



**KWARA STATE POLYTECHNIC, ILORIN
INSTITUTE OF FINANCE AND
MANAGEMENT STUDIES (IFMS)
DEPARTMENT OF MARKETING**

**TECHNICAL REPORT ON STUDENT INDUSTRIAL
WORK EXPERIENCE SCHEME (S.I.W.E.S)**

AT
**TRAVELLER SUIT AND GARDEN, ILORIN, KWARA
STATE.**

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DEDICATION

I wish to dedicate this report to my beloved parents for their financial support and caring always.

ACKNOWLEDGEMENTS

All glory and adoration to the Almighty God for His Grace and Infinite mercy in all endeavours. I am very grateful to the Almighty God for granting me sound health throughout the training.

My special appreciation also goes to the Industrial Training officers and my IT supervisor for his effortless supervising during my training programme.

I also appreciate the support of the staff of Traveler Suit and Garden, GRA, Ilorin and the entire staffs for their contribution towards the success of my programme.

May Almighty God bless you all (Amen).

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CHAPTER ONE

INTRODUCTION

1.0 Background

Meaning of SIWES

The five capitalized letters SIWES stand for the Student Industrial Work Experience Scheme that was created to help students from Nigeria get practical knowledge and wide horizons based on their future profession while they are still studying at the tertiary institution.

The growing concern among our industrialists that graduates of our institutions higher learning lack adequate practical background studies preparatory for employment in industrial led to the formation of students Industrial Work Experience Scheme (SIWES) by the ITF in 1993/1994. (Information and guideline for SIWES 2002) ITF has as one of its key function; to work as cooperative entity with industry and commerce where students in institutions of higher learning can undertake mid-career work experience attachment in industries which are compatible with Students' area of study (Okorie, 2002) in Asikadi, 2003).

The SIWES was designed to expose students to industrial environment and enable them to development and enable them develop occupational competencies so that they can readily contribute their own quota to national economic and technological development after graduation. The SIWES also enables students to acquire knowledge, skill and experience jobs in their respected field.

Students' Industrial Work Experience Scheme (SIWES) is a skill development programme established by Industrial Training Fund (ITF) in 1973 with the headquarters in Jos Nigeria. It is meant to enable students in tertiary institutions in Nigeria acquire technical skills and experience for professional development in their course of study as it bridges the gap between theory and practice. It is the accepted skills training programme in institutions of higher learning in Nigerian that forms part of the approved academic requirement in

various degree programmes. It is a three credit unit course, which must be met by students before graduation.

As stated by Nse (2012), the scheme is a planned, supervised training and intervention programme based on stated and specific learning and career objectives, leading to the development of occupational competencies of the participants. It is also to expose and prepare students in institutions of higher learning for the industrial work situations which they are to meet after graduation. The scheme equally helps to familiarize students with work methods and expose them to the necessary experience to handle equipment and machinery that are not available in their institutions. SIWES is also an effort to bridge the existing gap between theory and practice and expose students to necessary skills for smooth transition from the classroom to the world of work. These skills aimed at exposing students to professional work methods as the scheme (SIWES) acts as a catalyst for industrial growth and productivity through professional development.

1.1 Main aims and objectives of SIWES

1. To provide students with industrial skills and needed experience while the course of study;
2. To create conditions and circumstances, this can be as close as possible to the actual workflow
3. To prepare specialists who will be ready for any working situations immediately after graduation;
4. To teach students the techniques and methods of working with facilities and equipment that may not be available within the walls of an educational institution;
5. To give students the ability to try and apply the given knowledge.

The objectives of SIWES programme are all about strengthening future employees. Such program is successful attempt to help students to understand the underlying principles of their future work. After passing the programs, the student can concentrate on the really necessary factors of his or her work. Referring to the feedback of students, the experience of participating in the program has become very useful for them. Employers also note a higher level of skills of such students.

CHAPTER TWO

Description/ Background of Travelers Suit and Garden

Travelers Hotel is an affordable hotel located at No. 29, Reservation Road, GRA in Ilorin, Kwara State.

Travelers Hotel is in close proximity to Flower garden arena. It offers adequate parking space, room service, bar/lounge, restaurant, 24 hours electricity, laundry, luggage storage, air conditioner, 24 hours room service, storage room and concierge.

