TECHNICAL REPORT

ON

STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

AT

TONNEX INFO-TECH

BEHIND UNION BANK, SURULERE, ILORIN, KWARA STATE

PRESENTED BY:

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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. Salaudeen who were there for me in terms of care, prayers, financial support and others.

TABLE OF CONTENTS

Title Page

Dedication

Acknowledgment

Table of content

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

Tonnex Info-Tech is strategically located behind Union Bank, Surulere, Ilorin, Kwara State. This location provides easy access for clients and employees alike, contributing to the company's visibility and operational efficiency. The choice of location is likely influenced by factors such as proximity to major business hubs, availability of skilled workforce, and access to essential infrastructure like internet connectivity and transportation networks.

Ilorin, the capital of Kwara State, has a rich historical background. Founded in the late 18th century by Yoruba people, it became the capital of a kingdom that was a vassal state of the Oyo empire. Over time, Ilorin evolved into a major trade center between the Hausa of the north and the Yoruba of the south. Its strategic position has contributed to its growth as an industrial, commercial, and educational hub. This historical context sets the stage for the development of modern industries, including the IT sector, in the region.

In recent years, Ilorin has seen significant developments in the IT sector. The establishment of institutions like the University of Ilorin, which has a Department of Information Technology, indicates a growing focus on technology and innovation. Additionally, initiatives such as innovation hubs and startup accelerators aim to foster technological innovation and support new businesses in the region. This environment provides a conducive backdrop for IT companies like Tonnex Info-Tech to thrive. The presence of such institutions and initiatives not only attracts talent but also creates opportunities for collaboration and knowledge sharing, which are essential for innovation and growth.

While specific details about the history of Tonnex Info-Tech are not available, it is likely that the company was established to capitalize on the growing demand for IT services in Ilorin. The city's status as a commercial and educational center, combined with its strategic location,

makes it an attractive location for businesses seeking to expand their reach in western Nigeria. The establishment of Tonnex Info-Tech in this context reflects the broader trend of IT companies setting up operations in regions with strong economic and educational foundations.

The location of Tonnex Info-Tech in Ilorin offers several advantages. For instance, the presence of educational institutions like the University of Ilorin provides a pool of skilled graduates who can contribute to the company's growth. Additionally, Ilorin's role as a trade center and its growing industrial sector present opportunities for Tonnex Info-Tech to offer its services to a diverse range of clients. The city's infrastructure, including transportation networks and communication facilities, supports efficient operations and connectivity with other regions. Overall, the location of Tonnex Info-Tech in Ilorin positions it well to leverage the city's economic and educational resources, contributing to its potential for growth and success in the IT sector.

The strategic location also allows Tonnex Info-Tech to tap into the local market while maintaining connectivity with other major cities in Nigeria. This connectivity is crucial for expanding its client base and staying competitive in the IT industry. Furthermore, being part of a growing IT ecosystem in Ilorin means that Tonnex Info-Tech can benefit from collaborations with other tech companies, startups, and research institutions, fostering innovation and entrepreneurship in the region. This collaborative environment can lead to the development of new technologies and services that address specific needs in the local market, further enhancing the company's reputation and market presence.

2.2   OBJECTIVES OF ESTABLISHMENT

The objectives of Tonnex Info-Tech, as an IT establishment, would generally align with common goals in the IT industry, such as:

- **Providing Innovative Solutions**: Offering cutting-edge IT solutions to meet the evolving needs of clients. This involves staying updated with the latest technologies and trends to deliver services that are both efficient and effective. For example, the company might invest in emerging technologies like artificial intelligence (AI), blockchain, or cloud computing to provide innovative solutions that differentiate it from competitors.

- **Enhancing Operational Efficiency**: Utilizing technology to streamline processes and improve productivity. By automating tasks and optimizing workflows, businesses can reduce costs and enhance customer satisfaction. This could involve implementing enterprise resource planning (ERP) systems, customer relationship management (CRM) tools, or other software solutions designed to enhance operational efficiency.

- **Customer Satisfaction**: Ensuring high-quality services that meet customer expectations and build long-term relationships. This is achieved through responsive customer service, reliable solutions, and continuous improvement based on client feedback. Tonnex Info-Tech might use customer satisfaction surveys, feedback sessions, or social media monitoring to understand client needs and preferences better.

