



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

**HELD AT**

**AQUNA TECH LTD**

**31, Idumagbo Avenue, opposite NEPA Office, Lagos Island**

***BY***

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## **DEDICATION**

All praise and honour belong to the Almighty Allah the giver of wisdom and knowledge and also to my parent Mr. & Mrs. BALOGUN for their moral, financial and spiritual support

## **ACKNOWLEDGMENT**

I would like to express my gratitude to the management and staff of AQUNA TECH LTD for their guidance and support during my SIWES training. I appreciate my lecturers, my SIWES coordinator, and the Industrial Training Fund (ITF) for this opportunity.

Finally, I extend my thanks to my family and friends for their encouragement throughout the program.

## **ABSTRACT**

*The Student Industrial Work Experience Scheme (SIWES) is a practical training program designed to bridge the gap between theoretical knowledge and real-world business practices. This report documents my four months industrial training experience at AQUNA TECH LTD, a company specializing in the sales of various types of wristwatches.*

*During my training, I was actively involved in sales operations, customer service, inventory management, financial record-keeping, and digital marketing. The experience provided me with practical insights into business administration, particularly in retail management, sales strategies, and business operations.*

*Through the training, I acquired essential skills in communication, sales negotiation, financial documentation, and problem-solving. I also gained firsthand knowledge of workplace ethics, teamwork, and customer relationship management. Despite facing challenges such as handling difficult customers and managing stock shortages, I developed strategies to address these issues effectively.*

*The SIWES experience was highly beneficial to my academic discipline, as it allowed me to apply business administration principles in a real business environment. The report concludes with observations, recommendations for future trainees, and suggestions for improving business operations at AQUNA TECH LTD.*

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF SIWES**

The Student Industrial Work Experience Scheme (SIWES) was established by the Industrial Training Fund (ITF) in 1973 to bridge the gap between theoretical knowledge acquired in the classroom and practical experience in the industry. It was introduced due to the realization that most Nigerian graduates lacked practical skills and experience necessary for employment in their respective fields.

SIWES is a compulsory training program for students in various disciplines such as Engineering, Science, Technology, Business Administration, and other related courses. The program is designed to expose students to real-life work environments, allowing them to apply their theoretical knowledge in practical settings.

The scheme is a collaboration between the Federal Government of Nigeria, the Industrial Training Fund (ITF), tertiary institutions, and private-sector employers. The ITF oversees and funds the program, while participating industries and organizations provide training opportunities. Universities, polytechnics, and colleges of education ensure that students participate in the program as part of their academic requirements.

#### **1.2 OBJECTIVES OF SIWES**

The primary objectives of SIWES are:

1. **Bridging the Gap between Theory and Practice** – It helps students apply classroom knowledge in a real-world work environment.
2. **Skill Development** – It enhances students' technical, managerial, and business skills.
3. **Exposure to Industry Standards** – Students learn about industry practices, ethics, and professionalism.
4. **Improving Employability** – SIWES prepares students for future employment by equipping them with hands-on experience.
5. **Fostering Entrepreneurial Mindset** – It encourages students to develop problem-solving and business management skills.
6. **Encouraging Self-Confidence** – Exposure to work situations helps students build confidence and improve decision-making abilities.

7. **Enhancing Collaboration between Schools and Industries** – The program strengthens the relationship between educational institutions and employers.

### **1.3 BENEFITS OF SIWES**

SIWES provides numerous benefits to students, employers, and educational institutions:

#### **For Students:**

- Provides practical experience that enhances their classroom knowledge.
- Improves technical, administrative, and interpersonal skills.
- Exposes them to modern equipment, technology, and business strategies.
- Enhances their understanding of workplace ethics, time management, and teamwork.
- Helps in career decision-making and future job placements.

#### **For Employers:**

- Gives companies access to potential employees for future recruitment.
- Reduces the cost of training fresh graduates.
- Provides additional manpower at minimal cost to companies.
- Promotes the transfer of new academic knowledge into practical business operations.

#### **For Educational Institutions:**

- Encourages collaboration with industries for curriculum development.
- Enhances the relevance of academic programs to industry needs.
- Helps institutions assess the competency and preparedness of their students for the labor market.

