

APPRENTICESHIP REPORT AT RAJAWALI GROUP

Rajawali Group is a distribution company with a large distribution area across West Java. Some of the products that the company distributes are well known electronic products such as UPS, digital camera, handy cam, and so forth. The company also has cooperation with one of the suppliers in Taiwan.

Based on the company's profile mentioned above I choose to take a part time job at Rajawali Group. The reason is because I feel that I could have an opportunity to improve my English there. I am also interested to know more about electronic products and its latest development.

During the apprenticeship, I am assigned to work as a Marketing Assistant. A Marketing Assistant is a suitable position for me because in there I am going to deal with foreign companies. It means that English language competency is needed in order to communicate. There are several requirements to get a position as a Marketing Assistant. First, the person has to hold a minimum of D3 title and has to be able to use English both oral and written. The next skill required is computer skills, where he or she has to demonstrate his or her skill in using MS Word, MS Excel, and email correspondence. Last but not least a Marketing Assistant must have good communication skills, able to cooperate with others, also have a self discipline, be punctual, and be honest.

The job that I need to do basically can be divided into daily, weekly, and monthly activities. What are included in daily activities are placing the buying invoices in order, collecting the dealer's name, typing the items bought with its buying amount. These activities need to be done carefully as there are some products which should be treated differently, for example: Nexus. Nexus is a brand name for computer accessories. Some of the products under the Nexus brand are flash disc, UPS, and mouse. It is the company's regulation that in every purchase of Nexus items the dealer will be given a certain point. The points are calculated weekly and it can be exchanged with rewards.

After all data is checked it has to be put into a certain file in the computer. This file, later on, will be printed and used as a report to the Marketing Manager. If this report is approved by the Marketing Manager, then the next thing to do is collecting this report. The compiled report should be sent to the suppliers via email every Saturday morning. In case, there is an incorrect data on the report, the supplier will inform for re-confirmation.

Every month, I have to compose a monthly report. A monthly report is a report that contains detailed information about every Nexus items bought by a dealer together with its point calculation per month. A copy of the report will be sent to suppliers and the original report will be kept as the company's administrative file.

From the explanation above, the main jobs as a Marketing Assistant in Rajawali Group are inputting and converting sales records, composing monthly reports, preparing and sending the reports.

I feel that preparing a point calculation report on the Nexus products is the most difficult activity. The difficulty is when I have to convert any Nexus product sales records into points. Each invoice has to be checked one by one. I

have to make sure that each invoice with Nexus products on it is recorded into a point calculation report. This activity requires carefulness and patience.

Some of my activities require a good proficiency skill in English. I predict it is about 40% of writing and 40% of reading skill are needed to accomplish my job. Writing and reading are needed in composing reports, reading and replying emails. On the other hand, listening and speaking skills are used once in a while during telephone conversations with the foreign customer. I predict about 10% of each, is used. Departing from the explanation above I conclude that English plays an important role since most business transactions are made in English.

My background education at D3 English gives me all the skills needed to perform the job well. Subjects like Writing, Listening for Business, Speaking Skill in Business, Vocabulary for Business and Public Relations Communications have provided me with many advantages for this job.

Other lesson that I get during the apprenticeship is that I learn how to work together as a team. I also notice that each individual is different and unique. The differences must be put aside so that we can cooperate and accomplish our job. I have to learn to adapt myself into a new working environment and work together with the other workers as a team.

After finishing my part time job at Rajawali Group, my supervisor also gives some constructive inputs. The supervisor thinks that I have good writing and reading skill. I do not find any difficulties in making report, reading and replying email. On the other hand, the supervisor feels that I have a little problem in using my English in conversation with foreign clients. I realize this because I feel nervous when talking to a foreigner and moreover the clients are from Taiwan. The conversation is even more difficult due to the fact that Taiwanese has a different and unique accent that is quite difficult to comprehend.

I would also like to give some suggestions to the company and D3 Networking. I suggest Rajawali Group upgrade the computer with the latest software and hardware. Lots of data are processed everyday, so a good computer will help the job to be completed effectively and efficiently. I also hope that there will be a continuous relationship between Rajawali Group and D3 Networking, especially in the apprenticeship program. Another suggestion is that I hope D3 Networking can provide an easy access to the next student who's going to work there as a Marketing Assistant.