

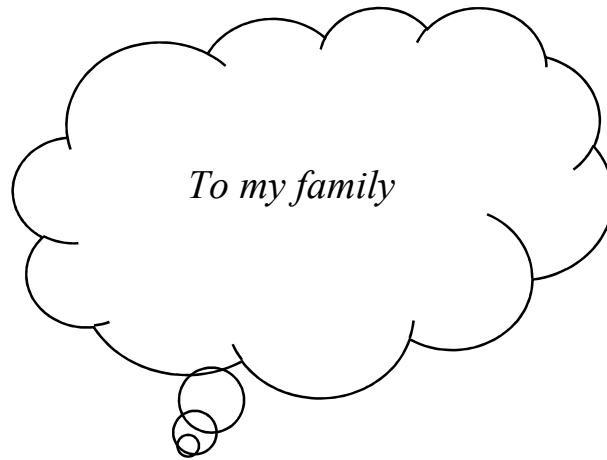
## **DECLARATION**

Akia Samuel Chah (UBa20E0492) hereby declares that this report is written by me and it is as a result of personal internship done at NNWEMPIRE enterprise Bamenda, Cameroon, from the 2<sup>rd</sup> of August 2021 to 4<sup>th</sup> of October 2021. It has not been presented before or by any other person for academic purposes. All borrowed ideas in this work have been acknowledged in the quotations and also in references.

## ACKNOWLEDGEMENT

- I render sincere thanks to the management and staff of NAHPI (National Higher Polytechnic Institute) Bamenda, especially my HOD who gave me this opportunity to practice in the field and also impacted the knowledge I used to successfully complete this internship.
- My sincere gratitude goes to the management and staff of **NNW EMPIRE ( The Company Name will soon be changed to NNEXTECH)** in Bamenda especially the Supervisor and the owner of the enterprise MR NGONG NERI WULJUNBA-A for his constant guide and patience throughout this internship period. I am indeed grateful.
- My sincere thanks go to my family especially my parents for their continuous support in helping me realize this report. Great thank to my family for their financial and moral assistance needed for the realization of this research report.
- I also thank my friends, classmates and the other interns for their concern and encouragement.
- And most importantly, I would like to express my sincere thanks to the Almighty God for His love, benevolence, forgiveness and generosity.

## DEDICATION



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## **LIST OF ABBREVIATIONS**

**NNWEMPIRE:** NGONG NERI WULJUNBA-A Empire

**HTML:** Hyper text mark-up language

**CSS:** Cascading style sheet

**CMS:** Content management system.

**ICT:** Information and communication Technology.

**JS:** Java Script

**WYSIWYG:** What you see is what you get.

**SWOT:** Strengths, Weaknesses, Opportunities and Threats

## ABSTRACT

Internship the core of new curriculum is one of the main changes that were introduced to help students to integrate a thought and to provide dynamic linkage between the industry and the universities institutions of technology to meet the demands of the ever-economy of Cameroon.

As being one of the beneficiaries of this program, we were able to incubate new ideas and meet the demands of the internship we were assigned for.

Internship is also without a shadow of doubt will place the students a dynamic environment and make students test and smell a new working environment. This strange environment shines a new light on our life to cultivate our theoretical backgrounds and made us to know the hidden secretes of this world.

This report has been presented based on my observation I gathered from the enterprise. My intention was done for a month. Though it extended a little. This was NNWEMPIRE Bamenda.

After knowing all the scenario of procurement process and various services of the enterprise, I came up with some recommendations. The report also consist recommendation and conclusion according to my point of view, which I think would improve the organization in the following aspects.

***Keywords: internship, website, software engineering.***



# CHAPTER ONE

## 1.1 GENERAL INTRODUCTION

The internship program is designed to provide students engaged in a field experience with an opportunity to share their insights. NAHPI (National Higher Polytechnic Institute) Bamenda has added this internship program for the students to introduce them to the professional life, to explore the links between students' academic preparation and their field work, and to assist participants in developing and carrying out the major research project which will serve to culminate their internship experience.

Internships are individualized and tailored to the needs and interests of each student in the program. As part of the internship experience, I select NNWEMPIRE a web design and graphic company as an interest to serve as a transition from the academic experience to the professional setting. Since the internship is designed to meet our needs and interests. This requires careful thought, planning, and an initiative on my part to locate an appropriate web design and graphic site.

This is the internship report based on the two-months long internship program that I had successfully completed at NNWEMPIRE in Bamenda as a requirement of my second year, second semester course.

