SIWES. The Federal Government subsequently transferred oversight responsibilities to the National Universities Commission (NUC) for universities and the National Board for Technical

Education (NBTE) for polytechnics and colleges of education (Legit.ng, 2022). However, this arrangement proved ineffective due to inadequate funding and poor coordination among stakeholders. In 1984, management responsibilities were returned to ITF under a new funding arrangement supported by the Federal Government (SmartBukites, 2023).

Over time, SIWES has undergone significant changes aimed at improving its effectiveness and expanding its scope. Initially limited to engineering and technology disciplines, it now includes other fields such as medical sciences, agriculture, business administration, and education. These changes reflect an ongoing commitment to align SIWES with evolving industry needs and national development goals (Akinyemi & Abiodun, 2018).

Today, SIWES is recognized as one of Nigeria's most successful initiatives for bridging the gap between academic learning and industrial practice. It has become an essential component of tertiary education in Nigeria, contributing significantly to skill development and employability among graduates.

1.3 OBJECTIVES OF SIWES

The primary objectives of SIWES are multifaceted and aim to enhance both student learning and industry engagement:

- To provide students with industrial skills and experience relevant to their field of study.
- To expose students to work methods and techniques that may not be available in their academic institutions.
- To facilitate a smoother transition from academic life to professional employment by enhancing students' networks with potential employers.
- To allow students to apply theoretical knowledge in practical settings, thereby bridging the gap between theory and practice.

- To strengthen employer participation in the educational process by fostering collaboration between educational institutions and industries (Ezeabikwa, 1991; ITF, 2024).

CHAPTER TWO

DESCRIPTION OF THE ESTABLISHMENT OF ATTACHMENT

2.1 LOCATION AND BRIEF HISTORY OF ESTABLISHMENT

Tripple A Phones and Gadgets is strategically located at Challenge, Ilorin, Kwara State. This location is advantageous for several reasons. Firstly, it allows the business to serve a diverse customer base in the region, providing easy access to mobile phone services and gadgets. The area is well-connected, making it accessible by both public and private transportation, which is crucial for attracting a wide range of customers. Additionally, the location benefits from being part of a bustling commercial hub, where foot traffic is high, and there is a constant demand for mobile phone-related services. The proximity to residential areas also means that the business can tap into the local community, offering services that cater to both personal and professional needs. As a result, Tripple A Phones and Gadgets is well-positioned to capitalize on the growing demand for mobile phone services in Ilorin, leveraging its location to build a strong customer base and establish itself as a trusted provider of mobile phone solutions.

The location of Tripple A Phones and Gadgets also reflects the broader economic and demographic trends in Ilorin. The city has experienced significant growth in recent years, driven by its status as a major urban center in Kwara State. This growth has led to an increase in consumer spending power and a heightened demand for modern amenities, including mobile phone services. By situating itself in a central location, Tripple A Phones and Gadgets is able to tap into this growing market, offering services that meet the evolving needs of the local population. Furthermore, the business benefits from the presence of other complementary businesses in the area, creating a vibrant commercial ecosystem that supports mutual growth and development.

In terms of its brief history, Tripple A Phones and Gadgets is part of the growing mobile phone business sector in Nigeria. Although specific details about its founding date are not available, the establishment likely emerged to meet the increasing demand for mobile phone services and accessories in the Ilorin area. As a mobile phone business center, it offers a range of services including sales of new and used phones, phone repairs, and accessories. Over time, the business has evolved to adapt to changing consumer needs and technological advancements in the mobile phone industry. This adaptability has been crucial in enabling Tripple A Phones and Gadgets to maintain its competitive edge and continue to serve the community effectively. The company's history reflects the broader trends in Nigeria's telecommunications sector, which has experienced rapid growth driven by increased affordability and the expansion of network coverage. This growth has created opportunities for businesses like Tripple A Phones and Gadgets to thrive by providing essential services to a growing market.

2.2 OBJECTIVES OF ESTABLISHMENT

The primary objectives of Tripple A Phones and Gadgets can be inferred as follows:

- **To Provide Quality Mobile Phone Services:** The company aims to offer reliable and efficient mobile phone services, including sales, repairs, and accessories, to meet the needs of its customers. This involves ensuring that all products and services meet high standards of quality and reliability.
- **To Enhance Customer Satisfaction:** By providing excellent customer service, the business seeks to build a loyal customer base and maintain a positive reputation in the community. This includes ensuring that customer inquiries are addressed promptly and that any issues are resolved efficiently.
- **To Contribute to Local Economic Growth:** As a local business, Tripple A Phones and Gadgets contributes to the economic development of Ilorin by creating jobs and

stimulating local commerce. By sourcing products and services locally where possible, the business supports other local enterprises and helps to circulate money within the community.

