

A REPORT ON THE STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

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CERTIFICATION

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CHAPTER ONE

INTRODUCTION

Training is a key factor in enhancing the efficiency and expertise of the workforce. The Students Industrial Work Experience Scheme (SIWES) program prepares students for labor markets. It has become an innovative phenomenon in human resources development and training in Nigeria.

History of SIWES

SIWES was established by the Industrial Training Fund (ITF) in 1973 to address the problem of inadequate practical skills among Nigerian graduates of tertiary institutions. The scheme was designed to bridge the gap between theoretical classroom learning and the practical knowledge required for employment in industries.

SIWES exposes students to industrial-based skills necessary for a smooth transition from the classroom to the world of work. It provides an opportunity for students in tertiary institutions to become familiar with handling machinery and equipment that may not be available in educational institutions.

Participation in industrial training is a well-known educational strategy where classroom studies are integrated with hands-on learning experiences in a field related to the student's academic major and career goals. Successful internships foster an experiential learning process that promotes career preparation and allows students to develop the necessary skills to become leaders in their chosen professions.

Aims of SIWES

The primary aims of SIWES include:

- Providing an avenue for students to acquire industrial skills and experience in their approved course of study.
- Preparing students for their industrial work situations, which they are likely to encounter after graduation.

Objectives of SIWES

The objectives of SIWES are to:

- Provide students with the opportunity to test their interest in a particular career before making permanent commitments.

- Develop skills in the application of theoretical knowledge to practical work situations.
- Expose students to techniques and skills directly applicable to their careers.
- Aid students in adjusting from college to full-time employment.
- Provide students with the opportunity to develop attitudes conducive to effective interpersonal relationships.
- Increase a student's sense of responsibility.
- Prepare students for full-time employment in their area of specialization upon graduation.
- Help students acquire good work habits.
- Enable students to develop employment records and references that will enhance their employment opportunities.
- Provide students with the opportunity to understand informal organizational relationships.

Importance of SIWES

Participation in SIWES has become a necessary precondition for the award of diploma and degree certificates in specific disciplines in most institutions of higher learning in Nigeria, in accordance with the government's education policy. By integrating leadership development activities into industrial training experiences, students are encouraged to actively engage in their career fields with practical skills and knowledge.

The effectiveness of SIWES depends on various factors, including the individual student, the work assignment, and the supervisor or mentor's requirements. It is vital that each internship position description includes specific learning objectives to ensure leadership skill development is incorporated.

Duration of SIWES

- Four months for polytechnic and College of Education students.
- Six months for university students.

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CHAPTER TWO

BACKGROUND INFORMATION

History of Moradehun Drinks Ventures

Moradehun Drinks Ventures was established on **November 10, 2005**, in **Ilado Maruwa, Badagry, Lagos State, Nigeria**. The company was founded with the aim of providing high-quality beverages to meet the growing demand for both alcoholic and non-alcoholic drinks in the region. Since its inception, Moradehun Drinks Ventures has grown into a reputable brand known for its commitment to excellence, customer satisfaction, and adherence to industry standards. Strategically located in the coastal town of Badagry, the company benefits from its proximity to major markets, enabling efficient distribution and accessibility to consumers.

Moradehun Drinks Ventures provided me with the opportunity to undergo my **Students Industrial Work Experience Scheme (SIWES)**. I commenced my industrial training at the company on **August 5, 2024**, and successfully completed it on **November 30, 2024**. During this period, I gained valuable hands-on experience in beverage production, quality control, and customer service. The training exposed me to the practical aspects of the industry, enhancing my technical skills and preparing me for future career opportunities in the field.

ORGANIZATIONAL CHART

Chief Executive Officer (CEO)



Store/Branch Manager



Sales Supervisor Inventory Supervisor Accounts Officer



Sales Representatives Stock Keepers Cashiers



Customer Service Representatives



Support Staff (Drivers, Cleaners, Security, etc.)

CHAPTER THREE

TECHNICAL TRAINING EXPERIENCE

Week 1 – Company Orientation & Introduction to Retail Business

- Introduction to Moradehun Drinks Ventures (history, mission, and vision).
- Overview of retail business operations in the beverage industry.
- Understanding company policies, safety procedures, and workplace ethics.
- Tour of the company, including the warehouse, sales floor, and inventory section.
- Introduction to different types of drinks (soft drinks, alcoholic beverages, energy drinks, water, etc.).
- Shadowing an experienced staff member to observe daily operations.

Week 2 – Customer Service & Sales Techniques

- Learning customer service principles and effective communication skills.
- Training on how to handle customer complaints and provide solutions.
- Introduction to point-of-sale (POS) systems and how to process transactions.
- Understanding product pricing, discounts, and promotional offers.
- Shadowing senior sales representatives to learn effective sales techniques.