## **CHAPTER TWO**

### **ORGANIZATION PROFILE & STRUCTURE**

#### **2.1 HISTORY AND BACKGROUND OF AQUNA TECH LTD**

AQUNA TECH LTD is a registered company that specializes in the sales and distribution of all kinds of wristwatches, catering to a diverse range of customers in Nigeria. The company is located at 31, Idumagbo Avenue, opposite NEPA Office, Lagos Island, Nigeria - a strategic commercial area known for its vibrant business activities.

The company was founded with the vision of providing high-quality, durable, and stylish wristwatches to individuals, wholesalers, and retailers across the country. Over the years, AQUNA TECH LTD has built a reputation for offering premium and affordable wristwatches, ensuring that customers get value for their money.

With the growing demand for fashionable and functional timepieces, AQUNA TECH LTD has expanded its product range to include classic, sports, luxury, and digital watches from globally recognized brands. The company thrives on customer satisfaction and continues to integrate modern business practices to enhance its service delivery.

AQUNA TECH LTD operates with a customer-centric approach, ensuring that buyers receive the best possible service while maintaining strong business relationships with suppliers and manufacturers. The company's dedication to quality, affordability, and reliability has helped it establish itself as a trusted name in the wristwatch business.

#### **2.2 ORGANIZATIONAL STRUCTURE**

AQUNA TECH LTD operates under a hierarchical organizational structure, where roles and responsibilities are clearly defined. This structure ensures smooth workflow and efficient management of business operations.

##### **1. Chief Executive Officer (CEO)**

The CEO is the highest-ranking executive in the company, responsible for overall decision-making, strategy formulation, and business growth. The CEO oversees all departments and ensures that company objectives are met.



## **2. General Manager (GM)**

The General Manager supervises daily operations and ensures that each department functions efficiently. The GM reports directly to the CEO and is responsible for implementing company policies.

## **3. Sales and Marketing Manager**

This department handles customer engagement, product promotions, advertising, and sales strategy implementation. It is responsible for expanding the company's customer base and boosting revenue.

## **4. Inventory and Procurement Manager**

This unit is responsible for stock management, supplier relationships, and procurement of wristwatches. It ensures that the company has an adequate supply of high-quality products to meet customer demand.

## **5. Finance and Accounting Department**

This department handles financial planning, bookkeeping, sales records, and budgeting. It ensures that all monetary transactions are properly documented and managed.

## **6. Customer Service Representatives**

The customer service team interacts directly with customers, assisting them with inquiries, complaints, and after-sales support. They play a crucial role in maintaining customer satisfaction and loyalty.

## **7. Sales Representatives**

Sales personnel are responsible for attending to walk-in customers, processing sales, and offering product recommendations. They work closely with the marketing team to increase sales volume.

## **8. Logistics and Delivery Unit**

This unit ensures that orders are delivered to customers on time. They also coordinate shipments from suppliers and manage stock movement within the company.

## **2.3 PRODUCTS AND SERVICES OFFERED**

AQUNA TECH LTD specializes in the sales of high-quality wristwatches for various purposes. The company deals in both wholesale and retail distribution of watches from well-known international and local brands.

### **Types of Wristwatches Sold:**

1. Luxury Wristwatches – Premium brands with high-end materials for individuals who value style and prestige.
2. Casual Wristwatches – Affordable and stylish everyday watches for regular use.
3. Digital Watches – Modern timepieces with LED displays, alarms, and smart features.
4. Sports Watches – Durable watches designed for athletes, outdoor enthusiasts, and active users.
5. Smartwatches – Watches with Bluetooth connectivity, health tracking, and other digital functionalities.
6. Children's Wristwatches – Stylish and colorful watches designed for kids.

### **Additional Services Provided:**

- Wholesale Supply: Bulk sales to retail businesses and individuals.
- Repair and Maintenance: Basic wristwatch repairs and battery replacements.
- Product Consultation: Assisting customers in selecting the best wristwatch based on their needs and budget.
- Special Orders and Customization: Customers can request specific watch models not available in stock.

AQUNA TECH LTD ensures that customers receive genuine, high-quality products at competitive prices while providing after-sales support and warranty services for select items.

## **2.4 BUSINESS OPERATIONS**

AQUNA TECH LTD operates a structured and organized business model that enables it to run efficiently in a competitive market. The key areas of business operations include:

### **1. Procurement and Inventory Management**

- The company sources wristwatches from reputable manufacturers and suppliers.
- Inventory is monitored regularly to ensure proper stock levels and prevent shortages.
- New products are introduced based on market demand and customer preferences.

