SUMMARY

DEDICATION

TO MY LOVELY FAMILY

ACKNOWLEDGEMENT

It is generally said that many hands do light work and that intellectual work cannot be achieved alone. I therefore use this opportunity to express my gratitude to those who helped to build up this report through one way or the other. My sincere thanks to

* To the promoter of IME for his training framework
* To MR.TENENG my academic supervisor for guiding me
* TO MY FAMILY for their financial and moral support.
* To THE COMPANY FURTHER MARKET for accepting my internship request
* To GOG ALMIGHTY for the strength and health

FOREWORD

TABLE OF ABBREVIATIONS

RESUME

With the aim of combining theory with practice and confronting us with the world of employment, we completed an academic internship at further market for a period of one month. Its main objective is the distribution of goods and services with a capital of about 18 million of FCFA. We worked more precisely in the sales department where we touched on professional reality of life. During our internship, we carried out several activities including: prospecting, creation of further market accounts, market study, the exhibition of products in the games room.

CHAPTER ONE

GENERAL PRESENTATION OF THE ENTERPRISE

This part comprises of two main chapters. Chapter one takes into consideration the general presentation of the organisation and chapter two has to do with the internship activities.

SECTION 1: GENESIS AND EVOLUTION OF THE COMPANY

1-HISTORY OF FURTHER MARKET

A-HISTORY

The company FURTHER MARKET is a limited company with a capital of 18000000 FCFA which was created for the first time in 2012 in Cameroon, specializing in the development of FM applications under the direction of its promoter MR NGOKU NJIANTIO CEDRIC working in the IT and FM media sector. It is also a social network where we can communicate across the world. In 2020, FM decide to launch into e-commerce on the supervision of its promoter with the aim of creating a commercial place and crucial for daily life in order to satisfy its customers and retain them. For the growth of the FM activity, it formalizes its own supermarket in may2020 which is involved in the distribution of needs and services. It now has several premises, namely one in Yaoundé, the other in Douala and another one in Bafoussam ( the general direction located at Carrefour total in front of ADLUCEM HOSPITAL) and one in Mbouda ( at the entrance of the city) and one in Foumbot open recently.

1. ORGANIZATIONAL STRUCTURE OF FURTHER MARKET
2. DISTRIBUTION OF SERVICE

The organizational structure of FURTHER MARKET is constituted as follows

-The general direction

-Human resources management

-The financial and accounting department

-Technical management

-The marketing department

-The secretarial service

Different departments and services are organized as follows

* 1. General Management(DG)

The Chief Executive Officer (CEO) is responsible for developing general police, define the short, medium, and long term objectives and coordinates the whole company’s activity and service

* 1. The Human Resources Department

She is responsible for managing the company’s staff (their payment, recruitment, their career, etc.) ensures an interface with general management, plays an advisory role with executives, operational

Departments, take charge of the steering impulse and this monitoring project Teams.

* 1. Financial and Comfortable management

Responsible for accounting for all financial operations, the company, the production of summaries and financial operations, the company, the production of summaries and financial management in compliance with legal standards. She within the treasurer’s office responsible for managing the company’s cash.

* 1. The marketing Department

This is the management which is responsible for defining the company’s marketing policy, take care of the permanent search for new clients, ensure the constant animation of the platform, promote the application, organize youth events including miss FURTHER MARKET, supporting orphanages, prospecting new partners and sponsorship of certain events.

* 1. Technical Management

This service has vast technical resources which allows it to develop the added value technology. Thanks to its means, this service makes the necessary investments to an improvement of the means of the application, detect and resolve the various problems that the application may encounter while carrying out its updates; this service also provide suggestions for improvement of the application.

* 1. Secretariat

This is the service responsible for welcoming and directing visitors, managing telephone calls between the outside world and the company, receive, write and transmit mail and emails, ensure the classification and archiving of the files entrusted to them, keep the agenda of her department and her hierarchy and prepare the travel of her hierarchy.