Week 3 – Stock Management & Inventory Control

- Understanding stock management and the importance of maintaining accurate inventory.
- Learning how to check stock levels, arrange stock, and prevent overstocking/understocking.

- Hands-on experience with stock-taking and recording.
- Using stock management software or manual records to track product movement.
- Learning how to receive and inspect new stock deliveries from suppliers.

Week 4 – Handling and Storage of Beverages

- Learning best practices for storing different drinks (e.g., refrigeration for perishable drinks).
- Understanding shelf life and expiry date tracking to reduce waste.
- Identifying faulty or expired products and proper disposal methods.
- Proper handling techniques for fragile products to prevent breakages and losses.
- Practicing the arrangement of products on shelves for easy accessibility and visibility.

Week 5 – Marketing & Promotion Strategies

- Introduction to retail marketing strategies for increasing sales.
- Learning how to display products attractively to catch customer attention.
- Understanding the impact of advertisements and promotions on sales.
- Assisting in creating special offers, sales promotions, and discounts.
- Observing and assisting in social media and in-store advertising campaigns.

Week 6 – Handling Financial Transactions & Accounting Basics

- Training on basic accounting principles in retail businesses.
- Learning cash handling procedures and fraud prevention.
- Hands-on experience with POS machines, card payments, and digital payments.

- Understanding how to issue receipts and record sales properly.
- Assisting with daily cash register balancing and financial reports.

Week 7 – Supplier Relations & Order Processing

- Understanding supplier relationships and negotiation strategies.
- Learning how to place orders and receive stock from suppliers.
- Assisting in checking product quality and verifying invoices upon delivery.
- Understanding supply chain challenges and how to manage them.
- Learning how to communicate with suppliers for product returns and replacements.

Week 8 – Logistics & Distribution Management

- Learning about the supply chain process from suppliers to retail stores.

- Understanding order fulfillment and product distribution.
- Assisting in loading and unloading stock from delivery vehicles.
- Training on how to track and manage deliveries efficiently.
- Understanding the impact of logistics on business operations and customer satisfaction.

Week 9 – Store Layout & Visual Merchandising

- Learning about store arrangement and how it affects sales.
- Understanding product placement techniques for maximum visibility.
- Assisting in arranging shelves according to product categories.
- Learning how to set up eye-catching displays for promotions.
- Ensuring the store is clean and organized to enhance customer experience.

Week 10 – Health, Safety, and Hygiene Practices

- Learning about health and safety regulations in the beverage in

dustry.

- Understanding food and drink handling hygiene standards.
- Training on first aid procedures and emergency response in case of accidents.
- Learning how to prevent workplace hazards like slips, falls, and product breakage.
- Practicing safe lifting and carrying techniques for heavy products.

Week 11 – Understanding Customer Buying Behavior

- Observing customer shopping habits and preferences.
- Learning how to recommend products based on customer needs.
- Assisting in conducting customer feedback surveys.
- Understanding the impact of seasonal demand on beverage sales.

- Learning how to analyze customer purchase trends.

Week 12 – Record Keeping & Documentation

- Training on record-keeping for inventory and sales transactions.
- Learning how to maintain proper documentation for financial auditing.
- Assisting in preparing daily, weekly, and monthly sales reports.
- Understanding the importance of data accuracy in retail operations.
- Learning how to use computerized record-keeping systems.

Week 13 – E-Commerce & Online Sales

- Introduction to online sales platforms and digital marketing.
- Assisting in managing social media accounts and online advertisements.

- Learning about e-commerce order processing and delivery coordination.
- Understanding how to handle customer inquiries and orders online.
- Observing the impact of digital marketing on beverage sales.

Week 14 – Handling Customer Complaints & Conflict Resolution

- Learning how to handle difficult customers professionally.
- Training on conflict resolution techniques in a retail setting.
- Understanding the importance of customer retention strategies.
- Assisting in resolving customer complaints regarding products or services.
- Practicing how to handle refunds and product exchanges.

Week 15 – Business Growth Strategies & Entrepreneurship

- Learning about business expansion strategies.

- Understanding how to start and manage a retail beverage business.
- Observing how the company handles competition in the market.
- Learning about the role of innovation in business growth.
- Assisting in developing ideas for improving business operations.

Week 16 – Personal Development & Workplace Ethics

- Training on professional workplace behavior and ethics.
- Understanding the importance of teamwork and collaboration.
- Learning about time management and multitasking in retail.
- Developing communication and leadership skills.
- Observing the role of discipline and accountability in business success.

Week 17 – Reviewing SIWES Experience & Performance Evaluation