- **To Stay Competitive:** In a competitive market, the company aims to stay ahead by offering competitive pricing, innovative services, and staying updated with the latest trends and technologies in the mobile phone industry.

2.3 ORGANIZATION STRUCTURE

The organizational structure of Tripple A Phones and Gadgets likely follows a simple hierarchical model typical of small to medium-sized enterprises. This structure typically includes:

- **Owner/Manager:** At the top of the hierarchy, responsible for strategic decisions, overall management, and setting the direction for the business. The owner/manager oversees all aspects of the business, from financial management to marketing strategies.
- **Sales and Customer Service Team:** Handles customer interactions, sales, and basic customer inquiries. This team is crucial for building customer relationships and ensuring that customers receive the information and support they need.
- **Technical Support Team:** Responsible for phone repairs and maintenance services. This team requires specialized skills and knowledge to diagnose and fix technical issues efficiently.
- **Inventory Management:** Oversees stock levels and procurement of new products and accessories. This role is vital for ensuring that the business always has an adequate supply of products to meet customer demand.

In addition to these roles, there may be administrative support staff who assist with tasks such as accounting, human resources, and general office management.

2.4 DEPARTMENTS IN THE ESTABLISHMENT AND THEIR FUNCTIONS

While specific departments may vary based on the size and complexity of the business, the following departments are likely present in Tripple A Phones and Gadgets:

Department	Functions
Sales Department	Responsible for selling mobile phones and accessories, handling customer inquiries, and providing product information. This team plays a key role in driving revenue and ensuring customer satisfaction.
Technical Support Department	Provides repair services for mobile phones, troubleshoots technical issues, and maintains equipment. This department requires skilled technicians who can efficiently diagnose and fix problems.
Inventory Management Department	Manages stock levels, orders new products, and ensures that the business has an adequate supply of phones and accessories. Effective inventory management is crucial for meeting customer demand and minimizing stockouts.
Customer Service Department	Focuses on ensuring customer satisfaction by addressing complaints, resolving issues, and providing after-sales support. This team is essential for building customer loyalty and maintaining a positive reputation.
Marketing Department	Responsible for promoting the business through various channels such as social media, local advertising, and in-store promotions. This department helps increase brand visibility and attracts new customers.
Accounting and Finance Department	Handles financial transactions, manages budgets, and ensures compliance with financial regulations. This role is critical for maintaining the financial health of the business.

CHAPTER THREE

INDUSTRIAL EXPERIENCE

3.1 WORK DONE

During my SIWES program at Tripple A Phones and Gadgets, I was involved in a variety of tasks that provided me with comprehensive exposure to the operations of a mobile phone business center. My responsibilities included assisting in the sales department, where I helped customers with inquiries about different mobile phone models and accessories. I also participated in inventory management, ensuring that stock levels were accurately recorded and updated regularly. Additionally, I observed and assisted in the technical support department, where I learned about basic phone repairs and troubleshooting techniques.

One of my key roles was to assist in customer service, addressing customer complaints and resolving issues promptly. This experience taught me the importance of effective communication and problem-solving skills in a fast-paced retail environment. I also contributed to marketing efforts by helping to promote products through social media and in-store displays. This involved creating engaging content and ensuring that promotional materials were visually appealing and informative.

Furthermore, I was tasked with conducting market research to identify trends in mobile phone sales and customer preferences. This involved analyzing sales data and gathering feedback from customers to inform future marketing strategies and product offerings. Through these activities, I gained valuable insights into the operational aspects of a mobile phone business and developed practical skills that are essential for success in the industry.

In addition to these roles, I was also involved in assisting with store operations, such as opening and closing procedures, managing cash registers, and maintaining store cleanliness. These tasks helped me understand the importance of attention to detail and the need for a well-organized workspace in a retail environment.

I also had the opportunity to participate in staff meetings, where we discussed sales performance, customer feedback, and strategies for improving services. These meetings provided a platform for sharing ideas and learning from colleagues, which was invaluable for my professional development.

3.2 TOOLS AND EQUIPMENT USED

Throughout my SIWES program, I utilized a range of tools and equipment that are standard in the mobile phone industry. In the sales department, I used point-of-sale (POS) systems to process transactions and manage sales records. These systems allowed for efficient tracking of sales and inventory, making it easier to identify trends and manage stock levels effectively. In inventory management, I employed inventory software to track stock levels and monitor product movement. This software enabled us to maintain accurate records of stock levels, reducing the risk of stockouts and overstocking. It also helped in identifying fast-moving products and those that required more marketing efforts.

