

# **APPRENTICESHIP REPORT AT PD. SENTRA MULIA TEXTILE**

## **Rational**

The reason why I have choose PD. Sentra Mulia Textile as the place of apprenticeship is because Textile Company has wide aspect and has relation with companies from other countries. By doing the apprenticeship I want to apply my English skill and my knowledge of English for Business. Besides, I have taken the subject of English for Public Relation, which I think can be put into practice if I do the apprenticeship in business field. Moreover, I am interested and I hope to develop my career in the business field in the future. Lastly, I also want to practice my English competence in the real world in making a good relationship with all customers especially foreign customers.

## **Concise History of the Institution**

PD. Sentra Mulia Textile was established in 1999 at JL. Tamim 41. This company has 15 employees for non-production department and specializes in selling material for uniform and trousers.

The company not only sells its product to big cities in Indonesia such as: Bandung, Jakarta, Medan, Surabaya, Semarang, but it also has cooperation with local and foreign garment companies.

## **Job Description**

During the apprenticeship, I work as a staff marketing. In order to be a Staff marketing I have to fulfill some requirements. As a staff marketing I must be honest, friendly, responsible and cooperative. The supervisor teaches me how to handle telephone calls especially from foreign customers and

offers a new product to customers especially to foreign customers. Before I explain a new product to the customers, the supervisor usually gives me guidance how to do it.

The other activities I do are explaining the product and its price to the customers and writing reports to the supervisor about the product that I have already promoted whether it has been a success or not by the end of the week.

### **The Relationship In and between the Departments**

The working system of a non-production department in this company is divided into several divisions. Every division is connected one with another. For example, the marketing staff accepts an order. The order must be known first by the supervisor and distributed to the marketing manager. The marketing manager follows up the order to the factory with the price that has been dealt with the customer. After that the marketing manager gives a report to the superior.

In the following I want to show the process from the order to the product delivery. After the transaction has been made, the Marketing Department has to confirm to the Warehouse Department and checks whether the product is still available. If it is available, the Warehouse Department has to re-check the product that will be delivered and makes sure that the products are in good condition. If some products are broken the Warehouse Department has to tell the Marketing Department immediately then the Marketing Department has to give an order to return them and tell the superior and it is also their responsibility to deliver the products on time and tell the customer that the products are ready to be sent. However, if the stocks are not ready, the Marketing Department has to order the products to the factory immediately.

### **The routine activities**

During the apprenticeship I work from Monday to Saturday. The office hour is from 9am to 4pm. My routine activities at the first week are not very full because I only have to suit myself to the new environment. The supervisors always accompany me. She ask me to introduce myself to all the staff. Besides, I was also taught how to explain and promote a product especially new product to the customer by the Marketing Manager. I also have to ask questions if I did not understand the instruction given. If I receive an order I have to give a report to my manager. The other activity I do was I have to explain the product, the price, and the color of the materials to foreign customers and serve the customers' well. Moreover, I also have to handle telephone call, and complaints from the customers. The supervisor always accompanied me when I met a customer, so that I can understand more about textile. Before the products were sent to the customers, I have to call the Warehouse Department and make a note then wrote a report to the manager. While doing my routine I get help from other staff to avoid making mistakes. At the end of the week I have to give a report about the product sales.

The most dominating task from the above routine activities is when I handle foreign customers I have to explain about the quality, the price and the color of the material. Sometimes I have to handle customers' complaint about the price, for instance if the price offered is too high and the period time of payment is too short. I also had to promote a new product that would be launched in few months' time creatively.

### **The use of English**

In general, studying English comprises four aspects; they are speaking, listening, reading and writing. During the apprenticeship I use the four aspects of English skill.

However, from these four aspects only two aspects that are mostly used, they are speaking and listening. These two aspects are usually used because I often serve the customers for example receiving and giving news through the telephone and negotiating about the price and also telling the customer if the shipment is late. Sometimes the customers give me suggestion and criticism, which certainly is good for my progress.

In reading and writing aspects, I receive and read fax from the customers. If there is a complaint from the customer about the defect of a product or the late shipment, I have to write a letter of apology to them especially to foreign customers.

### **Evaluation**

After doing my apprenticeship I realize the use of English is very important especially in communication. Furthermore, I get a little experience in textile business and I hope that after doing this apprenticeship I can be familiar with this kind of business.

During my apprenticeship, I find that the apprenticeship program has strength. The strength is I can improve my speaking and listening skills and put my English knowledge into practice by communicating with the foreign customers.

Beside the strength, the apprenticeship program has also a weakness. The weakness of this apprenticeship is due to my poor grammar so as a result I sometimes feel stuck while communicating with customers and writing letters because I am afraid of making mistakes.

### **Suggestion**

After the apprenticeship, I have some suggestions for the Institution and the Non –Degree program. For the Institution I think it will be better if the company adds more employees so that the job can run better. Furthermore, the

company should pay attention to the price offered to the customers and also the time of payment should be adjusted so that the company can compete with the competitors.

For the Non-Degree program Networking Center, the writer hopes that the lecturers can give more guidance to the students so that they will not feel confused when doing the apprenticeship.