Each room has an air conditioner, an en suite bathroom. There is adequate parking space. The restaurant offers different local dishes. There are different drinks available at the on-site bar both alcoholic and non-alcoholic. It has 24 hours electricity. There is laundry service and 24 hours room service available also.

Hotel policies;

Check in: from 12:00 pm. ID required.

Check out: by 12:00 pm.

Payment: cash.

Children: babies and kids stay free.

Cancellations: free 24 hours before check in date.

OVERVIEW

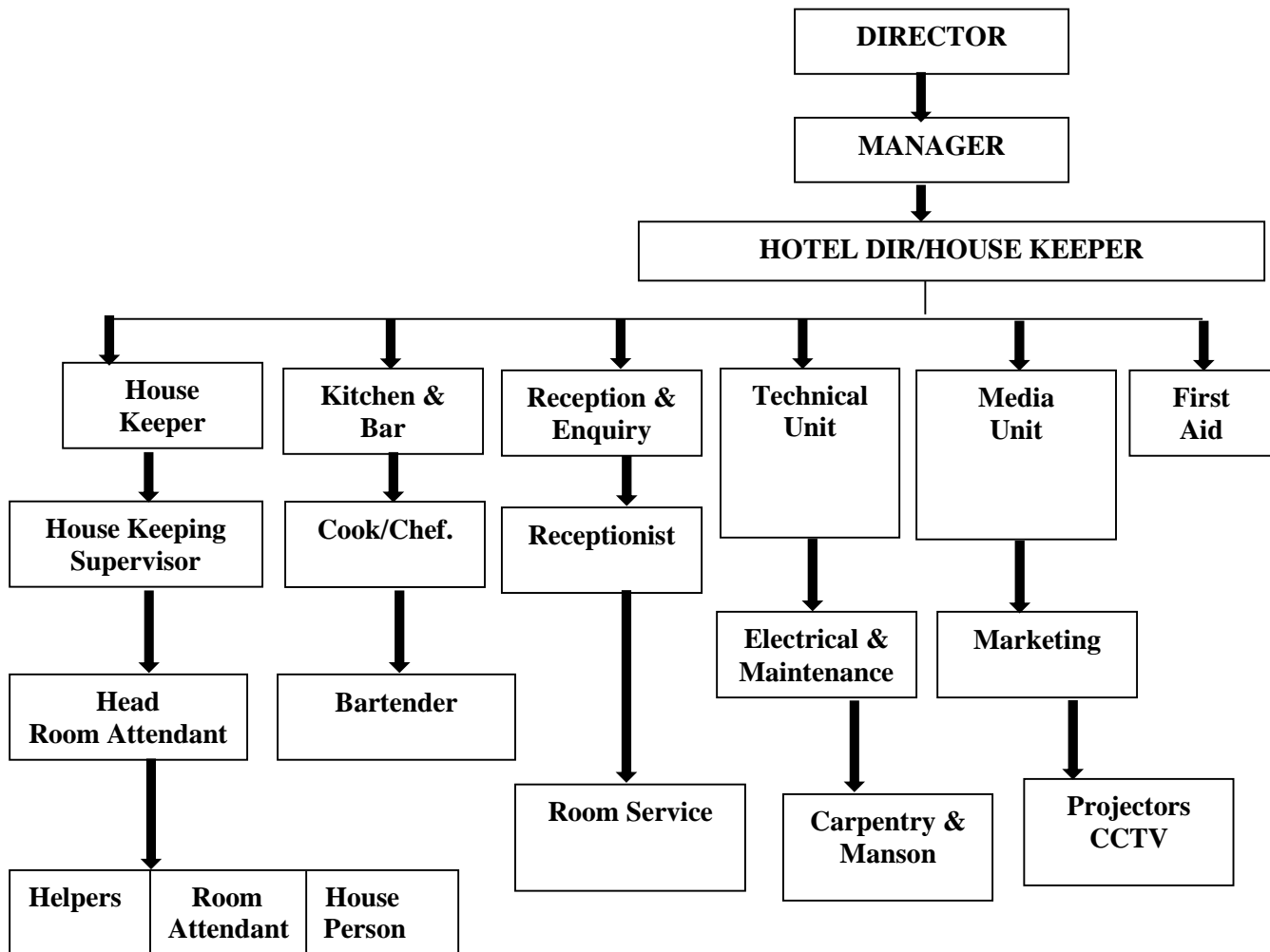
By meeting visitors' needs in relation to cleanliness, upkeep, and hospitality, the Travelers Hotel Ilorin offers a high-quality service and a fun stay. Public spaces are clean and well-kept. The service staff is friendly and accommodating.