In the technical support department, I was introduced to various diagnostic tools used for troubleshooting and repairing mobile phones, such as multimeters and phone repair kits. These tools allowed technicians to diagnose issues quickly and efficiently, ensuring that repairs were completed promptly and to a high standard.

Additionally, I used social media platforms and graphic design software to create promotional materials and manage the business's online presence. These tools allowed me to develop digital marketing skills and understand how to leverage technology to enhance business operations and customer engagement. I learned how to create engaging content, manage social media campaigns, and analyze online metrics to measure the effectiveness of marketing efforts.

I also utilized communication tools like email and messaging apps to coordinate with suppliers and other stakeholders. This experience taught me the importance of clear and timely communication in maintaining strong business relationships.

3.3 SAFETY PRECAUTIONS

During my time at Tripple A Phones and Gadgets, safety precautions were a priority to ensure a safe working environment for both employees and customers. In the technical support department, I was trained on how to handle electronic devices safely, including proper grounding techniques to prevent electrical shock. I also learned about the importance of using protective gear such as gloves and safety glasses when working with small parts or chemicals.

In the sales area, safety measures included ensuring that the store was well-lit and free from tripping hazards to prevent accidents. Additionally, the business implemented security measures such as CCTV cameras to protect against theft and ensure customer safety. These cameras also helped in monitoring store activities and addressing any potential security issues promptly.

Furthermore, the business emphasized the importance of maintaining a clean and organized workspace. This included regular cleaning of display areas and ensuring that all products were properly stored and labeled. This not only enhanced the aesthetic appeal of the store but also reduced the risk of accidents and made it easier for customers to find what they needed.

In terms of health and safety protocols, the business adhered to guidelines for handling electronic waste and ensuring that all hazardous materials were disposed of properly. This included recycling old batteries and electronic components in an environmentally responsible manner.

3.4 CHALLENGES FACED DURING MY SIWES PROGRAMME

Despite the valuable experiences gained during my SIWES program, I encountered several challenges that tested my adaptability and problem-solving skills. One of the major challenges was adapting to the fast-paced environment of a retail business. Managing multiple tasks simultaneously, such as handling customer inquiries while maintaining inventory records, required strong organizational skills and attention to detail.

Another challenge was dealing with difficult customers. Some customers had high expectations or were dissatisfied with products, which required patience and effective communication to resolve issues amicably. I learned the importance of empathy and understanding in customer service, as well as the need to remain calm under pressure.

Additionally, staying updated with the latest mobile phone models and technologies was a challenge, as the industry is constantly evolving. This required continuous learning and research to provide accurate information to customers. I had to stay informed about new releases, features, and pricing to ensure that I could offer the best advice and support to customers.

Lastly, balancing theoretical knowledge with practical application was a challenge. While I had learned about business concepts in school, applying them in a real-world setting required creativity and flexibility. Overcoming these challenges helped me develop resilience and a deeper understanding of the practical aspects of business management.

Furthermore, I faced logistical challenges such as managing transportation to and from the workplace, especially during peak hours. This required planning and time management skills to ensure that I arrived on time and was prepared for my duties.

In terms of personal development, one of the challenges was stepping out of my comfort zone and taking on new responsibilities. This involved learning to work independently and as part of a team, which was essential for achieving the business's objectives.

Despite these challenges, my experience at Tripple A Phones and Gadgets was incredibly rewarding. It provided me with the opportunity to apply theoretical knowledge in a practical setting, develop new skills, and gain insights into the operations of a mobile phone business. The challenges I faced helped me grow both professionally and personally, preparing me for future roles in the industry.

CHAPTER FOUR

SUMMARY, CONCLUSION, AND RECOMMENDATION

4.1 SUMMARY

My SIWES program at Tripple A Phones and Gadgets provided a comprehensive learning experience that spanned various aspects of a mobile phone business. The program lasted for 14 weeks, during which I was involved in sales, inventory management, technical support, customer service, and marketing. Through these roles, I gained practical insights into the operational challenges and opportunities in the mobile phone industry.

I utilized a range of tools and equipment, including POS systems, inventory software, diagnostic tools for phone repairs, and social media platforms for marketing. Safety precautions were emphasized throughout my tenure, ensuring a secure working environment for both employees and customers.