- **Competitive Advantage**: Leveraging technology to stay ahead in the competitive IT market. This involves investing in research and development, adopting new technologies early, and creating unique value propositions that differentiate the company from competitors. For instance, Tonnex Info-Tech could focus on developing specialized IT services that cater to specific industries, such as healthcare or finance, where there is a high demand for tailored solutions.

- **Sustainability and Growth**: Focusing on sustainable practices and strategies that ensure long-term growth and profitability. This includes managing resources efficiently, expanding services to new markets, and diversifying offerings to reduce dependence on a single revenue stream. Sustainability might also involve adopting environmentally friendly practices, such as using renewable energy sources or reducing electronic waste.

- **Community Engagement**: Contributing to the local community through CSR initiatives, training programs, or partnerships with educational institutions. This not only enhances the company's reputation but also supports the development of the IT sector in the region. For example, Tonnex Info-Tech could offer internships, sponsor IT competitions, or provide free workshops to promote digital literacy among youth.

2.3 ORGANIZATION STRUCTURE

The organization structure of Tonnex Info-Tech would typically include various levels of management and departments. While specific details are not available, a general structure might include:

- **Top Management**: Includes the CEO or Managing Director responsible for strategic decisions, setting overall direction, and overseeing major operations. This level also includes other senior executives such as the Chief Technology Officer (CTO), Chief Financial Officer (CFO), and Chief Marketing Officer (CMO). These leaders are responsible for guiding the company's vision, managing key relationships, and ensuring that the organization remains aligned with its mission.

- **Department Heads**: Leaders of different departments such as Marketing, IT Development, Customer Service, Finance, and Operations. These individuals are responsible for managing their respective teams, setting departmental goals, and ensuring alignment with the company's overall objectives. They also oversee the

implementation of policies, manage budgets, and evaluate performance within their departments.

- **Team Members**: Employees working under department heads to execute daily tasks. This includes software developers, marketing specialists, customer service representatives, accountants, and operational staff. Each team member plays a crucial role in achieving departmental and company-wide goals. For instance, developers might focus on coding and testing software, while marketing specialists work on campaign strategies and brand management.

- **Support Staff**: Includes administrative assistants, IT support personnel, and other roles that provide essential services to ensure smooth operations across all departments. These roles are vital for maintaining the infrastructure and systems necessary for the company's day-to-day activities.

2.4   DEPARTMENTS IN THE ESTABLISHMENT AND THEIR FUNCTIONS

Tonnex Info-Tech likely has several departments, each with distinct functions:

- **Marketing Unit**: Responsible for promoting the company's services, managing brand image, and developing marketing strategies to attract new clients. Key activities include market research, campaign planning, social media management, and event organization. As a marketing student, this is where you were attached, providing an opportunity to apply theoretical knowledge in a practical setting. The marketing team might use tools like SEO, content marketing, and email marketing to reach potential clients and build brand awareness.

- **IT Development Department**: Focuses on designing, developing, and maintaining software and hardware solutions for clients. This includes web development, mobile app development, database management, and network infrastructure setup. The team works closely with clients to understand their needs and deliver tailored solutions that

meet specific business requirements. They might use agile methodologies for project management and ensure that all solutions are tested thoroughly before deployment.

- **Customer Service Department**: Handles customer inquiries, resolves issues, and ensures customer satisfaction. This department is crucial for building trust and loyalty among clients, as it provides support through various channels such as phone, email, and live chat. The customer service team might use CRM software to track interactions and ensure that all customer concerns are addressed promptly and professionally.

- **Operations Department**: Oversees the day-to-day activities of the company, ensuring smooth operations and efficiency. Responsibilities include managing resources, coordinating projects, and implementing policies to maintain high standards of service delivery. This department might also be involved in supply chain management, ensuring that necessary materials and equipment are available when needed.

- **Finance Department**: Manages financial transactions, budgeting, and accounting for the company. This includes tasks such as invoicing clients, managing payroll, preparing financial reports, and ensuring compliance with financial regulations. The finance team plays a critical role in maintaining the company's financial health and making strategic financial decisions.

- **Human Resources Department**: Responsible for recruitment, training, employee relations, and benefits administration. This department plays a vital role in maintaining a positive work environment and ensuring that employees have the skills needed to excel in their roles. HR might organize training sessions, manage employee performance evaluations, and handle any workplace conflicts or issues.

- **Research and Development (R&D) Department**: Focuses on exploring new technologies and developing innovative solutions. This team conducts market research, analyzes industry trends, and identifies opportunities for growth and improvement. They might collaborate with external partners or academic institutions to stay at the forefront of technological advancements.