Rooms: rooms are equipped with all of the essentials. Tourists will get luxurious linens and functional furnishings. Showers or baths are available in the bathrooms. Hygiene kits have two towels and toiletries for each user.

Location: The central location in Travelers Hotel Ilorin allows for quick access to attractions, dining, and entertainment.

Check-in and checkout: Check-in is at 14:00 and check-out is at 12:00. For a charge, early check-in and late check-out are available.

ORGANIZATION STRUCTURE OF TRAVELERS SUIT & GARDEN, GRA, ILORIN KWARA STATE



CHAPTER THREE

STUDENT SPECIFIC AREA OF INVOLVEMENT IN VARIOUS SECTOR/UNIT

During my four month SIWES (Student Industrial Works Experience Scheme) program at Traveler Suit and Garden, Ilorin, Kwara State where I work at their medial unit as a marketer.

The various activities' which I was involved are listed below:

1. Market Research:

The department at which I worked with in the hotel are introduced to the usage of internet and its tools in gathering data on competitor analysis, market trends, customer demographics through surveys, focus groups, and data analysis tools which I benefited as a marketing student.

Identifying potential market segments and customer needs.

2. Market Research and Analysis:

Analyze market data: I supported the marketing team in interpreting research findings and identifying opportunities.

Track competitor activities: I participate in monitor competitor marketing campaigns and pricing strategies.

3. Social Media Management:

Create and schedule social media content: Develop engaging posts, stories, and other content for various platforms.

Manage social media accounts: Monitor comments, respond to inquiries, and build online engagement.

Track social media performance: Analyze key metrics like reach, engagement, and conversions.

4. Content Creation:

Develop marketing materials: During my SIWES I assist the media unit in creating brochures, flyers, email templates, and other promotional materials.

Write blog posts and articles: I contributed to the hotel's online presence by creating informative and engaging content.

Create visuals: We design images, graphics, and videos for marketing campaigns.

5. Sales Support:

Generating sales leads and qualifying potential customers.

Assisting sales teams with presentations and customer follow-ups.

6. General Support:

Learn industry best practices: I gain insights into the hotel industry and marketing strategies.

Network with professionals: The medial unit build relationships with industry professionals and learn from their experience.

Contribute to team projects: Participate in various marketing initiatives and contribute to the overall success of the hotel.

Experience gained during my SIWES attachment:

Practical Experience: I was trained to applying theoretical knowledge to real-world marketing scenarios.

I was trained to handle sales records, customers/lodger booking and trained to handled their snooker game point

Skill Development: I also gained hands-on experience with marketing tools and techniques during my stayed as a SIWES student. I can handle customer relation which is one of best acquired skilled

Industry Exposure: During the short period of SIWES I understand industry trends and best practices.

Networking Opportunities: I was trained to build connections with professionals in the marketing field.

CHAPTER FOUR

PROBLEMS ENCOUNTERED DURING THE PROGRAMME

The main problem encountered during the programme was problem of transportation.

- ❖ Difficulty finding placements in companies with active marketing departments.
- ❖ Being placed in non-marketing roles within a company due to limited availability.
- ❖ Lack of dedicated marketing supervisors with sufficient expertise to guide students.
- ❖ Busy supervisors with limited time to provide proper mentorship and feedback.
- ❖ Inconsistent supervision quality across different placement organizations.
- ❖ Not being involved in critical marketing decision-making processes.
- ❖ Lack of opportunities to execute marketing campaigns from concept to implementation.

SUGGESTIONS AND RECOMMENDATIONS FOR IMPROVEMENT OF THE SCHEME

Suggestion

Suggestion and recommendation are made to the organization and the polytechnic concerning the SIWES program.

Recommendation

To the Organization

- i. The hotel management should try and acquire modern machine/equipment in media unit for easy and fast access to market strategy and other concern area of placement.
- ii. They should provide a standard and well equipped office where skills are required

To the Polytechnic

1. The polytechnic should ensure that allowance given to the student is increased and paid promptly.
2. The SIWES coordinator of the polytechnic should try and write to various organization for placement of their student for SIWES or I.T program