### **2. Sales and Marketing Strategy**

- The company uses in-store and online marketing strategies to attract customers.
- Promotional offers, discounts, and advertisements help boost sales and improve customer retention.
- Sales representatives provide excellent customer service to enhance the shopping experience.

### **3. Financial Transactions and Record-Keeping**

- All sales and expenses are recorded for accountability and financial planning.
- Payment methods include cash, bank transfers, and digital payment platforms.
- The finance department ensures that the company operates profitably and efficiently.

### **4. Customer Relationship Management**

- The company prioritizes customer satisfaction and handles inquiries \professionally.
- A feedback system is in place to address complaints and improve services.
- After-sales support, such as warranty services and repairs, is provided.

### **5. Logistics and Supply Chain Management**

- Orders are processed and delivered promptly to customers.
- The company ensures that products reach customers in excellent condition.
- Wholesale deliveries are scheduled for retailers to ensure a consistent supply.

## **CHAPTER THREE**

### **SIWES EXPERIENCE AND WORK DONE**

This chapter provides a detailed account of my Student Industrial Work Experience Scheme (SIWES) at AQUNA TECH LTD, including the roles and responsibilities assigned to me, the training activities I participated in, challenges encountered, and the solutions implemented.

#### **3.1 JOB DESCRIPTION AND RESPONSIBILITIES**

During my industrial training at AQUNA TECH LTD, I was assigned various tasks that enhanced my practical knowledge in business administration, sales, customer relations, inventory management, and marketing. My primary responsibilities included:

##### **1. Sales and Customer Service**

- Attending to walk-in customers, helping them select wristwatches based on their preferences and budget.
- Explaining product features, warranties, and after-sales services to customers.
- Processing payments via cash, bank transfers, and digital platforms.
- Issuing receipts and updating sales records for accountability.

##### **2. Inventory Management**

- Assisting in stock-taking and updating inventory records.
- Checking for product availability and ensuring the sales team had up-to-date information on stock levels.
- Replenishing display shelves and organizing products for easy access.
- Monitoring wristwatch quality to ensure that defective items were returned to suppliers.

##### **3. Marketing and Promotions**

- Participating in marketing campaigns to attract more customers.
- Engaging customers through social media platforms to promote new arrivals and special offers.
- Distributing flyers and brochures to potential buyers.
- Learning how to analyze customer preferences and market trends.

##### **4. Financial Record-Keeping**

- Assisting in maintaining daily sales reports and expense tracking.

- Recording transactions in business ledgers for financial accountability.
- Ensuring cash handling procedures were followed correctly.

### **5. Logistics and Order Processing**

- Packaging and preparing wristwatches for delivery to customers.
- Coordinating with logistics partners to ensure timely deliveries.
- Verifying customer orders before shipment to prevent errors.

### **6. Business Administration Support**

- Assisting in filing documents and organizing administrative records.
- Participating in team meetings and discussions on business growth strategies.
- Providing general support to other departments when needed.

## **3.2 TRAINING ACTIVITIES UNDERTAKEN**

During my SIWES training, I was exposed to several learning opportunities that improved my practical knowledge and skillset. Some of the key training activities included:

### **1. Product Knowledge Training**

- Learning about different types, brands, and models of wristwatches.
- Understanding the key features, materials, and pricing of various watches.
- Training on how to differentiate between original and counterfeit products.

### **2. Sales and Customer Relations Training**

- Learning how to engage customers professionally and close sales successfully.
- Training on how to handle customer complaints and inquiries effectively.
- Understanding customer psychology and buying behavior to improve sales performance.

### **3. Business Operations Training**

- Training on inventory management software for tracking stock movement.
- Learning how to maintain proper financial records and cash handling.
- Understanding business strategies for increasing customer loyalty and retention.

### **4. Digital Marketing Training**

- Learning how to use social media (WhatsApp, Instagram, and Facebook) for product promotion.

- Creating engaging content to attract and retain customers.
- Understanding how online customer inquiries and orders are handled.

## **5. Workplace Ethics and Professionalism**

- Training on time management, teamwork, and discipline in a business environment.
- Understanding the importance of confidentiality, honesty, and integrity in business transactions.
- Learning the role of proper communication and interpersonal skills in business success.

