



# **A TECHNICAL REPORT**

**ON**

**STUDENT INDUSTRIAL WORK EXPERIMENT SCHEME  
[SIWES]**

**HELD AT**

**GLAMOUR CONCEPT ENTERPRISE  
PRINTING AND ART**

**NO 21 ADAMU STREET OFF TAIWO ROAD ILORIN  
KWARA STATE**

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**SUBMITTED TO THE  
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KWARA STATE POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE AWARD OF NATIONAL DIPLOMA (ND) IN BUSINESS  
ADMINISTRATION,  
KWARA STATE POLYTECHNIC, ILORIN.**

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## **DEDICATION**

This Technical report is dedicated to Almighty God for sparing my lives throughout this programme.

Also to my Parents **MR. & MRS. SAKARIYAU.**

## **ACKNOWLEDGEMENT**

I give thanks to Almighty God for given me the grace and opportunity to participate in this SIWES programme. May his name be praise forever

I want to specially appreciate the effort of my parent **Mr. & Mrs. SAKARIYAU** for their financial support and their moral support, they will live to eat the fruit of their labour.

I also acknowledge my amiable and capable SIWES coordinator, I will be an ingrate if I fail to mention my SIWES Supervisor and my Lecturer in Business Administration Department for their tremendous effort in my life and the knowledge they have impacted to me

My gratitude goes to Industrial base supervisor for the impartation of knowledge given to me.

My profound gratitude goes to my brother and sister for their support during this program.

May Almighty God bless every one of you (AMEN)

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## **CHAPTER ONE**

### **1.2 INTRODUCTION TO SIWES**

In the early stages of Business Administration, Nigerian Students were graduating from their respective Institutions without any technical knowledge or working experience. According to Akereloja (2008), acquisition of practical skills is an antidote of meaningful development in any society. In accordance with Akereloja's view, Odiagha (1995) also posits that practical knowledge is learning without which mastery of an area of knowledge may be too difficult to achieve and that practical knowledge involves developing skills through the use of tools or equipment to perform tasks that are related to a field of study.

As a result, the Federal Government of Nigeria introduced the Student Industrial Work Experience Scheme (SIWES) programme in Tertiary Institutions in 1975 to ensure acquisition of field practical knowledge and skills by Students before graduation, and to further expose Students to Industry based skills that are necessary for smooth transition from classroom to the labour world, providing the students with the basic prospects to be part of real work situations outside the lecture room. Thus, it became obligatory for Students in Tertiary Institutions, mostly those studying Business Administration related courses to embark on SIWES programme in order to acquire practical knowledge and working skills prior to graduating from their various institutions of learning. To this end, the Business Administration profession like other course professions require practical skills. Hence it became imperative for Students of Urban and Regional Planning to embark on the SIWES programme so as to acquire the necessary practical skills required for the profession before graduation

### **1.2 DEFINITION OF SIWES**

The student industrial working experience scheme is a Program that constitutes immensely to building of technical skills available to the Nigeria economy, which are needed for the national industrial development.

### **1.3 HISTORICAL BACKGROUND OF SIWES**

The Student Industrial Work Experience Scheme (SIWES) was established in 1973 by the Industrial Training Fund (ITF). Prior to the establishment of the Scheme, there was a growing concern among our Industrialists that graduates of our institutions of higher learning lacked adequate practical background studies preparatory for employment in industries. It is against this rationale for initiating and designing the scheme was hinged.

Consequently the scheme affords students the opportunity of familiarizing and exposing themselves to the needed experience in handling equipments and machinery that are usually not available in their institutions so as to smoothen their entry into industrial practices on completion of their studies and also reduces period spent in training fresh graduates as new employees.

## **1.4 AIMS AND OBJECTIVES OF SIWES**

SIWES is strategized for skills acquisition, therefore, the key aim is to bridge the gap between theory and practice by exposing students to the industrial environment and enable them to develop occupational competences so that they can readily contribute their quota to national economic development and technological advancement after graduation.

The Specific Objectives of the Scheme as outlined in the Industrial Training Funds Policy document no.1 of 1993 are as follows:

- To provide placements in industries for students of higher institutions of learning approved by relevant authorities (NUC, NBTE, NCCE) to acquire experience and skills relevant to their course of study.
- Prepare Students for the real work situations they will meet after graduation.  
Expose Students to work methods and techniques in handling of equipment and machinery that may not be available in school. Makes transition from School to the labour World smooth and enhance Student contact for later job placement.
- Provides Students with the opportunity to apply their knowledge in real life work situation thereby bridging the gap between theory and practice.