## 1.2 BACKGROUND OF INTERNSHIP

An internship is a period of work experience offered by an organization for a limited period of time. Through internship I got to know the real working environment that was very much awesome. During my internship, I got a chance to work in the department to know about how the company functions. All my experience helped me realize parts like group work, work environment, necessary programming languages use by most website and companies. Thus, the internship duration provided me with the opportunity to broaden my knowledge, acknowledge my strengths/weakness that would be more helpful to shape up my career in the future.

## 1.3 QUALITIES OF INTERNSHIP

### ➤ *Plan in advance for success.*

Taking a thoughtful approach to intern support will lead to greater success. Academic internship programs should be centrally coordinated and should support students by establishing a learning contract and learning objectives. Internship sites should have a centrally coordinated internship program with the support of organizational leadership. Sites should

define goals in advance of recruiting an intern, and each intern should have a specific position description of what he or she is focusing at.

➤ ***Design substantial, meaningful work assignments.***

Interns who know the importance of their work, perform better and are able to work more independently on their assignments as well as their learning objectives. Academic programs should help students find internships that are a good match for their course of study and personality. Sites should explain the importance of work assignments to interns and every internship should include projects for which the intern has distinct ownership to and to accomplish. Most importantly, the expectations of an internship should match the academic institution's expectation for credits per hour of class and out-of-class time.

➤ ***Provide a designated workspace and necessary resources.***

To be effective in their roles, interns need equipment, supplies and resources to produce high-quality work. When a site invests in its interns, the result will be higher quality work, greater achievement of academic objectives, and a better overall experience for the intern. Academic programs should advocate for this investment in interns by internship sites.

➤ ***Orient and train interns.***

Setting clear expectations is the cornerstone of any partnership. Academic programs should orient interns to their learning objectives and expectations for completing academic projects based on their experience. Sites should orient interns to their organization and train them in their assignments.

➤ ***Make interns part of the team.***

Teamwork means the whole is greater than the sum of its parts. Sites should ensure interns are introduced to staff, including front-line service staff, administrative staff and leadership. Interns should be included in staff meetings, employee recognition activities and have the opportunity to collaborate with coworkers, including staff and other interns. Academic programs should advocate for the full integration of interns into organizational life.

➤ ***Utilize a structure for strong supervision and regular feedback.***

Interns require and expect regular direction and feedback. Making time for the additional feedback interns need can sometimes be more easily said than done by a site supervisor or

academic program representative. Sites and academic programs should develop systems for regular communication with interns, so these important interactions remain a priority.

➤ ***Practice a structured evaluation process.***

Each partner's objectives will be more fully met when a structured evaluation system is used. Based on the objectives established and documented by all three partners at the internship's beginning, the intern should participate in a mid-term and final evaluation. This will increase performance and enhance the intern's learning experience.

➤ ***Provide opportunities for professional development.***

Internships are a learning experience. Sites should provide access to resources for intern training and professional development, including opportunities to network with professionals from the intern's field. Academic programs should support interns with career-related training.

➤ ***Require reflection exercises.***

Reflection is a process designed to enhance an intern's learning experience. Academic programs should require interns to participate in reflection exercises such as journaling. Sites should support interns by providing time for reflection and by assisting with the requirements of reflection projects. Also, internship sites should help the intern translate and communicate about their experience for the purpose of job searching.

➤ ***Provide closure.***

Interns change and grow through their experiences, and an opportunity to close them internships with a culminating experience will enhance learning. Final presentations, exit interviews, and recognition should be provided by both sites and academic programs.

## **1.4 OBJECTIVES OF INTERNSHIP.**

The primary objective of the internship is to generate a thorough understanding of the workplace relationship, performing of the activities and engaging oneself in the working environment. In a way, it is more of getting practical implication of all the studies, theories that I had acquired so far and putting them in practice. This would help me to pave a way towards growth in my academics, as well as personal development.

### **1.4.1 Main Objectives**

- To enable the students, apply the theoretical knowledge acquired in the class in a real work situation
- To acquire practical skills of office management such as human and non-human resource management.
- To expose the student to the employment market such that they can be able to create a healthy relationship with employers in order to secure jobs.
- To implement the policy of the institute that the program is an obligation to all the students which marks are awarded for.
- To develop interpersonal, managerial and communication skills.
- To be a valuable asset for the enterprise by contributing positive aspects.

