

# Portfolio

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## Table of Contents

<b>Introduction.....</b>	<b>2</b>
<b>Internship experience.....</b>	<b>3</b>
<b>Skills and Competencies.....</b>	<b>4</b>
<b>Achievements and Contributions.....</b>	<b>5</b>
<b>Work sample.....</b>	<b>6</b>
<b>Reflection.....</b>	<b>12</b>

## Introduction

I'm Joey A. Garcia, 22 years old, pursuing a Bachelor of Science in Information Technology at Panpacific University-Tayug Campus. I have a strong interest in learning more about Marketing, as well as how companies formulate their strategic plans. My practical experience as an intern at Terraland Europe, where I'm acquiring invaluable insights that are influencing my professional development and defining my career ambitions, complements my academic path.

I have been able to apply my marketing abilities and broaden my knowledge working in a dynamic E-commerce environment thanks to Terraland Europe. Through my work with Sir Marco and Sir Jedd, I've learnt how to use Canva to improve the quality of product photographs and increase customer engagement. I've also learned how to upload images into Google Drive to make sure every product is accurate.

During my internship, I've worked a lot using Excel and assumed responsibility for monitoring product details and keeping master sheets up to date. Maintaining precise and well-organized product details and status requires this activity. I have no doubt that this practical experience will improve my analytical abilities and general data and information management proficiency.

In addition, I performed a rate audit for the Dorset Square Hotel and Number Sixteen Hotel in the UK on behalf of Firmdale Hotels. These projects further my professional development by showcasing my ability to use my talents in financial analysis, meticulous attention to detail, and market research in a real-world context.

My goal in an internship at Terraland is to help me get ready for the next stage of my life by giving me practical experience, assisting me in developing a professional network, and letting me learn about the company culture. I'm excited to enhance my abilities. by working on actual projects, learning about industry procedures, getting feedback, and investigating other positions inside the company; all of these things will help me define my future professional objectives.

## Internship Experience

I have been heavily involved in a range of e-commerce initiatives during my internship at Terraland Europe, which has really aided in my professional development. I now have priceless practical experience and a broader comprehension of the e-commerce industry thanks to this role. I have improved my Canva product image editing skills under the guidance of Sir Marco and Sir Jedd, concentrating on enhancing the visual attractiveness of our product photos to match the high standards of our brand.

My job has included not just changing images but also tracking important product details like names, SKUs, and variations. I have also had to download the product image and post the modified product materials to the Shopee dashboard. I now understand the significance of SEO optimization and digital marketing tactics for listings of products. In addition to honing my technical skills, this internship has expanded my knowledge of consumer behavior and e-commerce market trends.

My knowledge of e-commerce and how it functions has significantly increased as a result of this experience, particularly because to the study project we completed. I was able to learn about a variety of online retail topics with this work, including supply chain procedures, consumer behavior, and digital marketing tactics. I discovered what makes e-commerce successful by looking at real-world examples and current market trends. These things include user experience, price strategy, and efficient customer interaction.

Collaborating with my peers on this project highlighted the value of data analytics for decision-making and allowed me to observe industry best practices astute business choices. All things considered, this practical approach has improved my understanding of e-commerce and prepared me for more difficulties in this area.

## **Skills and Competencies**

During my internship, I developed a variety of talents that I may use in a variety of situations. I can create aesthetically appealing marketing materials and social media postings that embody a brand's identity, for instance, by using my Canva image editing talents. My ability to create effective digital marketing strategies will help me organize and carry out product launch campaigns, and my knowledge of SEO optimization will increase the online exposure of product listings.

I will also be able to effectively lead team initiatives because to my project management skills, which will guarantee that projects are finished on schedule and within budget. I can assist in developing integrated marketing strategies by working with cross-functional teams, and my knowledge of customer behavior will direct product development to satisfy market expectations.

Additionally, my abilities in market research will give information about rivals, and my innovative approach to problem-solving will help get over obstacles that come up in a fast-paced e-commerce sector. All things considered, these applications will improve my professional skills and my ability to contribute in new positions.