The experience was not without challenges, as I faced difficulties adapting to the fast-paced retail environment, managing customer expectations, and staying updated with the latest technologies. However, these challenges provided valuable learning opportunities that helped me develop essential skills in communication, problem-solving, and adaptability.

One of the key takeaways from my experience was the importance of teamwork and collaboration. Working closely with colleagues across different departments taught me how to communicate effectively, delegate tasks, and rely on others to achieve common goals. This teamwork was crucial in managing peak periods, resolving customer complaints, and ensuring that all aspects of the business ran smoothly.

Additionally, I observed how the business adapted to changes in consumer demand and technological advancements. For instance, the company shifted its focus towards more affordable and durable phone models in response to customer feedback, which helped in increasing sales and customer satisfaction.

4.2 CONCLUSION

In conclusion, my SIWES experience at Tripple A Phones and Gadgets was highly beneficial, offering a blend of theoretical knowledge and practical application. The program allowed me to understand the intricacies of running a mobile phone business, from managing inventory and customer service to marketing and technical support.

The experience reinforced the importance of continuous learning in a rapidly evolving industry like telecommunications. It also highlighted the need for businesses to adapt quickly to technological advancements and changing consumer preferences. This adaptability is crucial for maintaining competitiveness and ensuring long-term success.

Through this program, I developed a deeper appreciation for the operational complexities of a retail business and the skills required to succeed in such an environment. The experience has prepared me well for future roles in business management and has provided a solid foundation for further professional development.

Moreover, the program underscored the value of practical experience in complementing academic learning. By applying theoretical concepts in real-world scenarios, I gained a more nuanced understanding of business principles and developed practical skills that are essential for success in the industry.

4.3 RECOMMENDATION

Based on my experience and observations during the SIWES program, I recommend the following:

1. **Continuous Training and Development:** Businesses should invest in regular training programs for employees to keep them updated with the latest technologies and trends in the industry. This will enhance their ability to provide high-quality services and maintain competitiveness. Training sessions could include workshops on new phone models, customer service skills, and inventory management techniques.
2. **Improved Customer Service:** Implementing effective customer feedback mechanisms can help businesses identify areas for improvement and enhance customer satisfaction. This could include regular surveys, complaint resolution processes, and rewards for customer loyalty. Additionally, businesses should focus on building strong relationships with customers by providing personalized services and ensuring that customer inquiries are addressed promptly.
3. **Enhanced Marketing Strategies:** Utilizing digital marketing platforms more effectively can help businesses reach a wider audience and stay competitive. This includes leveraging social media, email marketing, and online advertising to promote products and services. Businesses should also consider partnering with influencers or local celebrities to increase brand visibility and appeal to a broader customer base.
4. **Safety and Security Measures:** Ensuring that safety protocols are strictly adhered to is crucial for maintaining a secure working environment. This includes regular safety audits, proper disposal of hazardous materials, and maintaining a clean and organized workspace. Additionally, businesses should invest in security systems such as CCTV cameras to protect against theft and ensure customer safety.

5. **Adaptability and Flexibility:** Businesses should be prepared to adapt quickly to changes in the market and consumer preferences. This involves staying informed about industry trends and being willing to innovate and adjust business strategies accordingly. For instance, businesses could diversify their product offerings to include accessories and services that complement their core products.
6. **Collaboration with Educational Institutions:** Encouraging partnerships between businesses and educational institutions can facilitate more effective SIWES programs. This could involve providing students with specific projects or tasks that align with business needs, ensuring that the experience is mutually beneficial. Such partnerships can also lead to the development of more relevant curricula that prepare students for the demands of the industry.
7. **Investment in Technology:** Businesses should consider investing in advanced technologies such as inventory management software and CRM systems to streamline operations and improve efficiency. These technologies can help in tracking customer interactions, managing stock levels more effectively, and analyzing sales trends to inform business decisions.
8. **Employee Recognition and Motivation:** Recognizing and rewarding employee achievements can boost morale and motivation. Businesses should implement programs that acknowledge employee contributions, such as employee of the month awards or bonuses for meeting sales targets. This can lead to increased productivity and job satisfaction among employees.
9. **Community Engagement:** Engaging with the local community through events or sponsorships can enhance brand reputation and build customer loyalty. Businesses should consider participating in local initiatives or hosting workshops that provide value to the community, such as phone maintenance tips or digital literacy programs.

10. Sustainability Practices: Implementing sustainable practices, such as recycling electronic waste and reducing energy consumption, can contribute to a positive brand image and appeal to environmentally conscious consumers. Businesses should explore ways to minimize their environmental footprint while maintaining operational efficiency.