# **Portfolio**

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May-July 2024

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## Introduction

I'm Mark John B. Tabasan, 21 years old, pursuing a Bachelor of Science in Management Accounting at Panpacific University-Tayug Campus. I'm deeply engaged in exploring financial and management accounting as well as how businesses make strategic decisions. This academic journey is complemented by my practical experience as an intern at Terraland Europe, where I'm gaining valuable insights that are shaping my professional development and defining my career goals.

Terraland Europe has given me the opportunity to work in a dynamic E-commerce environment, where I've been able to put my business skills into practice and expand my knowledge. Working with Sir Marco and Sir Jedd, I've learned to enhance product images using Canva to improve customer engagement as well as uploading into Google Drive to ensure the accuracy of every product.

My internship has involved substantial work with Excel, where I've taken on the responsibility of tracking product information and updating master sheets. This task is essential for maintaining accurate and organized product details and status. This hands-on experience will undoubtedly sharpen my analytical skills and enhance my overall competency in data and information management.

Furthermore, I conducted a rate audit for Firmdale Hotels in the UK, specifically for Dorset Square Hotel and Number Sixteen Hotel. These projects demonstrate my ability to apply financial analysis, attention to detail, and market research skills in a practical setting, contributing to my professional development.

My internship at Terraland aims to prepare me for the next phase of my life by providing hands-on experience, helping me build a professional network, and allowing me to understand the company culture. I'm looking forward to developing my skills through real projects, gaining insights into industry practices, receiving feedback, and exploring different roles within the organization, all of which will guide me in clarifying my future career goals.

# **Internship Experience**

During my internship at Terraland Europe, I have immersed myself in a variety of e-commerce projects that have significantly enhanced my professional growth. This position has provided me with invaluable hands-on experience and a deeper understanding of the e-commerce landscape. Under the mentorship of Sir Marco and Sir Jedd, I have developed my skills in product image editing using Canva, focusing on elevating the visual appeal of our product photos to meet our brand's high standards.

In addition to image editing, my role has involved tracking critical product information, including names, SKUs, and variations, as well as downloading the product image and uploading edited product materials to the Shopee dashboard. I have also gained insights into digital marketing strategies and the importance of SEO optimization for product listings. This internship has not only sharpened my technical skills but has also broadened my understanding of consumer behavior and market trends in the e-commerce sector.

This experience has greatly enhanced my understanding of e-commerce and how it operates, especially through a research project we undertook. This task allowed me to dive into various aspects of online retail, such as consumer behavior, supply chain processes, and digital marketing strategies. By studying real-world examples and current market trends, I learned what contributes to success in e-commerce, including the importance of user experience, smart pricing, and engaging with customers effectively.

Working with my colleagues on this project helped me see the best practices in the industry and emphasized how valuable data analytics is for making smart business decisions. Overall, this hands-on approach has deepened my knowledge of e-commerce and has better equipped me for future challenges in this field.

# **Skills and Competencies**

Throughout my internship, I sharpened various skills I can apply in multiple ways. For example, I can use my image editing skills with Canva to design visually appealing marketing materials and social media posts that reflect a brand's identity. My experience in crafting digital marketing strategies will enable me to plan and execute successful campaigns for product launches, while my SEO optimization skills will help improve the visibility of product listings online.

Additionally, my project management skills will enable me to lead team initiatives effectively, ensuring projects are completed on time and within scope. By collaborating with cross-functional teams, I can help create integrated marketing strategies, and my understanding of consumer behavior will guide product development to meet market demands.

Furthermore, my market research skills will provide insights into competitors, while my creative problem-solving will assist in overcoming challenges that arise in a dynamic e-commerce environment. Overall, these applications will strengthen my professional capabilities and enhance my contributions in future roles.

## **Achievements and Contributions**

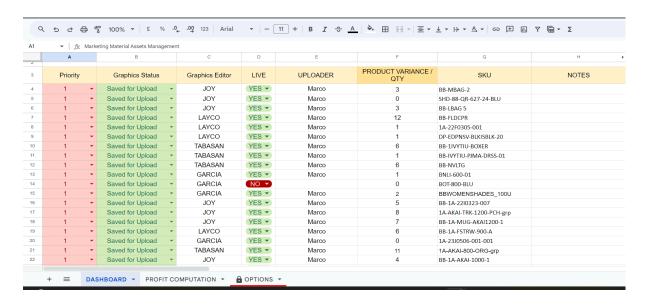
During my internship, I focused on enhancing my skills in editing eye-catching product images. I learned how to create visually appealing visuals that attract customers and effectively showcase products. This experience has not only improved my design abilities but also taught me the importance of high-quality imagery in online retail.