### **Achievements and Contributions**

Throughout my internship, I worked hard to improve my ability to edit visually striking product photos. I gained knowledge on how to produce eye-catching images that draw clients and successfully present goods. Not only has this experience helped me become a better designer, but it has also made me realize how crucial high-quality imagery is to online shopping.

In addition, I learned how to effectively obtain and publish product materials using the Shopee dashboard, gaining practical experience with it. My grasp of E-commerce has improved as a result of this practical experience, especially with regard to Shopee's operations and backend procedures. Additionally, I stressed how vital it is to arrange every aspect to guarantee accuracy in product listings because doing so is essential to retaining customers and increasing sales.

All in all, these encounters have given me insightful knowledge about the e-commerce industry and the abilities essential for overseeing successful internet marketing.

## Work Samples

### INT-MASTERSHEET\_StyleVenture\_Marketing Material Assets Management

Priority	Graphics Status	Graphics Editor	LIVE	UPLOADER	PRODUCT VARIANCE / QTY	SKU	NOTES
1	Saved for Upload	JOY	YES	Marco	3	BB-MBAG-2	
1	Saved for Upload	JOY	YES	Marco	0	SHD-88-QR-627-24-BLU	
1	Saved for Upload	JOY	YES	Marco	3	BB-LBAG 5	
1	Saved for Upload	LAYCO	YES	Marco	12	BB-FLDCPR	
1	Saved for Upload	LAYCO	YES	Marco	1	1A-22F0305-001	
1	Saved for Upload	LAYCO	YES	Marco	1	DP-EDPNSV-BLKISBLK-20	
1	Saved for Upload	TABASAN	YES	Marco	6	BB-1IVYTIU-BOXER	
1	Saved for Upload	TABASAN	YES	Marco	1	BB-1IVYTIU-PIMA-DRSS-01	
1	Saved for Upload	TABASAN	YES	Marco	6	BB-NVLTG	
1	Saved for Upload	GARCIA	YES	Marco	1	BNLI-600-01	
1	Saved for Upload	GARCIA	NO		0	BOT-800-BLU	
1	Saved for Upload	GARCIA	YES	Marco	2	BBWOMENSHADES_100U	
1	Saved for Upload	JOY	YES	Marco	5	BB-1A-22I0323-007	
1	Saved for Upload	JOY	YES	Marco	8	1A-AKAI-TRK-1200-PCH-grp	
1	Saved for Upload	JOY	YES	Marco	7	BB-1A-MUG-AKAI1200-1	
1	Saved for Upload	LAYCO	YES	Marco	6	BB-1A-FSTRW-900-A	
1	Saved for Upload	GARCIA	YES	Marco	0	1A-23I0506-001-001	
1	Saved for Upload	TABASAN	YES	Marco	11	1A-AKAI-800-ORG-grp	
1	Saved for Upload	JOY	YES	Marco	4	BB-1A-AKAI-1000-1	

Bilis Benta Description	Category	Request by	Date	Priority	MT Key Words	MT Descriptions
Mother Torly Laptop Crossbody Bag						
Mother Torly Casual Unisex Sunglass Shad Eyeglass 627-24						
Mother Torly CLMB 18" Nylon Water Resistant Laptop Backpack						
Mother Torly New Arrivals 20/40 Pockets Morandi Data Clear Book Size A4						
Mother Torly Premium Teeth Whitening Kit: Dual LED Light, 3 Whitening Gels.						
Mother Torly Jack Is Jack Perfume for Men - Mini Travel Size - 20ml (Flat Bottle Spray type)						
Mother Torly Mens Boxers Shorts Trunks Checkered Boxer Shorts Free Size						
Mother Torly Girls' Summer Pajama Dress: Cotton, Short-sleeved, Cartoon Print.						
Mother Torly Keychain Money Size For Souvenir						
Mother Torly Portable Sports Spray Water Bottle: 600ml, Moisturizing, Ideal for Travel.						
Mother Torly Kids' Eco-friendly Plastic Shaker: Sports Drink Bottle, 800ml, with Handle						
Mother Torly Protec Fashion Oversized Shad Women's Sunglass Z3059						
Mother Torly MUNAFIE Bra: Women's Seamless Panties, Stretch Boxer Briefs, Comfortable.						
Mother Torly 1200ml/40oz Cold Drink Cup With Handle Straw, Portable Large Capacity Water Bottle xx						
Mother Torly 1200ml/40oz Insulated Tumbler 1200ml w/ handle and straw Insulation Cup With Handle xx						
Mother Torly 800ML/30oz Stainless Steel Thermos Vacuum Flask Insulated Tumbler Bottle w/Handle xx						
Mother Torly Anti Theft Backpack Waterproof Laptop Backpack laptop backpack w/ USB Charging Port xx						
Mother Torly 800ml Insulated Tumbler Water Bottle Hot&Cold Tumbler Double Wall Insulated Flask xx						