## **1.5 REASONS FOR TRAINING**

Reason for the industrial training are as follows:

1. The knowledge acquired in the classrooms are not enough due to lack of practical
2. The program has also helped to distinguish between class and practical work
3. Class room theories cannot be compare with the practical work done on the field.
4. The Siwes program has proved a means of opportunity for students to handle some sophisticated equipment not found in the school

## **1.6 THE MAJOR DOCUMENT OF ITF**

1. PLACEMENT LETTER: This is the formal letter of the placement to be submitted to any employer by each students
2. THE JOB REPORTING FORM: This form is to be completed by students before he/she settle down with the employer. The information on the form will assist the central and department during supervision visits. Failure to return this form is taken as non participant in the program.
3. THE TRAINING LOG BOOK: This has to be completely filled daily and signed weekly by industrial based supervisor, and this logbook carried detailed information about work carried out daily, the logbook must be with you daily.

## CHAPTER TWO

### 2.1 A BRIEF HISTORY OF THE COMPANY

In the bustling city of **Ilorin, Kwara State**, where creativity meets commerce, a visionary named **Olayokun Samuel Tamitope** saw an opportunity to transform the world of printing and art. With a passion for design and a commitment to excellence, he founded **Glamour Concept Enterprise Printing and Art**, located at **No. 21 Adamu Street, Off Taiwo Road, Ilorin**.

From humble beginnings, Glamour Concept Enterprise started as a small printing shop with a big dream: to redefine **quality and creativity in the printing industry**. The company quickly became known for its innovative designs, top-notch printing solutions, and a keen eye for artistic excellence.

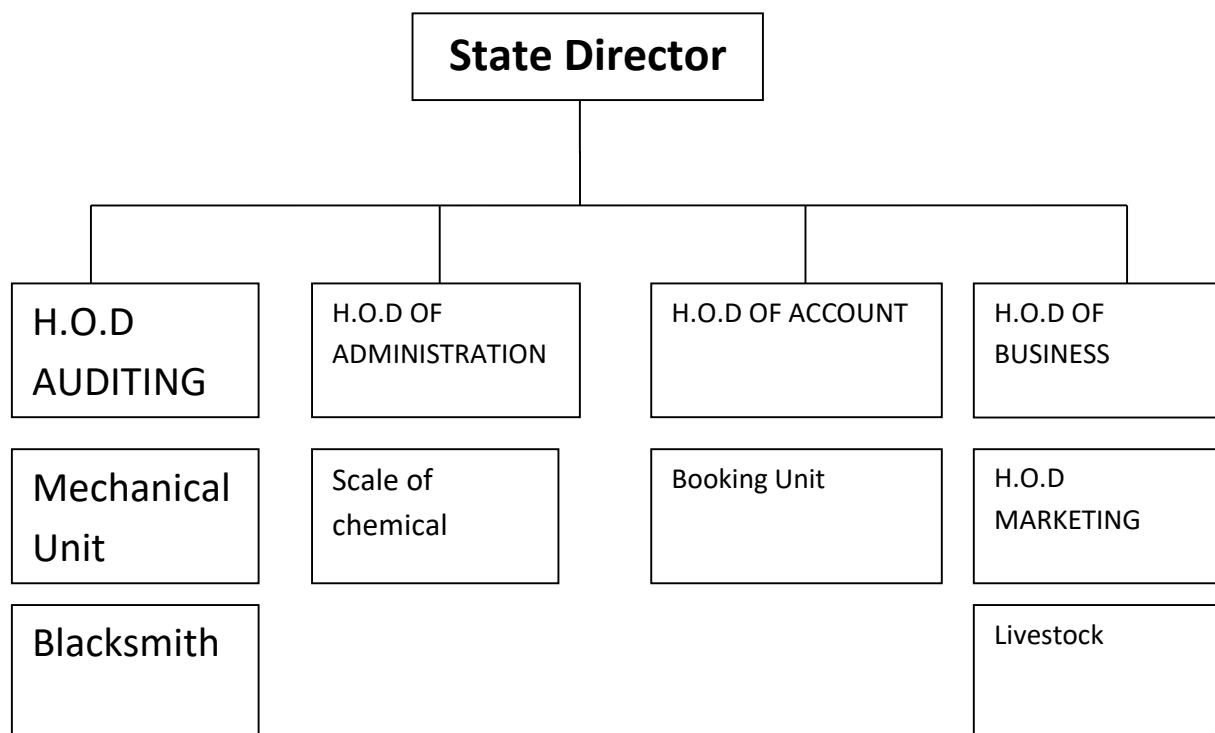
With a team of skilled professionals and cutting-edge technology, Glamour Concept Enterprise offers a wide range of services, including:

- ✓ **Graphic Design & Branding**
- ✓ **High-Quality Digital & Offset Printing**
- ✓ **Customized Business Cards, Flyers & Brochures**
- ✓ **T-Shirts & Corporate Gift Branding**
- ✓ **Large Format Printing & Banners**
- ✓ **Wedding & Event Stationery**

Under the leadership of **Olayokun Samuel Tamitope**, the company has built a reputation for **precision, reliability, and customer satisfaction**. Whether serving individuals, businesses, or organizations, Glamour Concept Enterprise remains dedicated to **bringing ideas to life through vibrant colors, sharp prints, and artistic excellence**.

Today, **Glamour Concept Enterprise Printing and Art** stands as a symbol of creativity and professionalism, helping brands, businesses, and individuals make lasting impressions—one print at a time.

## 2.2 ORGANOGRAM OF THE COMPANY





## CHAPTER THREE

### 3.1 INTRODUCTION

The establishment of new industries and businesses is important for people looking to invest and become part of the growth of a company or an industry. Think how many early investors in Facebook or Amazon, or Apple benefited from investing in these business enterprises.

Furthermore, the profit earned by the investors as a result of the company's successful operation contributes to the accumulation of a greater quantity of savings, which may be used to fund future businesses. As a result, business is crucial in creating investment possibilities.

To sum up, business enterprises produce goods and services in exchange for commercial benefits. As drivers of innovation and investment, problem solvers, creators of jobs, and stimulants to the overall economy, these enterprises serve a vital function in our society.

#### **Business enterprise meaning**

To understand the meaning of the term business enterprise, you first have to understand the difference between a social enterprise and a business enterprise.

An enterprise can be defined as undertaking an activity that requires a lot of effort to develop.

A social enterprise involves helping others without receiving a commercial benefit in return. On the other hand, a business enterprise consists of producing goods or services in exchange for commercial and financial benefits.

**Examples of business enterprises include** all the companies you pay to receive a good or service from.

These may include your local shop or your Netflix subscription, both of which are business enterprises.

A business provides goods and services to what we call customers. Goods refer to physical goods that usually go through a production process. This may involve bicycles, chocolate, or whatever item you pay to receive.

Other businesses provide services instead of physical goods; this involves intangible products, such as a private lesson from a math teacher or personal trainer.

All these goods and services are delivered to customers. A customer refers to anyone who purchases these products. Consumers use the product or service but do not necessarily buy them.

For instance, if your parents pay for your Netflix subscription, you are the consumer and your parents are the customer. If they also watch Netflix with you, they become consumers and customers simultaneously. The business enterprise depends on customers, goods, and services for its very existence. These three components are intrinsically linked to the meaning of business.

### 3.2 TYPES OF BUSINESS ENTERPRISES

There are many types of business enterprises providing a wide variety of services or products. Business enterprises can be classified into three main categories, according to the production stage:

### **Business Enterprise: Primary sector**

The primary sector involves businesses that are at the beginning of the production processes. These businesses make sure that the raw materials are created and produced to be used later by other companies. Primary companies are mostly made of business-to-business (B2B) models, where you have one business supplying to the other. For example, oil exploration companies produce oil that retail companies sell, or other businesses use for production processes. Restaurants use agricultural goods produced by this sector to provide meals to their customers.

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### **Business Enterprise: Secondary sector**

The secondary sector consists of business enterprises at the second step of the production process. These businesses use raw materials produced from the primary sector to develop into new goods and services. For example, car manufacturers use raw materials to build new cars, which they later supply to customers. Examples of companies in the tertiary sector include banks that help individuals get loans or airline companies that enable one to fly around the world.

## **3.3 FUNCTIONS OF A BUSINESS ENTERPRISE**

The four basic functions of a business enterprise are Finance, Operations, Human Resources, and Marketing.

### **Business Enterprise: Finance**

One of the essential functions of a business is raising and managing money. A business enterprise may use internal or external sources of finance to raise the funds needed to get the business going. Internal sources of finance involve the money that business owners invest in their own business.

In contrast, external sources of finance involve cash from outside sources, such as money from family, banks loans, and investors. After the money starts moving around the business, the business managers should manage it cautiously so they don't have too many costs, thereby failing to make any sales.

### **Business Enterprise: Human Resources**

Another important function of a business enterprise is that of human resources. A business needs to get the right human capital to provide goods or services. This entails hiring people with the necessary expertise and skill set that the production process requires.

