

A COMPANY PROFILE

Sinelco international BV in Ronse , The company I chose to do my work placement. The reason why I chose this company is because my mother works there and it was really convenient for me to go and do my work placement there., she also knows a lot of people and she organised a lot of tasks. The other reason why I chose sinelco is because I have already done a vacation job there before.

The company was founded by Albert Denhaerynck in 1943 at first it was called Sibel and they sold hairnets but this later changed to Prosibel, Prosibel had a bigger product range, they began selling hair and beauty products. After Mr Denhaerynck took over his French competitor Nelson the name was changed to Sinelco International Bv and they began selling more goods to international clients. At this moment, the company is run by an American group called Sally Beauty Holdings. This is done by a board of directors in America, The real reason for creating the enterprise is not known, my guess is for profit.

Sineclo international is a manufacturer of hair and beauty products, like shampoo, make up and many other products related to hair and beauty. Sinelco sells goods but they don't produce them themselves, this makes Sinelco part of the tertiary sector. They do sell products but they only sell them to large clients(barbers and bigger companies), you can only purchase the products in large quantities. They do have retail stores but they belong to Pro-Duo a member of the American group. Sinelco provide the goods for the stores.

Sinelco is a medium/large-sized company, they are located all around the world but they are not as big as Samsung or Microsoft. Sinelco has 50 employees, they are split between the branch in Belgium and the branch in Italy. These two people are essential to the company: Johan ... is logistics director, He looks after all the import and export and he makes sure everything goes as planned . This is a very important task, because the company relies a lot on import and export, The transport costs are a big part of their total cost and Johan keeps track of all of this. Another important employee is Anouk ... she is the customer service assistant, she is the first person who comes in contact with the clients. When the clients have complaints or issues she tries to solve them. Anouk also looks after the web shop. The hierarchy in Sinelco is just like in every other company but they are more spread out there are important people in Ronse, there are important people in Gent but the most important people are situated in America.

Sinelco is a company focused on selling hair and beauty product to mostly big company's or wholesalers

I was working in the accounts department most of the time, but I did a lot of different tasks. I did some accounting this involved invoice management , I worked in the warehouse where I foiled packages, I worked at the IT department and I even went to another office in Gent where I worked at the sales department.

I spoke to a lot of important people I asked them questions about their job, their tasks and I asked the questions I needed for my assignments. It was a busy but fun week.