MT Key Words	MT Descriptions	Words/Descptions Status	REMARKS / NOTES	link
				<a href="https://drive.google.com/drive/folders/10tYBwdcC5pHjDdaHupxaXMPOMMMU8E7usp=drive_link">https://drive.google.com/drive/folders/10tYBwdcC5pHjDdaHupxaXMPOMMMU8E7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1h3QLWko8gKa55KP1XQxP5zHM2UnYkR7usp=drive_link">https://drive.google.com/drive/folders/1h3QLWko8gKa55KP1XQxP5zHM2UnYkR7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1SnFbo8JE8MeDwkM0SRuYXh955DaMsR_N82usp=drive_link">https://drive.google.com/drive/folders/1SnFbo8JE8MeDwkM0SRuYXh955DaMsR_N82usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1pln3DwyY1G1pRfEaD21y16f6rsQtuF_5G7usp=drive_link">https://drive.google.com/drive/folders/1pln3DwyY1G1pRfEaD21y16f6rsQtuF_5G7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1JheK5ZRpauhwsk8B9j4d6vudr_obfr7usp=drive_link">https://drive.google.com/drive/folders/1JheK5ZRpauhwsk8B9j4d6vudr_obfr7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/16x4vXfDCEuU7FdlBF4Pvy72I8N0u_7usp=drive_link">https://drive.google.com/drive/folders/16x4vXfDCEuU7FdlBF4Pvy72I8N0u_7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1qdy_5zLP0ac95S1la8Yah7XEGGleeCS7usp=drive_link">https://drive.google.com/drive/folders/1qdy_5zLP0ac95S1la8Yah7XEGGleeCS7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1IKCEIQ4elm3_SrQUlswOD_8yiff_mliVG7usp=drive_link">https://drive.google.com/drive/folders/1IKCEIQ4elm3_SrQUlswOD_8yiff_mliVG7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1QowDOBghZ9UzVvPldYxw5XpIBk_kmT7usp=drive_link">https://drive.google.com/drive/folders/1QowDOBghZ9UzVvPldYxw5XpIBk_kmT7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/16u5gRfH18_xTNERMGI7GE7zXpaxKBT7usp=drive_link">https://drive.google.com/drive/folders/16u5gRfH18_xTNERMGI7GE7zXpaxKBT7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1hNeZyKPC3itwfgDRA1s1TRGcGz2d2f0u7usp=drive_link">https://drive.google.com/drive/folders/1hNeZyKPC3itwfgDRA1s1TRGcGz2d2f0u7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1DHz_CHdtx_qTKmL0su_7ZU3J8Yxn797usp=drive_link">https://drive.google.com/drive/folders/1DHz_CHdtx_qTKmL0su_7ZU3J8Yxn797usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1nctAbp_qxam90Mok8dX992Annx_Y0ezm7usp=drive_link">https://drive.google.com/drive/folders/1nctAbp_qxam90Mok8dX992Annx_Y0ezm7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1-DNci-bZD7NE474I2KvB99NaZyX2usp=drive_link">https://drive.google.com/drive/folders/1-DNci-bZD7NE474I2KvB99NaZyX2usp=drive_link</a>
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				<a href="https://drive.google.com/drive/folders/1-BRIG6xmiZcNlPwAucm90Kmf.xcPG7usp=drive_link">https://drive.google.com/drive/folders/1-BRIG6xmiZcNlPwAucm90Kmf.xcPG7usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1-57oUJZUeYwU0cc7x49xexpsl2HW2usp=drive_link">https://drive.google.com/drive/folders/1-57oUJZUeYwU0cc7x49xexpsl2HW2usp=drive_link</a>
				<a href="https://drive.google.com/drive/folders/1-SQNA55dilaG0EO_poorZudZBf8mwLP7usp=drive_link">https://drive.google.com/drive/folders/1-SQNA55dilaG0EO_poorZudZBf8mwLP7usp=drive_link</a>