## **3.3 CHALLENGES ENCOUNTERED**

During my SIWES training at AQUNA TECH LTD, I faced several challenges that affected my workflow and learning experience. These included:

### **1. Difficulty in Handling Customers**

- Some customers were difficult to satisfy, while others bargained excessively.
- I initially found it challenging to convince customers to buy premium wristwatches due to price concerns.

### **2. Limited Knowledge of Wristwatches**

- At the beginning of my training, I had little knowledge about different wristwatch brands and models.
- Understanding the differences between original and fake watches was challenging.

### **3. Inventory Management Issues**

- Keeping track of stock levels manually was time-consuming and sometimes resulted in errors.
- Ensuring that sold-out items were restocked quickly was a challenge.

### **4. Pressure during Peak Sales Hours**

- During peak periods, such as weekends and promotional sales, the shop was overcrowded, making it difficult to attend to customers efficiently.
- Handling multiple tasks at once, such as attending to customers and processing payments, was initially overwhelming.

## **5. Technological and Digital Marketing Challenges**

- Learning how to use business software for inventory and sales tracking required extra effort.
- Understanding social media marketing strategies for promoting wristwatches took some time.

### **3.4 SOLUTIONS TO CHALLENGES**

Despite the challenges, I was able to overcome them through proper training, guidance, and self-improvement. Some of the solutions I applied include:

#### **1. Customer Service Improvement**

- I learned effective customer engagement techniques from my supervisor and senior staff.
- By observing experienced sales representatives, I improved my negotiation and persuasion skills.
- I studied customer preferences and buying patterns to recommend suitable wristwatches.

#### **2. Gaining More Product Knowledge**

- I dedicated time to studying wristwatch catalogs, manuals, and online resources.
- I asked questions from my supervisors and colleagues to gain deeper insights into different watch brands.
- By handling various wristwatches daily, I became familiar with their features and specifications.

#### **3. Enhancing Inventory Management Skills**

- I received training on how to manage stock records efficiently.
- I learned to use inventory software to track stock movement and reduce errors.
- I regularly checked inventory levels to ensure that fast-selling products were always available.

#### **4. Coping with Work Pressure**

- I developed better time management and multitasking skills to handle work efficiently.
- I learned to stay calm and composed during peak hours.

- By working closely with my colleagues, we improved teamwork and efficiency.

## **5. Overcoming Digital Marketing Challenges**

- I attended training sessions on social media marketing and learned how to promote products online.
- I practiced creating engaging product descriptions and promotional content.
- I studied online marketing trends to understand how businesses attract more customers.



## **CHAPTER FOUR**

### **OBSERVATIONS, SKILLS ACQUIRED & CONCLUSION**

This chapter highlights my observations during the Student Industrial Work Experience Scheme (SIWES) at AQUNA TECH LTD, the skills I acquired, the relevance of SIWES to my field of study, and my concluding thoughts and recommendations.

#### **4.1 OBSERVATIONS DURING TRAINING**

During my industrial training at AQUNA TECH LTD, I observed several key aspects of business operations that deepened my understanding of real-world business administration. These include:

##### **1. Customer Behavior and Market Trends**

- Customers have diverse preferences and purchasing habits, with some prioritizing affordability while others seek luxury brands.
- The demand for smartwatches and digital wristwatches is increasing due to technological advancements.
- Customers tend to negotiate prices aggressively, requiring good sales and persuasion skills from sales representatives.

##### **2. Business Operations and Sales Strategy**

- Effective customer service and product knowledge play a crucial role in sales success.
- Sales promotions, such as discounts and special offers, significantly boost sales volume.
- A well-organized inventory system is necessary to track stock movement and avoid shortages.

##### **3. Workplace Ethics and Professionalism**

- Punctuality, teamwork and discipline are essential in a business environment.
- Maintaining proper records of sales and financial transactions is vital for accountability and business growth.
- Good communication and customer relationship management help in building customer trust and retention.

#### **4. Challenges of Retail Business**

- Business owners face fluctuations in demand, supplier delays, and occasional product shortages.
- Handling difficult customers and complaints requires patience and professionalism.
- Competition in the wristwatch business is high, requiring companies to adopt innovative marketing strategies.

#### **4.2 SKILLS ACQUIRED**

Through my industrial training, I acquired several practical skills that enhanced my knowledge of business administration and sales. These include:

##### **1. Sales and Customer Service Skills**

- Developed the ability to engage customers professionally and respond to inquiries effectively.
- Learned how to persuade and negotiate with customers to close sales successfully.
- Gained experience in handling customer complaints and resolving issues diplomatically.