### **1.4.2 Specific Objectives:**

These are some of the aims of the enterprise involved in this case. Computer associates aim at providing technical assistance to both small and medium size firm in implementation, design, analyses, program and maintain computer systems. They are equally involved in training people. They equally do the following:

- To experience the real world.
- To compare the scenario with the lessons learned in the University of Bamenda.
- To know how NNEMPIRE operates, challenges face by NNEMPIRE and give necessary recommendations.

## 1.5 IMPORTANCE OF INTERNSHIP

### 1. To the Student

#### ***Application of education and career exploration.***

Internships are a great way to apply the knowledge from the classroom to real-world experience. Learning is one thing, but taking those skills into the workforce and applying them is a great way to explore different career paths and specializations that suit individual interests.

#### ***Gain experience and increase marketability.***

Having an internship, gives you experience in the career field you want to pursue. Not only does this give individuals an edge over other candidates when applying for jobs, it also prepares them for what to expect in their field and increases confidence in their work.

#### ***Networking.***

Having an internship benefits you in the working environment, and it also builds your professional network. There is a 1 in 16 chance of securing a job by connecting with people, so networking is critical. Internships provide a great environment to meet professionals in the career field you want to pursue, as well as other interns who have similar interests.

#### ***Professionalism.***

Internships can provide students with the soft skills needed in the workplace and in leadership positions. In a LinkedIn Skills Report (2018), 57% of people rated soft skills as being more important than technical skills. Skills, such as communication, leadership, problem-solving, and teamwork can all be learned through an internship and utilized beyond that experience.

#### ***Learn how a professional workplace operates.***

Depending on your major, you may read about how organizations thrive and function in textbooks, hear from guest speakers who talk about organizational structures, or dive into case studies about workplace culture, but nothing compares to living the actual experience. Internships help students learn all about workplace culture, employee relations, and leadership structure, which should help them onboard in their first professional job with more ease than if they haven't had professional experience at all.

#### ***Build your resume.***

Most organizations and jobs that you apply to following graduation want employees to have some sort of professional experience, even for entry-level jobs. In the event that you are a finalist for a position and haven't had an internship experience but the other finalist has, you may lose out on a job opportunity, so make sure you at least have one internship on your resume before leaving college to give you a leg up on the competition.

### ***Gain professional feedback.***

Not only will you be helping out the organization you intern with, but they'll help you out too. While professors and teachers will prepare you for the theoretical side of your field and hands-on projects, internships provide opportunities for receiving feedback from someone who works in your desired field on a daily basis.

### ***Learn from others.***

It might seem common sense – you're interning to learn skills, after all – but don't forget to purposefully observe others in their job role to learn the ins and outs of different positions. Consider asking your supervisor if you can shadow them for a day, along with other people in your department. Ask to sit in on department wide meetings as well. Act like a sponge and soak up all the information you can during your internship – it will benefit you in the long run.

## **1. To the Organization**

- Cost savings Interns are generally viewed as a good source of low cost labour for industry.
- Interns can undertake 'back-burner' or value added projects, which might not otherwise be done.
- Employers can utilize interns as resources during busy periods. In addition, recruitment and training costs are reduced if firms employ the interns after the internship is completed.
- The internship acts as a trial period for both the employer and the student.
- Employers can assess the likelihood of a fit between a prospective employee and the organization.
- Students gain valuable real-world experience and this reduces the adjustment period, which is required when starting employment. For example, interns do not need as much socialization, training and time for adjustment as new recruits.

- The literature highlights the potential benefits of networking that can arise from internships, but does not offer meaningful examples of such networks. The formation of social networks which arise from internships is a key potential benefit of internships in the entrepreneurship sector. Such networks may be useful for sharing knowledge and can help entrepreneurs to identify opportunities in the market as well as gain access to the resources required to take advantage of potential opportunities.

### **3. To the University**

It enables the university to have inter-relations with most organizations.

#### ***Organization of the report***

The overall structure of the report takes a form of five chapters including chapter one which is the introductory chapter.

Chapter two begins by illuminating the background of the company, mission and vision, values and also laying out; service of the company, customer of the product and product range.

Chapter three is concerned about Internship experience and the activities involved in the building a good website and programs. A detailed explanation is given.

The fourth section presents the main activities performed during the entire internship period, the challenges faced and the SWOT analysis.

The last chapter includes the conclusion and recommendations of this exercise.

