



**STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)
REPORT**

ON

INDUSTRIAL TRAINING AT MULTIPRO CONSUMER PRODUCTS LIMITED

SUBMITTED BY

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REPORT OVERVIEW

This report details the industrial training experience gained during the Student Industrial Work Experience Scheme (SIWES) conducted at Multipro Consumer Products Limited. The report is divided into five chapters:

- Chapter One provides an introduction to SIWES, detailing its background and objectives.
- Chapter Two describes the establishment of attachment, including its location, history, objectives, and organizational structure.
- Chapter Three focuses on the student's specific involvement in various sections and units within the organization.
- Chapter Four discusses the industrial experience.
- Chapter Five presents a summary of attachment activities, problems encountered, and recommendations for improving the SIWES scheme.

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CHAPTER ONE

INTRODUCTION

1.1 Background of SIWES

The Student Industrial Work Experience Scheme (SIWES) is a crucial industrial training program introduced in Nigeria to bridge the gap between theoretical knowledge acquired in classrooms and practical skills required in the workforce. Established in 1973 by the Industrial Training Fund (ITF), SIWES was created to address the lack of adequate practical experience among graduates of tertiary institutions in the technical and applied sciences. This initiative has since become an integral part of the curriculum for students in universities, polytechnics, and colleges of education across Nigeria.

The need for SIWES arose from the recognition that many Nigerian graduates, especially in technical and vocational disciplines, lacked the hands-on experience and industrial exposure needed to excel in their respective fields. Employers had often expressed dissatisfaction with the practical competence of graduates, citing a disconnect between the skills learned in school and the requirements of the job market. This led to a concerted effort by the Nigerian government, educational institutions, and industries to design a program that would prepare students for the challenges of real-world work environments.

SIWES is structured to provide students with the opportunity to gain practical work experience in industries related to their fields of study. By participating in SIWES, students are exposed to workplace culture, operational procedures, and the application of theoretical concepts to solve real-world problems. The program fosters collaboration between educational institutions and industries, ensuring that students receive the necessary mentorship and training from professionals in their respective fields.

1.2 The objectives of SIWES are multifaceted and aim to achieve the following:

- i. **Practical Exposure:** To provide students with practical knowledge of industrial operations and processes, bridging the gap between classroom learning and real-world application.
- ii. **Skill Development:** To enhance the technical, interpersonal, and problem-solving skills of students, making them more competent and employable.
- iii. **Professional Ethics:** To inculcate workplace ethics, discipline, and professionalism in students.
- iv. **Technology Transfer:** To expose students to modern tools, technologies, and practices relevant to their fields of study.
- v. **Industry-Institution Linkage:** To strengthen the relationship between educational institutions and industries, promoting collaboration and mutual growth.
- vi. **Career Preparation:** To prepare students for their future careers by providing them with firsthand experience in their chosen fields.

CHAPTER TWO

DESCRIPTION OF THE ESTABLISHMENT OF ATTACHMENT

2.1 Location and Brief History of Establishment

Multipro Consumer Products Limited is a leading African distribution company that represents some of the most well-known global brands in the fast-moving consumer goods (FMCG) sector. The company has its Ilorin office located at Indomie Office, along F-Division Road, off Tippa Garage Junction, Ilorin, Kwara State, Nigeria. This location serves as a strategic hub for the company's distribution activities, ensuring the efficient supply of consumer products to various retail and wholesale outlets in Ilorin and surrounding areas. Due to its proximity to major commercial areas and transport networks, the office facilitates seamless logistics and supply chain operations.

The company was established in 1996 with the primary goal of efficiently distributing consumer goods across Africa. Over the years, Multipro Consumer Products Limited has expanded its operations, becoming one of the largest distribution networks in the region. The company specializes in importing, warehousing, marketing, and distributing a variety of household and food products. As an African-focused company, Multipro has partnered with internationally recognized brands to bring high-quality products to millions of consumers across the continent.

