



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

**HELD AT**

**JIRIKA CONSULT**

**BY**

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## **ABSTRACT**

The Student Industrial Work Experience Scheme (SIWES) is an essential aspect of tertiary education in Nigeria, aiming to provide students with practical experience in their chosen fields. This report presents my 14-week SIWES tenure at JIRIKA CONSULT within the Marketing Department. Throughout this period, I engaged in various marketing functions, including market research, advertising, sales promotion, and customer relationship management. The report delves into the specific activities undertaken, challenges encountered, and the strategies employed to overcome them. It also assesses the impact of this industrial training on my professional development and offers recommendations for both MTN Nigeria and future SIWES participants to enhance the effectiveness of the program. This experience has significantly bolstered my marketing acumen and prepared me for a successful career in the telecommunications industry.

## **ACKNOWLEDGMENT**

I would like to express my sincere gratitude to God Almighty for the wisdom, strength, and opportunity to complete this Student Industrial Work Experience Scheme (SIWES). My special appreciation goes to [Supervisor's Name] and all the staff of the Marketing Department at JIRIKA CONSULT for their mentorship and guidance during my training.

I also extend my appreciation to my Kwara state polytechnic and the SIWES coordinator for their support in ensuring a successful industrial training program. Finally, my heartfelt gratitude goes to my family and friends for their encouragement throughout this journey.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of SIWES**

The Student Industrial Work Experience Scheme (SIWES) was introduced by the Federal Government of Nigeria in collaboration with the Industrial Training Fund (ITF) to provide students with practical knowledge and work experience in their field of study. The scheme bridges the gap between theoretical knowledge gained in the classroom and practical applications in the industry.

#### **1.2 Objectives of SIWES**

The objectives of SIWES include:

- To expose students to real-life work environments.
- To provide students with hands-on experience in their field of study.
- To enhance students' skills and knowledge of industrial operations.
- To improve employability through practical training.
- To enable students to develop problem-solving skills in workplace settings.

#### **1.3 Significance of the Training**

This training is important as it equips students with industry-relevant skills, enhances professionalism, and prepares them for future career opportunities. It also provides students with networking opportunities with professionals in their field.

## **CHAPTER TWO**

### **DESCRIPTION OF THE ORGANIZATION**

#### **2.1 BRIEF HISTORY OF THE ORGANIZATION**

MTN Nigeria operates a branch in Kwara State, serving as a key customer service and marketing hub in the region. The branch provides services such as SIM sales, SIM swaps, National Identification Number (NIN) enrollment and support, postpaid and prepaid services, sales of MTN gadgets and devices, as well as Wi-Fi and router sales.

As part of MTN Nigeria's national expansion strategy, the Kwara branch plays a crucial role in providing localized customer support and marketing services. The branch ensures that MTN remains competitive within the region while maintaining strong customer relationships and brand presence.

#### **2.2 ORGANIZATIONAL STRUCTURE**

The company operates under a structured hierarchy, with different departments performing specific roles. The Marketing Department is responsible for promoting products and services, generating leads, and improving customer relationships.

#### **2.3 ROLE OF THE MARKETING DEPARTMENT**

The Marketing Department plays a critical role in the organization by:

- Conducting market research and competitor analysis.
- Developing marketing strategies and campaigns.
- Managing digital and traditional advertising.
- Handling public relations and corporate branding.
- Enhancing customer engagement and satisfaction.

## **CHAPTER THREE**

### **ACTIVITIES PERFORMED DURING TRAINING**

During my SIWES training at JIRIKA CONSULTI was assigned to the Marketing Department, where I participated in various activities. Below is a week-by-week breakdown of my experience and tasks performed:

#### **WEEK 1: ORIENTATION AND INTRODUCTION**

- Introduction to MTN Nigeria, its mission, and core values.
- Overview of the Marketing Department and its operations.
- Meeting with my supervisor and team members.
- Understanding workplace ethics and policies.

#### **WEEK 2: MARKET RESEARCH AND CUSTOMER ANALYSIS**

- Assisted in conducting customer satisfaction surveys.
- Gathered feedback on MTN's products and services.
- Analyzed customer preferences and behavior.
- Learned the importance of data in marketing decision-making.

#### **WEEK 3: ADVERTISING AND PROMOTION**

- Assisted in the design of promotional materials (flyers, posters, and brochures).
- Learned how to create digital marketing content.
- Assisted in setting up promotional banners and stands.
- Participated in brainstorming sessions for new marketing strategies.