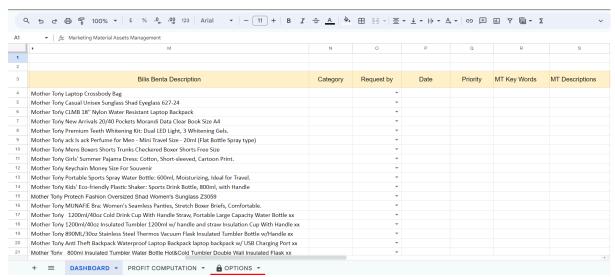
Additionally, I gained practical experience with the Shopee dashboard, learning how to download and publish product materials efficiently. This hands-on exposure deepened my understanding of e-commerce, particularly how Shopee operates and its backend processes. I also emphasized the importance of organizing every detail to ensure accuracy in product listings, which is crucial for maintaining customer trust and driving sales.

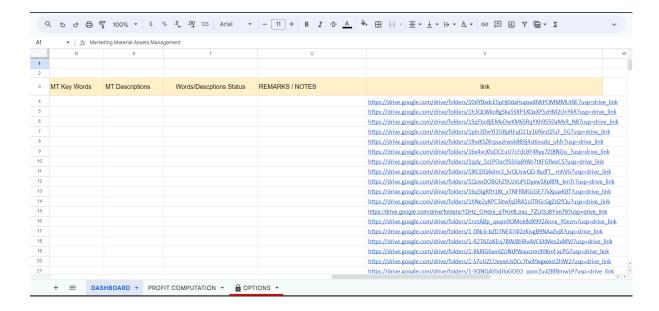
Overall, these experiences have equipped me with valuable insights into the e-commerce landscape and the skills necessary for managing effective online marketing.

# **Work Samples**

# INT-MASTERSHEET\_StyleVenture\_Marketing Material Assets Management







Carousel for Upcoming Products



# Product image from Shopee





Edited Product Image for Mother Tony Shop on Shoppe







# Research Task: Understanding of Mother Tony's E-commerce Business

#### Understanding of Mother Tony's E-commerce Business

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June 26, 2024

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#### Introduction

#### Brief overview of e-commerce:

E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the internet. It has transformed the way businesses operate by providing a platform for online transactions, digital marketing, and global reach.

#### Introduction to Shopee:

Shopee is a leading e-commerce platform in Southeast Asia and Taiwan, offering a wide range of products to consumers. Founded in 2015, Shopee has become a popular choice for online shopping due to its user-friendly interface, secure payment options, and diverse product offerings.

# Understanding the importance of online marketplaces for small businesses:

Online marketplaces like Shopee provide small businesses with a cost-effective way to reach a larger audience, expand their customer base, and increase sales. By leveraging the reach and resources of online platforms, small businesses can compete with larger retailers and establish their presence in the digital marketplace.

#### Introduction to Mother Tony Shopee

#### Overview of the store:

#### -Mission Statement

To offer competitive prices and exceptional customer service, offering trendy products accessible to our target market.

#### -Vision Statement

To create an aesthetically pleasing and easy-to-navigate online store that encourages word-of-mouth promotion and becomes a go-to destination for trend-conscious consumers.

#### Types of products sold:

Mother Tony's product line includes a variety of items designed for trend-conscious individuals, ranging from athletic and sports socks, bunion splints, children's wear, casual backpacks, unisex sunglasses, to personal care products like pain relief patches. Each product is selected for its quality, trendiness, and competitive pricing.

#### Market positioning and target audience:

Individuals aged 23-45, both men and women living in the Philippines, with a focus on metro provinces. The store caters to those who are fashion-forward or wish to stay on trend.

#### Setting Up on Shopee

#### Creating a Shopee account:

Go to the Me tab via Shopee App > Sign Up > Enter a locally registered Phone Number > Next > Enter captcha Code > Enter Verification Code > Set Password > Sign Up to complete.

#### Navigating the Shopee interface:

The user-friendly interface of Shopee makes it easy for sellers and buyers to browse products, make purchases, and track orders. Sellers can manage their store, update product listings, and engage with customers through the platform's dashboard.

#### Searching for "Mother Tony" and exploring its store layout:

By searching for "Mother Tony" on Shoppe, customers can discover the store's layout, product categories, featured products, and promotional offers. Exploring Mother Tony's store provides insights into its branding, product range, and marketing strategies.

#### Business Model Analysis

#### Identify and describe the business model of Mother Tony:

Mother Tony is an online store on Shopee, offering a curated selection of clothing, accessories, and personal care products aimed at providing competitive prices and superior customer service.