Multipro Consumer Products Limited is particularly known for distributing popular food products such as Indomitable, Power Oil, Minimie Chinchin, Hypo, Minimie Noodles, AddMe, and Kellogg's cereals. These products are widely consumed in Nigerian households and have become household names due to their affordability and quality. The company has built a strong reputation by ensuring that these products are available in supermarkets, neighborhood stores, and open markets, making it a key player in the FMCG sector.

The success of Multipro Consumer Products Limited can be attributed to its efficient supply chain management, strong market presence, and commitment to quality service delivery. With a robust distribution network, the company continues to meet the growing demand for consumer products in Nigeria and other African countries. Its ability to adapt to changing market trends,

invest in logistics, and maintain strong partnerships with international brands has contributed to its long-term success.

Today, Multipro Consumer Products Limited remains a key distributor in Nigeria's retail industry, playing a crucial role in connecting global brands with local consumers. The company's presence in Ilorin reflects its commitment to regional expansion and customer satisfaction, ensuring that essential household products remain accessible to the local population.

2.2 Objectives of the Establishment

Multipro Consumer Products Limited was established with the primary goal of ensuring the efficient distribution of high-quality consumer goods across Nigeria and other African countries. The company serves as a major distributor for internationally recognized brands, ensuring that essential household and food products reach consumers promptly and in good condition. Below are the key objectives of the establishment:

- 1. Efficient Distribution of Consumer Goods.**
- 2. Expansion of Market Reach**
- 3. Promotion of Global Brands in Local Markets**
- 4. Ensuring Product Quality and Customer Satisfaction**
- 5. Enhancing Logistics and Supply Chain Management**
- 6. Driving Sales Growth and Revenue Generation**
- 7. Supporting Local Economic Development**