2- FURTHET MARKET ORGANIZATIONAL CHARTS

The organization chart is a schematic representation of functional links, organizational and hierarchy of a company. It thus serves to give an overview of the distribution of positions within a company. (ANNEX 1)

2.1- PRODUCTS

In this part, it is a question for us to present to you the grid of some products of Further Market with their price.

|  |  |
| --- | --- |
| PRODUCTS | PRICE |
| Maggi cube package | 800f |
| Table handkerchiefs | 700f |
| Sugar packet | 750f |
| Broli milk | 1250f |
| Coke zero 1L | 400f |
| Gas refill 12.5kg | 6500f |
| El vino wine | 1300f |
|  |  |

Table 1: Products and Price of Further Market

3. SERVICE OFFERED BY FURTHER MARKET APPLICATION

The main activity of further market is application development. This application offers many services with an interesting module allowing you to perform numerous operations including.

3.1 Sales department

The FM application includes a large module that allows you to:

-Carry out financial transactions (2-starts)

-Buy, order and sell products

-Make mobile money recharges and transfers

-Pay bills

-Pay tuition fees

-Job-provider (the application that connects job seekers and employers)

-Consult on-call pharmacies etc.

3.2 Social Service

The social part of the application offers services such as:

-Perform instant menageries with relationships with other users

-Create relationships with other users

-Write and comment on publications, sponsor events, publications of other from a mobile money account

-Share images that a user has already posted to convey a message

-Appreciate a publication or activity by joining its fans

Just like most structures, FM is in partnership with several companies namely: MTN Cameroon technical partner of FM, Orange money, UBA, Express union

4- MATERIALS

As material used at further market we can talk about

4.1 Vehicles

It is a material which is used to transmit; to move from one place to another.it was used for home deliveries to customers when they made their telephone order; it was also used to transport the company’s purchase.

4.2 Telephone

Instrument which allows sounds to be transmitted remotely via an electrical circuit. When a customer dial the number of the company to place their orders we take the trouble to listen to him and give him all the information possible to facilitate the exchange that will take place between the drivers

4.3 Telephone credit

Every cell phone in the company never ran out of phone credit because a customer could contact us but their credit ended during discussion we have the o obligation to relaunch the call

4.4 Internet package

These internet packages allow us to issue invoices; printed product prices; check the prices of certain product; view orders from customers who already have an account FM and who decides instead to place their orders through the account

5-ENVIRONMENT

5.1 MICRO ENVIRONMENT (internal environment)

Customers can be considered as the final target of a company, it is also the recipient par excellence of a company. Thus, FM thanks to its large field of action has a huge customer, we can cite among others

5.1.1 UBA

Given that most UBA applications were made by FM in return there are straws that they make in FM accounts to pay for the services of these applications and also all FM employees have UBA account in which they receive their salaries.

5.1.2 Express Union

Express Union is in the same direction as UBA but it is not really active; once you have an Express Union account you can directly make your purchases on FM and also you can have money in your FM account and transfer it to your express union account and vice versa

5.1.3 BET MOMO

With BETMOMO their application is hosted on FM since they do not have a server and FM has their own server and when FM hosts your application it means that you will pay the hosting costs.

5.1.4 ENEO

Customer paid their bill to FM

5.1.5 Population

(Each person using the FURTHER MARKET application)

6-Suppliers

Suppliers are considered as people who supplied goods to a customers with a service of quality. FURTHER MARKET uses renowned suppliers including

6.1 MTN

All MTN USSD codes were developed by FM so, MTN pays FM every month for these services that it offers and they provide telephone credit to FM in case of need

6.2 ORANGE

Orange also provides telephone credit to FM and we are in a French-speaking zone and the majority uses orange Sims and OM accounts so FM makes transactions with the latter.

6.3 NEXTEL

NEXTEL is an FM provider in this sense or in lack of telephone credit we made it to NEXTEL they send it to us

7- COMPETITION

It can be like the rivalry which is established between companies, merchants or entrepreneurs competing in the same market segment. For this reason as in all

B-EVOLUTION

After its creation in 2012 by MR NGOKU NJIANTIO CEDRIC, the basic activity of further market has evolved at a very significant speed since 2020 when it was launched in e-commerce and in food and non-food products and is currently a large aggregator and distributor of products and services in the city where it is headquarter. Thanks to its distribution network, it succeeds in satisfying consumers in the cities of Douala, Yaoundé, Bafoussam, Mbouda and Foumbot.

SECTION 2: ORGANIZATIONAL STRUCTURE AND EXTERNAL ENVIRONMENT

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CHAPTER 2

PROGRESS OF THE INTERNSHIP