## CHAPTER TWO

### OVERVIEW OF THE ORGANIZATION

#### 2.1 BREIF HISTORY

**NNW EMPIRE ltd** is an Information Technology Corporation conceived to offer Information and Communication Technology services such as website Design/Development, Graphic Design, photography and Video Production (mostly for advertisement), Information and Communication Technology Lessons (Programing Languages: HTML 5, CSS 3, JAVA SCRIPT, PHP, CMS and more) and High-Quality Reprographic Services. It is conceived to fill the void created by limited and inefficient Information Technology Services in Bamenda and its environs. The world is fast going digital and ICT is gradually becoming a part of everyday life. As a result, the creation of this Information Technology Corporation is to provide accessible, quality and cheap ICT services to the people of Bamenda and its environs but expanding to an international level. NNW EMPIRE started by providing limited but gradually expanding Website Design /Development Services, Graphic Design Services, Reprographic Services. This enterprise is owned by *NGONG NERI WULJUNBA-A*, who oversees the management and work with competent staff to get the enterprise on a sound financial, operational and managerial footing.

**NNW EMPIRE ltd** focuses on providing prompt, holistic and reliable information and communication technology (ICT) service to schools, companies, non-governmental organization, and affordable ICT education to youths all over Cameroon and the world. Customer satisfaction is our top on the agenda of the enterprise. The enterprise utilizes latest and most affordable equipment. The management understands that there might be factors that might affect the running of this company such as administrative bottlenecks, equipment failure, power failure etc. For this reason, management clearly defines the functions of various administrators. Equipment repairs will be instant and a standby power generator is made available to be used in case of power failure. Management is doing its utmost best to provide the most satisfying ICT services to its customers. All customers are treated with respect and royalty, on the basis of first come first serve. Customer Satisfaction is our top priority.

A secretariat /Reception is put in place, where customers are welcomed warmly. For a start, a management team made up of efficient Website Designer/Developer, Graphic Designer,



Manager, Receptionist, Qualified Reprographer is employed. Subsequently, the company is still to employ a marketer, an accountant, as the company expands it will look into that.

## **2.2 OBJECTIVES**

The objectives of NNW EMPIRE

- To provide website design/development services that will exceed customers' expectations.
- To provide optimum quality prints, according to customer's demand.
- To establish an information and communication technology (ICT) HOME that will serve most, information and communication technology (ICT) needs of the inhabitants of Bamenda and the world at large if need be.
- To institute an information and communication technology (ICT) Learning Centre that will equip the youths to be technological giants.

## **2.3 MISSION**

The mission of NNW EMPIRE is to promote Website Design/Development and Graphic Design Sector Cameroon by arousing the population's interest in ICT. Also, we are out to provide reliable local and international information and communication technology (ICT) training to people of all sexes and races. NNW EMPIRE is committed to providing services that will exceed the expectations of its customers, resulting in a successful and profitable business.

## **2.3 KEY TO SUCCESS**

### **Equipment, Maintenance and Operation.**

- Good management.
- Best information and communication technology (ICT ) engineers.
- Latest and affordable equipment.
- Fastest internet connection.

### **Staff, Experience, Benefits and Competency.**

- We consider that efficient and specialize staff is crucial for the survival of the company.
- Staff will benefit from increased profits generated by the services they offer.
- Ensure the safety of staff and customers is guaranteed.

**Customers.**

- Focus on customer satisfaction. Reaching out to customers through the social media.
- Enlighten customers on the best designs and printing qualities.

**Finances.**

- Keep an affordable service fee.
- Effective management of company income and expenditure.
- Own a company bank account.

**Marketing and Sales.**

- Aggressively market and create a presence in the town by advertising on media outlets, churches, schools, companies, billboards, public announcements, etc.

**Service Analysis.**

- The company will make sure it serves at least 10 customers a week, gaining at least 20 000 FCFA from the services offered. This will give a total weekly income of at least 100 000FCFA. There will be an exception in public holidays and feast days but the doors of the company will remain open for at least half a day. As a result of increase in turnover, the company will save regularly and will be able to reimburse the capital gotten.

**Marketing Implementation.**

NNW EMPIRE Ltd. through advertisement and optimum service provision is anticipating a growth rate in customers as follows within the first three years, 10%, 15% and 20%. This progressive increase will be fueled by promotion, customer service quality, innovation and research.

It strategy for a successful start is based on quickly creating a high profile and name recognition within the community through public speaking, networking, promotional events, and print advertising. This strategy will be subsidized by a well-trained, highly motivated employees, and a commitment to provide the best care and patient experience possible in every interaction.

NNW EMPIRE Ltd have a competitive edge based on position, quality of products and availability to customers. All these factors will result in high quality services, thus customer satisfaction.