2.3 Organisational Structure

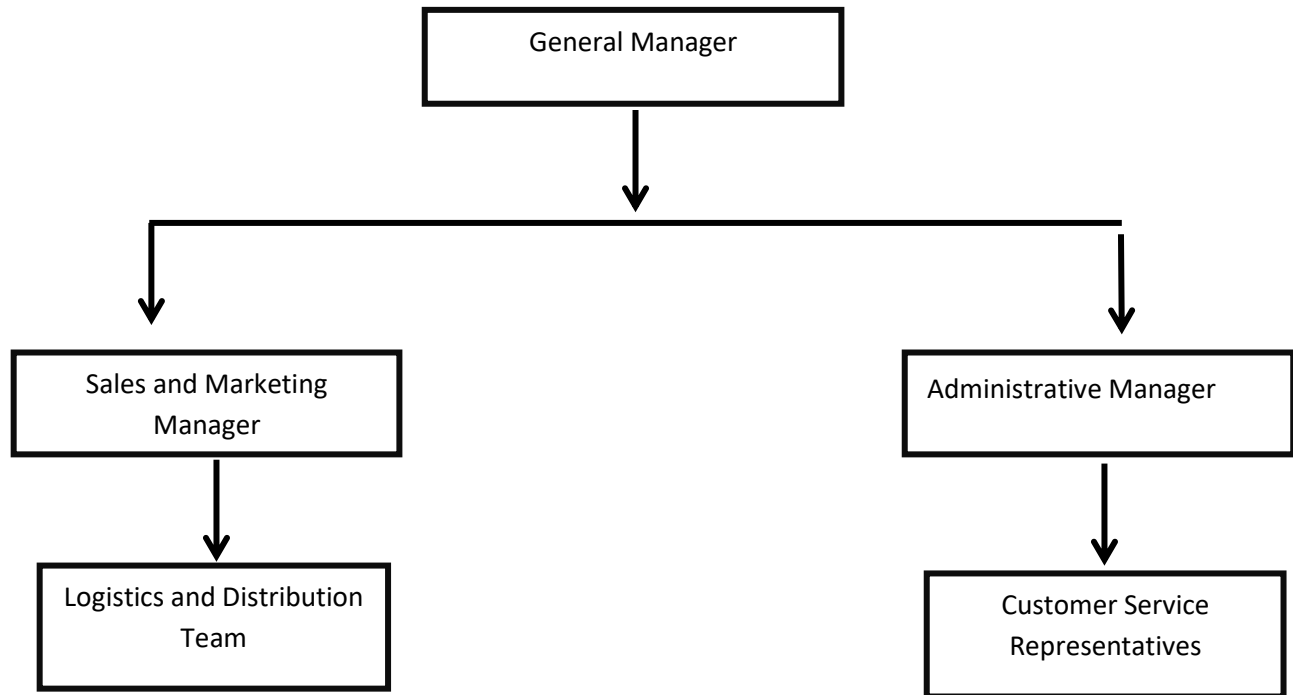


Figure 1. Organizational structure of the company

2.4 The various departments/unit in the establishment and their functions

1. **Sales and Marketing Unit:** Responsible for promoting and selling company products.
2. **Logistics and Distribution Unit:** Manages the transportation and delivery of goods.
3. **Administrative Unit:** Handles documentation, employee records, and company policies.
4. **Customer Support Unit:** Ensures customers' inquiries and complaints are addressed.

CHAPTER THREE

3.1 STUDENT SPECIFIC INVOLVEMENT IN VARIOUS SECTION/UNIT.

3.1 Digital Marketing Unit

Although the company primarily focuses on distribution, digital marketing plays a role in promoting their brands. My exposure in this unit involved understanding how product promotions are managed online and how customers interact with advertisements.

3.2 Training and Mentorship Unit

During my SIWES, I learned about product knowledge, sales strategies, and distribution techniques through the mentorship of experienced employees. This helped me understand how to effectively communicate with customers and handle goods efficiently.

3.3 Administrative Unit

I assisted in organizing sales records, updating inventory lists, and ensuring that documents related to goods distribution were properly recorded.

3.4 Technical Support Unit

Although my primary duties were related to sales and distribution, I was exposed to minor logistics-related technical support, such as managing orders and ensuring timely deliveries.

CHAPTER FOUR

4.1 INDUSTRIAL EXPERIENCE

My Student Industrial Work Experience Scheme (SIWES) at **Multipro Consumer Products Limited** provided me with hands-on exposure to various aspects of sales, distribution, logistics, customer service, and administrative functions. This experience enabled me to understand how a large distribution company operates and how consumer goods are effectively managed from the manufacturer to the end consumer. Below is a detailed account of the skills, responsibilities, and knowledge I acquired during my industrial training.

4.1.1 Sales and Product Distribution Experience

One of my primary responsibilities at Multipro Consumer Products Limited was assisting in selling and distributing consumer goods. The company deals in popular food brands such as Indomitable, Power Oil, Minimie Chinchin, Hypo, Minimie Noodles, AddMe, and Kellogg's.

Key Responsibilities in Sales and Distribution:

1. Understanding Product Details

- i. Before engaging in sales, I was trained on the features and benefits of each product.
- ii. I learned about the nutritional content of food products and their target market.

2. Direct Sales and Marketing

- i. I assisted in selling products to wholesalers and retailers.
- ii. I learned how to persuade customers and explain the advantages of different products.
- iii. I observed customer purchasing behaviors and preferences.

3. Goods Distribution and Logistics Management

- i. I moved with the delivery trucks to different locations to supply goods to customers.
- ii. I was involved in **loading and unloading products**, ensuring correct quantities were delivered.

- iii. I learned about **supply chain management**, from warehouse storage to distribution centers.
 - iv. I assisted in **stock verification**, ensuring that delivered goods matched customers' orders.
4. **Handling Customer Interactions**
- i. I communicated with customers, took their orders, and helped resolve complaints.
 - ii. I learned how to **manage customer expectations** regarding product availability.
5. **Pricing and Payment Handling**
- i. I observed how the company sets **prices based on market conditions and competitors' prices**.
 - ii. I assisted in collecting payments and issuing receipts to customers.