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Functions of a business enterprise include Finance, Operations, Human Resources, and Marketing.

Reasons why business enterprises are important: economic development, solving problems, creating jobs, and investment opportunities.

### **Types of Business/ Enterprise**

From the perspective of ownership and management, business enterprises can be broadly classified under three categories.

**1) Private Sector Enterprises:** Enterprises owned, controlled and managed by private individuals fall under this category with the main objective of earning. Contains:

- A) Sole proprietorship
- B) Participation
- C) Joint Hindu Family Business
- D) Cooperative
- E) Company

**2) Public Sector Enterprises:** Business enterprises owned, controlled and operated by public enterprises, with the primary goal as secondary goal and welfare as profit, fall under this category.

Either whole or most of the investment in these ventures is done by the government such as:

- A) Departmental undertaking
- B) Public corporation
- C) Government companies

**3) Joint Sector Enterprises:** As the name suggests, the joint sector is a form of partnership between the private sector and the government where management is generally in the hands of the private sector, and adequate representation by the government on the board of directors. is. Resources in such enterprises are mostly generated equally.

Thus, one of the first decisions an entrepreneur must make for his new venture is how the business should be structured.

From the entrepreneur's point of view, the most commonly chosen forms for starting a new venture are:

- \* Sole proprietorship
- \* Partnerships
- \* Company

## CHAPTER FOUR

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### 4.1 TO START A PRINTING AND ART BUSINESS

#### **Find Your Niche**

Before starting a printing and art business, it is crucial to identify a specific niche that aligns with your passion and market demand. The printing industry offers various segments such as digital printing, large-format printing, branding, graphic design, custom merchandise printing, and fine art reproduction. Specializing in a niche, whether corporate branding, wedding/event stationery, or customized promotional materials, will help you stand out in a competitive market.

#### **Know Your Audience**

Understanding your target audience is key to success in the printing and art business. Identify potential customers such as businesses, event planners, schools, individuals, and creative professionals who require printing services. Research their preferences, budget constraints, and printing needs. This insight will help you tailor your services and pricing to attract and retain customers.

#### **Create a Marketing Plan**

A strong marketing strategy is essential to attract customers and build a reputable brand. Utilize digital marketing channels such as social media, search engine optimization (SEO), and paid advertisements to reach your audience. Traditional marketing methods, such as distributing flyers, networking with local businesses, and attending industry events, can also be effective. Offering promotions and discounts to new customers can help establish your business in the competitive printing industry.

#### **Name Your Brand and Create Brand Assets**

Choosing a unique and memorable name for your printing and art business is vital in establishing a strong identity. Your brand name should reflect creativity, professionalism, and the essence of your services. Once the name is decided, create brand assets such as a logo, business cards, and a website that showcase your expertise and professionalism. A well-designed brand identity will leave a lasting impression on clients.

#### **Register Your Business**

To operate legally and build credibility, you must register your printing and art business with the appropriate government agencies. Obtain the necessary licenses, tax identification numbers, and any permits required in your locality. Registering your business ensures legal protection and allows you to operate without any restrictions while gaining customers' trust.

#### **Design and Source Your Products**

As a printing and art business, the quality of your products is a defining factor in customer satisfaction. Invest in high-quality printing materials, ink, and equipment to ensure sharp, vibrant, and long-lasting

prints. If your business offers fine art prints or customized merchandise, collaborate with reliable suppliers or manufacturers. Delivering superior quality will help build a loyal customer base.

### **Price Your Products**

Setting the right pricing structure is critical for profitability and competitiveness. Consider the cost of production, materials, labor, and overhead expenses when determining prices. Conduct market research to understand the pricing strategies of competitors and establish fair yet profitable pricing models. Offering tiered pricing based on order volume or service complexity can attract a diverse clientele.

### **Distribute Your Products**

Efficient distribution channels ensure that your printing products reach customers seamlessly. If your business operates online, consider partnering with reliable delivery services or courier companies for smooth logistics. If you have a physical store, ensure an organized system for handling in-store pickups and customer orders. Additionally, collaborations with corporate clients and event planners can provide steady distribution opportunities.

### **Market Your Printing and Art Business**

Marketing plays a crucial role in the growth of your printing and art business. Leverage social media platforms like Instagram, Facebook, and LinkedIn to showcase your designs, completed projects, and client testimonials. Engage with potential customers through creative content, promotions, and interactive posts. Networking with businesses, attending trade shows, and offering referral discounts can also help expand your reach. Establishing a strong online and offline presence will position your brand as a trusted and preferred printing service provider.