



SAVONIA

Savonia-ammattikorkeakoulu
www.savonia.fi

Internship Report

04.11.2017

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EIA13SI

Industrial Management

Internship supervisor: Tiina Salli

Supervisor: Daniel Bukin



10.11.2017

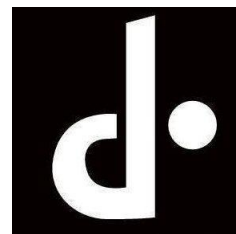
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1 DPOINTGROUP. The company description.

Dpointgroup was created in 2002 by Daniel Gustavo Bukin, a young Argentinean entrepreneur of 21 years old at the time. Dpointgroup is a Spanish company essentially dedicated to the provision of arts services such as the sale and rental of inflatable products (spheres, bottles, movie screen, human spheres, castles), organization of shows, professionals or sports events, graphic design and web design, hire of hall for various events (opening of facilities, product promotions, conventions, corporate dinners, farewell), production of audiovisual equipment. The company's goal is to satisfy every different need of its customers so that they would contact only Dpointgroup for any query. Therefore, the entity operates with methodology in various branches and is working in collaboration with various types of clients such as town halls, advertising companies, advertising and television companies, shops, restaurants, nightclubs and bars. In addition and along with its years of experience, the company also detain a portfolio or many professional technicians' contacts, which are responsible for managing all operations and also many artists as actors, musicians, choreographers, dancers, living statues, magicians, impersonators, acrobats and jugglers. Once specialised in the activities above, the company then indented to develop many different domains of expertise, such as the Web development, the Online marketing, the Mobile application, the Audiovisual commercials, the Advertising support, the Recruitment and training, the Domaining, the Market studies, the Social media marketing and Web Marketing Courses. The specialty of Dpointgroup is the intensive use the Internet as a working tool. Indeed, this medium is interactive, fast and allows to be constantly in touch with the company's partners, suppliers and potential customers and to reach a much wider demand.