4.1.2 Digital Marketing Experience

Though my primary role was in sales and distribution, I also gained **basic digital marketing knowledge**. Digital marketing is crucial for modern businesses, even in the fast-moving consumer goods (FMCG) sector.

Key Digital Marketing Aspects Learned:

1. **Social Media Promotion**

- I observed how the company uses social media platforms such as Facebook and Instagram to market its products.
- I learned how to create **engaging posts and promotional content** for brand awareness.

2. **Branding and Advertisement**

- I understood the importance of branding in consumer goods distribution.
- I observed how Multipro promotes its brands through **billboards, flyers, and online ads**.

3. **Customer Engagement**

- I saw how businesses interact with customers through social media, responding to inquiries and complaints.

- I learned how to improve customer retention through promotional offers and loyalty programs.

4.1.3 Microsoft Word and PowerPoint Experience

During my SIWES program, I also performed some administrative duties that required basic **Microsoft Office skills**.

Use of Microsoft Word

1. Documentation of Sales and Distribution Reports

- I was involved in preparing simple sales reports using **Microsoft Word**.
- I learned how to **format documents, create tables, and organize data for clarity**.

2. Inventory Records

- I helped in updating inventory records to track the movement of products.

3. Report Writing

- I prepared short reports summarizing daily sales and customer feedback.

Use of Microsoft PowerPoint

1. Presentation of Sales Performance

- I observed how sales performance is **presented using PowerPoint slides**.
- I learned how to design **simple slides with charts, graphs, and bullet points** to summarize key business metrics.

2. Training and Learning Sessions

- I participated in **training sessions** where PowerPoint slides were used to explain company policies and strategies.
- I learned how visual presentations help in business decision-making.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary of Attachment Activities

During my SIWES training at Multipro Consumer Products Limited, I was actively involved in sales, product distribution, logistics, and customer service. I assisted in selling products, moving with delivery vehicles for distribution, and helping to organize inventory. Through this, I gained practical experience in supply chain operations, customer interactions, and market expansion strategies. Additionally, I was exposed to digital marketing, Microsoft Word, and PowerPoint, which helped me understand the role of technology in business operations. My experience at the company enhanced my knowledge of product pricing, sales strategies, and distribution techniques, which are essential in the consumer goods industry.

5.2 Problems Encountered During the Program

Despite the valuable skills I gained, I encountered several challenges during my SIWES program. Physical stress and fatigue were common due to the demanding nature of sales and product handling, especially during deliveries. Dealing with difficult customers and managing complaints also posed challenges, requiring patience and strong communication skills. Additionally, time management was a struggle, as balancing multiple tasks such as sales, documentation, and logistics required efficiency. My exposure to digital marketing was limited, as most of the focus was on physical sales rather than online promotion. Furthermore, understanding pricing strategies and business terminologies took time, as it was my first experience working in a structured business environment.

5.3 Suggestions for the Improvement of the Scheme

To enhance the effectiveness of SIWES, structured training sessions should be introduced before assigning interns to tasks. This will help them understand the company's operations, customer relations, and technical aspects of the job. Additionally, interns should be rotated across different departments to gain diverse experiences and develop multiple skills. Companies should also improve working conditions for interns by ensuring they are not overburdened with physically

demanding tasks. More emphasis should be placed on digital marketing training, allowing interns to engage in real-time marketing campaigns and social media promotions. Stronger collaboration between schools and industries will also improve SIWES by ensuring companies provide better learning opportunities and structured mentorship.

5.4 Conclusion

Overall, my SIWES experience at Multipro Consumer Products Limited was highly beneficial, providing me with practical exposure to sales, distribution, and customer service. I developed essential skills in logistics, marketing, and supply chain management, which have prepared me for future career opportunities. Although I faced challenges such as physical stress, time management issues, and customer-related difficulties, they helped me build problem-solving skills, adaptability, and resilience. With improvements such as structured training, department rotations, and enhanced digital marketing exposure, SIWES can be even more effective in preparing students for real-world employment. The program has been an eye-opening experience, and I appreciate the opportunity to apply my theoretical knowledge in a practical work environment.