##### **2. Inventory and Stock Management**

- Learned how to monitor inventory levels and update stock records.
- Understood the importance of stock rotation and proper product arrangement.
- Acquired skills in tracking sales to determine fast-moving and slow-moving products.

##### **3. Financial and Record-Keeping Skills**

- Gained knowledge of cash handling, payment processing, and sales documentation.
- Learned how to maintain daily sales reports and track expenses.
- Understood the role of budgeting and financial planning in business sustainability.

##### **4. Digital Marketing and Business Promotion**

- Acquired skills in using social media platforms for business promotion.
- Learned how to create engaging content and advertisements to attract customers.

- Understood how digital marketing contributes to brand awareness and increased sales.

### **5. Communication and Interpersonal Skills**

- Developed the ability to communicate effectively with customers and colleagues.
- Improved listening skills to understand customer needs and provide suitable recommendations.
- Learned the importance of teamwork and collaboration in a business setting.

### **6. Problem-Solving and Adaptability**

- Learned how to handle workplace challenges such as customer disputes and inventory shortages.
- Developed the ability to multitask and work under pressure, especially during peak sales periods.
- Understood the importance of proactive decision-making in business operations.

## **4.3 RELEVANCE OF SIWES TO MY FIELD OF STUDY**

As a Business Administration student, the SIWES training at AQUANA TECH LTD was highly relevant to my academic discipline. It provided me with a practical understanding of the concepts learned in class and exposed me to real-world business challenges and solutions.

### **1. Application of Business Management Principles**

- I observed how business planning, marketing strategies, and financial management contribute to business growth.
- Understood how organizational structure and leadership influence business operations.

### **2. Sales and Marketing Knowledge**

- The training enhanced my understanding of consumer behavior, market trends, and sales techniques.
- I applied business administration concepts in customer service, sales promotion, and product pricing strategies.

### **3. Financial and Record-Keeping Practices**

- I gained practical experience in bookkeeping, budgeting, and financial transactions.
- Understood the importance of financial discipline in managing business expenses and revenue.

### **4. Entrepreneurship and Business Management**

- The experience inspired me to explore opportunities in retail business and entrepreneurship.
- I learned how business owners handle competition, manage risks, and sustain profitability.

### **5. Workplace Ethics and Professional Development**

- Developed professionalism, punctuality, and teamwork skills essential for career growth.
- Understood the significance of effective communication and leadership in business administration.

Overall, the SIWES experience bridged the gap between theoretical learning and practical business operations, making it an invaluable component of my academic training.

## **4.4 CONCLUSION AND RECOMMENDATIONS**

### **Conclusion**

My SIWES training at AQUANA TECH LTD was a transformative experience that provided me with practical business knowledge, sales expertise, and administrative skills. It enabled me to understand how businesses operate, interact with customers, and manage financial transactions effectively.

The training also helped me develop essential soft skills such as communication, teamwork, problem-solving, and adaptability. Despite the challenges encountered, I was able to learn, adapt, and improve my professional competencies.

Overall, the experience has reinforced my interest in business administration and entrepreneurship, and I am confident that the skills gained will be beneficial for my future career.

## **Recommendations**

Based on my experience, I have the following recommendations:

### **For Future SIWES Students:**

1. Be proactive and willing to learn. Take the initiative to ask questions and participate in business activities.
2. Develop good customer service skills. Business success depends on how well customers are treated.
3. Take inventory and financial record-keeping seriously. These are crucial aspects of business administration.
4. Improve digital marketing knowledge. Online marketing is becoming a key driver of sales and business growth.
5. Maintain professionalism and punctuality. A good work ethic is essential for career success.

### **For AQUNA TECH LTD:**

1. Invest in employee training programs to enhance customer service and marketing strategies.
2. Adopt more digital business tools to improve inventory management and sales tracking.
3. Expand online sales platforms to reach a larger customer base and increase revenue.
4. Introduce loyalty programs and promotional offers to retain customers and attract new buyers.
5. Enhance workplace organization and workflow to improve operational efficiency.

### **For Educational Institutions:**

1. Ensure students are placed in relevant industries that align with their field of study.
2. Organize pre-SIWES orientation programs to prepare students for workplace challenges.
3. Encourage students to document their experiences and share insights with future trainees.