# How does Mother Tony generate revenue?

## -Startup Costs

Initial investment includes a 3-month subscription for access to all products and fulfilment services through BilisBenta.

#### -Revenue Projections

While specific forecasts are not available, the primary financial goal for the first quarter is to achieve breakeven

Mother Tony is positioned to make a significant impact in the online retail space by focusing on trend-driven products, competitive pricing, and strategic partnerships for order fulfilment. With a clear vision and dedicated team, Mother Tony aims to establish itself as a preferred shopping destination on Shopee

#### What are the unique selling points (USPs) of Mother Tony's products?

Mother Tony utilises Shopee ads extensively, alongside other promotional efforts to attract and retain customers. Theme/mood: "FUNNY" - LIGHT - ADVERTISING

#### How does Mother Tony differentiate itself from competitors?

Mother Tony differentiates itself through a focus on customer satisfaction, efficient logistics and delivery options, competitive pricing strategies, and a wide selection of products.

## Operational Analysis

#### Analyze the product listings:

Product listings on Mother Tony's store encompass various categories such as electronics, gadgets, fashion accessories, and home essentials. Each listing includes detailed descriptions, competitive pricing, and high-quality images to attract customers and provide information about the products.

# Understand the logistics and delivery options provided by Mother Tony:

Mother Tony offers reliable logistics and delivery options to ensure timely order fulfilment and customer satisfaction. The store partners with reputable shipping services to deliver products efficiently and provide tracking information to customers.

## Review the customer service policies:

Mother Tony's customer service policies include flexible return and refund options, prompt communication with customers regarding orders and inquiries, and <u>personalized</u> support to address any issues or concerns raised by customers.

#### Examine the promotional strategies:

Mother Tony implements promotional strategies such as discounts, flash sales, and targeted marketing efforts to attract customers, increase sales, and create brand awareness. These strategies help drive traffic to the store and encourage repeat purchases from customers.

# Rate Audit: Firmdale Hotels in the UK

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			DE	ST FLEXIBLE RATE	- Excludes break	Kiast			2000	21,000	
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			BE	ST FLEXIBLE RATE	<ul> <li>Includes WiFi</li> <li>Excludes break</li> </ul>	kfast			£348	£1,044	
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			Best Av	ailable Rate	£468.00 £1,404.00		2				
- '	Deluxe Kir	ng Room	Advance	ourchase rate	£432.	00	£1,296.00		3		
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R	Room Type	Number of Guest	t Price for 3 nights	Your choices		1	12 to 15 JANUARY				
				-Fabulous breakfast ₱ 2,2		2	Room Type	Price	Total for 3 nights	Available rooms left	
				-Free cancellation before	11 January 2025		**				
Si	ingle Room	1	₱ 75,302	-Only 4 rooms left on our s	site	3	Room, 1 Single Bed	£336	£1,008	We have 4 left	
Si	ingle Room	1	₱ 75,302	-Only 4 rooms left on our s -Fabulous breakfast ₱ 2,2 -Free cancellation before	site 41		Room, 1 Single Bed Superior Room	£378	£1,134	We have 6 left	
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transformative this experience has been for my growth both personally and professionally. Working in the vibrant e-commerce sector allowed me to apply the theories from my Bachelor of Science in Management Accounting while gaining essential practical skills that will be beneficial in my future career. Under the mentorship of Sir Marco and Sir Jedd, I refined my product image editing skills using Canva, which not only enhanced my design abilities but also highlighted the vital role of visual appeal in attracting customers and influencing their purchasing decisions.

In addition to image editing, I was responsible for tracking product information and optimizing listings on the Shopee platform. This aspect of my role sharpened my analytical skills and underscored the importance of data accuracy. I learned how even small inaccuracies can impact a brand's reputation and overall sales. Furthermore, conducting a rate audit for Firmdale Hotels in the UK allowed me to deepen my financial analysis skills, requiring careful attention to detail and comprehensive market research, which emphasized the necessity of informed decision-making in business contexts.

The collaborative environment of my internship also improved my teamwork and communication skills. Working with cross-functional teams showcased the value of integrated marketing strategies and allowed me to appreciate diverse viewpoints within the e-commerce landscape. Looking forward, the skills I've acquired from digital marketing and SEO optimization to project management and creative problem-solving have prepared me for a variety of future roles, and I am excited to further develop these competencies as I enter the professional world.

Overall, my internship at Terraland Europe has been instrumental in shaping my career aspirations. The hands-on experience and insights I gained have strengthened my passion for e-commerce and strategic management, and I am eager to leverage this knowledge as I pursue my goals in the business sector.

# **Appendices**