- **Quality Assurance Department**: Ensures that all products and services meet high standards of quality. This involves testing software applications, conducting quality audits, and implementing quality control processes across all departments. The QA team works closely with the development team to identify and fix defects early in the development cycle.

CHAPTER THREE

INDUSTRIAL EXPERIENCE

3.1   WORK DONE

During my SIWES programme at Tonnex Info-Tech, I was attached to the Marketing Unit. My primary responsibilities included assisting in marketing campaigns, conducting market research, and helping to manage the company's social media presence. One of my key tasks was to analyze market trends and competitor activities to provide insights that could inform marketing strategies. This involved using online tools to monitor competitors' marketing efforts, identifying gaps in the market, and suggesting ways to leverage these opportunities.

I also participated in brainstorming sessions to develop innovative marketing ideas and contributed to the planning and execution of promotional events. These events included product launches, workshops, and seminars, which aimed to engage with potential clients and showcase Tonnex Info-Tech's services. My role in these events involved coordinating logistics, managing event promotion through social media and email marketing, and ensuring that all materials were prepared and distributed effectively.

Additionally, I was involved in creating content for social media platforms, which included writing posts, designing graphics, and scheduling updates. This experience helped me understand the importance of consistent branding and engagement in digital marketing. I learned how to tailor content to different audience segments and use analytics to measure engagement and adjust our content strategy accordingly.

I also assisted in monitoring social media analytics to evaluate the effectiveness of our campaigns and identify areas for improvement. This involved tracking metrics such as engagement rates, follower growth, and website traffic generated from social media channels. By analyzing these metrics, we could refine our social media strategy to better align with our marketing goals.

3.2   TOOLS AND EQUIPMENT USED

Throughout my SIWES programme, I utilized a variety of tools and equipment to perform my tasks effectively. For social media management, I used platforms like Hootsuite and Buffer to schedule posts and track engagement metrics. These tools allowed us to manage multiple social media accounts from a single dashboard, ensuring consistency across all platforms.

In conducting market research, I relied on online databases and tools like Google Trends and SEMrush to analyze market trends and competitor strategies. Google Trends helped identify popular search terms and trends, while SEMrush provided insights into competitors' website traffic and keyword strategies. This information was invaluable in developing targeted marketing campaigns.

I also used Microsoft Office applications, particularly Excel and PowerPoint, to compile and present data insights and marketing reports. Excel was essential for data analysis and creating charts to visualize trends, while PowerPoint was used to create engaging presentations for stakeholders.

For campaign planning and execution, I worked with project management tools like Trello to organize tasks and collaborate with team members. This helped ensure that all aspects of our marketing campaigns were well-coordinated and executed efficiently. Trello allowed us to assign tasks, set deadlines, and track progress in real-time, which was crucial for meeting project timelines.

Furthermore, I used design tools such as Canva and Adobe Creative Cloud to create visually appealing graphics and videos for social media and marketing materials. These tools enabled me to produce professional-quality content without extensive design experience, which was a valuable skill to acquire.

3.3   SAFETY PRECAUTIONS

During my time at Tonnex Info-Tech, safety precautions were primarily focused on maintaining a safe and healthy work environment. This included adhering to IT safety protocols such as using strong passwords, regularly updating software, and being cautious with email attachments to prevent cyber threats. The company emphasized the importance of data privacy and confidentiality, ensuring that all client information was handled securely and in compliance with relevant data protection regulations.

In terms of physical safety, the office environment was well-maintained with proper lighting, ventilation, and ergonomic furniture to prevent workplace injuries. Employees were also encouraged to take regular breaks to avoid fatigue and maintain productivity. The company provided training on ergonomics and stress management to promote overall well-being among staff.

Additionally, the company had policies in place for emergency situations such as fires or power outages. Regular drills were conducted to ensure that all employees knew the evacuation procedures and emergency contact numbers. This proactive approach to safety helped create a secure working environment where everyone felt protected and supported.

3.4   CHALLENGES FACED DURING MY SIWES PROGRAMME

Throughout my SIWES programme, I encountered several challenges that provided valuable learning experiences. One of the primary challenges was adapting to the fast-paced environment of a marketing unit. The need to meet deadlines and respond quickly to changes in market trends required me to be highly organized and flexible. This involved prioritizing tasks effectively, managing multiple projects simultaneously, and being prepared to adjust plans based on new information or unexpected setbacks.