#### **WEEK 4: SALES SUPPORT AND LEAD GENERATION**

- Engaged in direct marketing and sales support.
- Assisted in identifying potential customers for MTN services.
- Collected and managed customer data for future campaigns.
- Learned how to track sales performance and customer conversion rates.

#### **WEEK 5: CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**

- Learned about the role of CRM in business growth.
- Assisted in handling customer complaints and inquiries.
- Responded to customers via email and phone.
- Gained experience in resolving customer disputes professionally.

#### **WEEK 6 – SOCIAL MEDIA AND DIGITAL MARKETING**

- Assisted in managing MTN's local social media pages.
- Created engaging content for marketing campaigns.
- Learned about social media analytics and engagement strategies.
- Monitored social media trends and competitor activities.

## **WEEK 7: EVENT PLANNING AND SPONSORSHIP**

- Assisted in planning a promotional event.
- Helped coordinate logistics for MTN-sponsored community programs.
- Learned how corporate sponsorship enhances brand visibility.
- Interacted with customers to promote MTN's services at the event.

## **WEEK 8: TELECOMMUNICATIONS PRODUCT KNOWLEDGE**

- Understood MTN's range of products and services.
- Learned about mobile data plans, call bundles, and business solutions.
- Assisted in educating customers about new MTN offers.
- Gained insight into mobile network operations and infrastructure.

## **WEEK 9: COMPETITOR ANALYSIS AND BRAND POSITIONING**

- Conducted research on MTN's competitors (Airtel, Glo, and 9mobile).
- Analyzed competitor marketing strategies.
- Assisted in drafting reports on market positioning.
- Learned how branding impacts customer perception.

## **WEEK 10: PUBLIC RELATIONS AND BRAND MANAGEMENT**

- Assisted in writing press releases and public announcements.
- Participated in customer engagement programs.
- Learned how MTN manages brand image and corporate reputation.
- Understood crisis management strategies in telecommunications.

## **WEEK 11: SALES REPORTING AND DATA ANALYSIS**

- Assisted in compiling sales performance reports.
- Learned how to use Excel and data visualization tools.
- Analyzed sales trends and customer buying behavior.
- Gained experience in preparing sales presentations.

## **WEEK 12: FIELD MARKETING AND OUTREACH PROGRAMS**

- Participated in direct field marketing activities.
- Interacted with local businesses to promote MTN services.
- Assisted in setting up community engagement booths.
- Gained confidence in face-to-face customer interactions.

## **WEEK 13: PROJECT MANAGEMENT AND TEAMWORK**

- Worked on a group project to develop a new marketing strategy.
- Learned about the importance of teamwork in executing campaigns.
- Assisted in budgeting and resource allocation for a campaign.
- Developed presentation skills for marketing proposals.

## **WEEK 14: FINAL EVALUATION AND REPORTING**



- Received feedback from my supervisor and colleagues.
- Prepared and submitted my SIWES final report.
- Discussed lessons learned and how they apply to my career.
- Appreciated the importance of hands-on experience in marketing.

## **CHAPTER FOUR**

### **SKILLS ACQUIRED AND CHALLENGES FACED**

#### **4.1 Skills Acquired**

Throughout my training, I acquired the following skills:

- Practical experience in digital marketing and social media management.
- Improved communication and customer relationship management skills.
- Data analysis and market research techniques.
- Graphic design and content creation for advertisements.
- Teamwork and collaboration skills.

#### **4.2 Challenges Faced**

Despite the valuable experience gained, I encountered several challenges:

- Adapting to a fast-paced work environment.
- Managing multiple tasks and deadlines.
- Understanding customer preferences and expectations.
- Handling demanding clients and customer complaints.

#### **4.3 Solutions to Challenges**

- Adapted by improving time management skills.
- Sought guidance from supervisors and senior colleagues.
- Improved problem-solving skills through practical learning.
- Developed patience and professionalism when dealing with customers.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Conclusion**

The SIWES training at MTN NIGERIA provided me with a platform to gain hands-on experience in the marketing field. I was exposed to real-life challenges, acquired new skills, and learned how to apply marketing principles effectively. The experience significantly contributed to my personal and professional growth.

#### **5.2 Recommendations**

- Organizations should provide structured training programs for SIWES students.
- More opportunities should be given to students to handle real projects.
- Institutions should ensure that students are well-prepared before their industrial training.
- SIWES students should take the training seriously and actively participate in all activities.