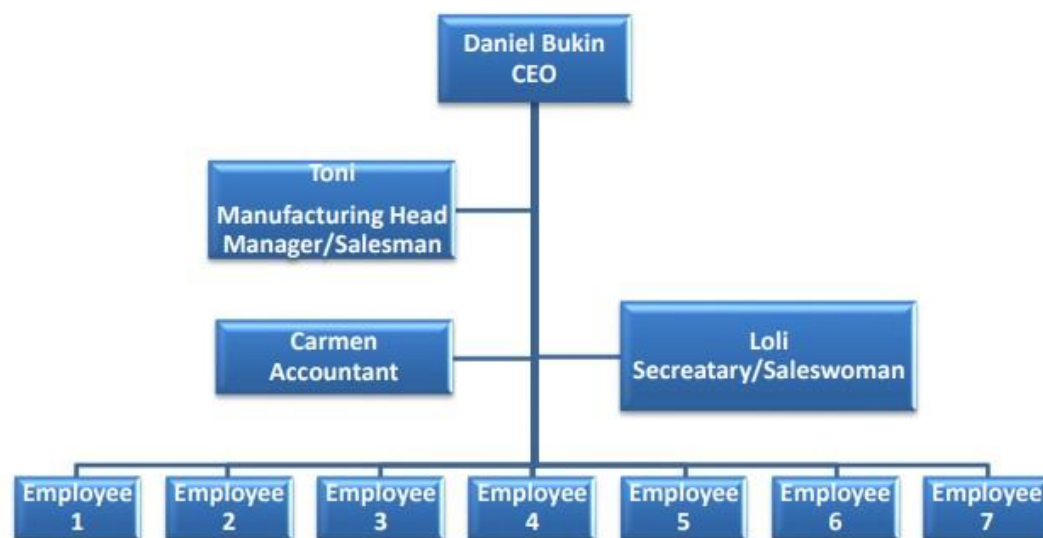
1.1 History of the company

- 2002: Creation of the company by Daniel Bukin. The first activity was the event marketing.
- 2003: Development of the original website Dpointgroup.com.
- 2004: Events production in Dubai, Argentina. Dpointgroup reaches more than a thousand clients.
- 2005: Development of the activity with the inflatable advertising product market. Creation of dpinflables.com.
- 2007: Recession in the event and inflatable product markets in Spain due to the financial crisis. Development of new selling segment in France.
- 2008: Recruitment and formation of the first trainee among the company to sustain the development of the different website and their translation in French. The core competency of Dpointgroup progressively moves from a mere online selling company to an expert in web tool such as Social Media marketing and Google Ad words campaigns.
- 2009: Recruitment of various trainees from different countries (Germany, France, Italy, Spain, Belgium, Holland) to expend the company in Europe.
- 2010: Development of new services related to the use of internet such as online recruitment, Web creation, Search Engine Optimisation, Video and Photo Edition, courses about the use of different tools (E.g.: Google Ad words, Adobe pack, Blogging.)
- 2011 to 2016: More than 50 trainees during the year. Along with the intensification of internet use for companies, Dpointgroup intend to develop its services to company (Web creation, SEO, Design creation, Domain name management) along with its long commercial expertise and skilled trainee in these different fields.



1.2 Organisation chart

Organisation chart



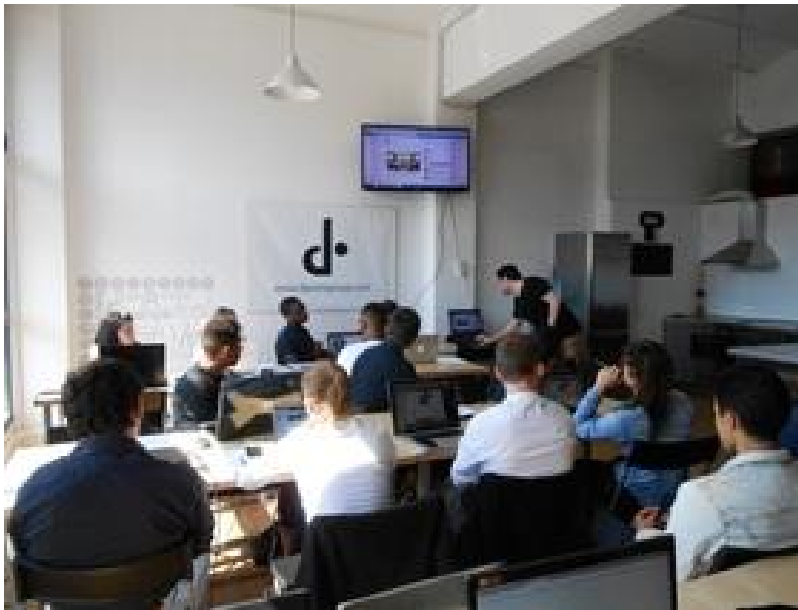


2 Traineeship at Dpointgroup. Job description, work duties.

2.1 Tasks and duties

Detailed programme:

- Marketing online
- Blogging
- Community management
- Sales
- Video processing
- Flyer designing



Also it is performing different marketing campaigns using google adwords, wordpress, facebook, twitter and other social media, as well as viral video campaigns on youtube and on other media in order to increase the promotion of services.



2.2 Internship period

During my internship I have learnt a lot about online marketing issues and sales through the internet.

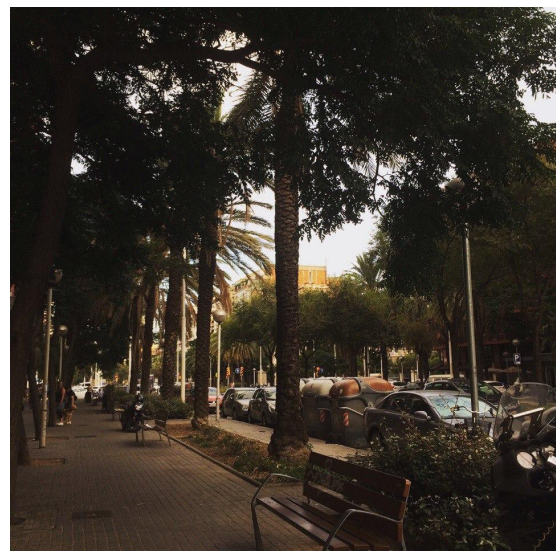
At first, I had to fill the form to take the pass to company's course online platform.

The second step was to research company's prospection materials to start the duties. I have learnt some previous documentation to delve into the heart of the matter.

The third step was to start working online and to make sales and promotion of the products.



And the fourth was the exploring of Barcelona at free time.





3 Evaluation of the internship

I have learnt a lot of new things during my internship at Dpointgroup. It was very good experience because It was a totally different place in comparison with Russia and Finland, I have met a lot of people from all over the Europe I guess. In addition, I familiarized with different online marketing and sales tricks. Last but not the least it was the exploring of Barcelona city.





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Asiakirjan nimi
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