Another challenge was balancing theoretical knowledge with practical application. While I had a solid understanding of marketing principles from my studies, applying these concepts

in real-world scenarios required creativity and problem-solving skills. This involved continuously learning from feedback and adjusting strategies based on campaign results. For instance, if a social media campaign did not yield the expected engagement, I had to analyze the data, identify potential issues, and propose changes to improve future outcomes.

Furthermore, working in a team environment presented its own set of challenges. Effective communication and collaboration were essential to ensure that all team members were aligned with project goals and timelines. Managing different personalities and work styles within the team required patience, empathy, and strong interpersonal skills. This involved being open to feedback, respecting diverse perspectives, and contributing positively to team discussions.

Lastly, staying updated with the latest marketing tools and technologies was a continuous challenge. The IT industry is highly dynamic, and keeping pace with new trends and platforms required ongoing learning and professional development. This experience highlighted the importance of lifelong learning in the field of marketing and IT. I had to dedicate time to researching new tools, attending webinars, and participating in online forums to stay informed about best practices and emerging technologies.

Overall, these challenges not only helped me develop practical skills but also taught me valuable lessons about resilience, adaptability, and teamwork. They prepared me for the realities of working in a fast-paced industry where innovation and continuous learning are essential for success.

CHAPTER FOUR

SUMMARY, CONCLUSION, AND RECOMMENDATION

4.1   SUMMARY

This report summarizes my experiences and learning outcomes from the SIWES programme at Tonnex Info-Tech, an Information Technology establishment located in Ilorin, Kwara State. The programme lasted for 12 weeks and provided me with practical insights into the operations of a marketing unit within an IT company. During my attachment, I was involved in various marketing activities, including market research, social media management, and campaign planning. These experiences allowed me to apply theoretical knowledge in real-world scenarios, enhancing my understanding of marketing principles and their practical applications.

The report also highlights the tools and equipment used during the programme, such as social media management platforms, market research tools, and design software. Additionally, it discusses the safety precautions and protocols in place at Tonnex Info-Tech to ensure a secure and healthy work environment. The challenges faced during the programme, including adapting to a fast-paced environment and balancing theoretical knowledge with practical application, are also detailed.

4.2   CONCLUSION

In conclusion, my SIWES experience at Tonnex Info-Tech was highly beneficial, offering a comprehensive understanding of the marketing function within an IT company. The programme provided opportunities to develop practical skills in marketing, teamwork, and problem-solving, which are essential for success in the industry. The experience also underscored the importance of continuous learning and adaptability in a rapidly evolving field like IT.

The programme's structure allowed me to engage with various aspects of marketing, from strategy development to campaign execution. This holistic approach helped me appreciate the interconnectedness of different marketing activities and their impact on business outcomes. Furthermore, the challenges encountered during the programme served as valuable learning experiences, teaching me about resilience, flexibility, and effective communication in a professional setting.

Overall, the SIWES programme at Tonnex Info-Tech was a transformative experience that equipped me with the skills and knowledge necessary to pursue a career in marketing and IT. It highlighted the significance of practical experience in complementing theoretical education and provided a solid foundation for future professional growth.

4.3   RECOMMENDATION

Based on my experiences during the SIWES programme, I recommend several strategies for future improvements and enhancements:

1. **Enhanced Training Programs**: Tonnex Info-Tech could benefit from implementing more comprehensive training programs for interns and new employees. These programs should focus on both technical skills and soft skills, such as communication and teamwork, to ensure that all team members are well-equipped to handle the demands of the industry.

2. **Increased Use of Technology**: Leveraging more advanced marketing automation tools and AI-driven analytics could enhance the efficiency and effectiveness of marketing campaigns. This would allow the company to better target its audience and measure campaign success more accurately.

3. **Collaboration with Educational Institutions**: Building stronger partnerships with local universities and colleges could provide Tonnex Info-Tech with access to fresh

talent and innovative ideas. This could involve offering internships, sponsoring projects, or collaborating on research initiatives.

4. **Continuous Feedback Mechanism**: Establishing a regular feedback system would help ensure that interns and employees receive timely guidance and support. This could involve regular check-ins, performance evaluations, and opportunities for constructive feedback.

5. **Professional Development Opportunities**: Providing opportunities for ongoing professional development, such as workshops, seminars, and online courses, would help employees stay updated with the latest trends and technologies in the IT industry. This would not only enhance job satisfaction but also contribute to the company's competitiveness and innovation.