Carousel for Upcoming Products

**SUPER DISCOUNTS 9%**

**DONT MISS OUT – OWN IT NOW!**

**ADD TO CART**

**FLASH SALE!!** **MEGA DISCOUNT**

MOTHER TONY'S STORE  
MOTHER KNOWS BEST. EST. 2021

The advertisement features a vibrant orange background with gold bunting. A red banner in the top left corner reads 'SUPER DISCOUNTS 9%'. The main headline 'DONT MISS OUT – OWN IT NOW!' is in large, bold, yellow-outlined letters. Below the headline, two product sets are displayed on white circular pedestals. The left pedestal holds a black camera, a pair of white earbuds in their case, and a pair of yellow sunglasses. The right pedestal holds two NYPD-themed baseball caps, one blue and one white with a brown brim. A red 'ADD TO CART' button with a shopping cart icon and a hand cursor is positioned below the products. At the bottom left, a blue and yellow banner reads 'FLASH SALE!!' and 'MEGA DISCOUNT'. The Mother Tony's Store logo, featuring a woman's face and the text 'MOTHER TONY'S STORE' and 'MOTHER KNOWS BEST. EST. 2021', is in the bottom right corner.



Product image from Shopee



Summer Shad Retro  
Sunglass Unisex Eyewear



AFFORDABLE



TRENDY



KAVOUGE-ABELS

FOLLOW MOTHERTONY  
AND WIN A DISCOUNT VOUCHER



FASHIONABLE



FOLLOW MOTHERTONY  
AND WIN A DISCOUNT VOUCHER





**FOLLOW MOTHER TONY**  
**AND WIN A DISCOUNT VOUCHER**



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

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

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### Table of contents:

Introduction.....	2
Introduction to Mother Tony Shopee.....	2
Business Model.....	3
Operational Analysis.....	4
Customer Experience.....	5
Financial Analysis.....	5
Conclusion.....	6

## 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.

## 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 Shopee, 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 fulfillment services through BilisBenta.

#### -Revenue Projections

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

## Rate Audit: Firmdale Hotels in the UK

12 to 15 JANUARY				
A	B	C	D	E
1	12 to 15 JANUARY	HOTEL: DORSET SQUARE HOTEL	CHECK IN - CHECK OUT: (3 NIGHTS) SUN 12TH JAN 2025 - WED 15TH JAN 2025	ROOMS - GUESTS: 1 ROOM, 1 ADULT
2	Room Type	Rate		AVG. NIGHTLY RATE TOTAL (3 NIGHTS)
3	Single Room	ADVANCE PURCHASE	DESCRIPTION - Pre-pay and save - Up to 10% off Best Flexible Rate - Excludes breakfast - Reservations must be booked in advance - Full deposit taken at the time of booking - Non-refundable - Amendment possible with some restrictions	£303 £908
4		BEST FLEXIBLE RATE	- Includes WiFi - Excludes breakfast	£336 £1,008
5	SUPERIOR SINGLE ROOM	ADVANCE PURCHASE	DESCRIPTION - Pre-pay and save - Up to 10% off Best Flexible Rate - Excludes breakfast - Reservations must be booked in advance - Full deposit taken at the time of booking - Non-refundable - Amendment possible with some restrictions	£314 £940
6		BEST FLEXIBLE RATE	- Includes WiFi - Excludes breakfast	£348 £1,044
7	SUPERIOR ROOM	STAY FOR LONGER		
8			DESCRIPTION - Stay for longer and save	

options, prompt communication with customers regarding orders and inquiries, and **personalized** support to address any issues or concerns raised by customers.

A	B	C	D	E	F
1	12 to 15 JANUARY				
2	Room Type	Rate	Price per night	Total Stay	Number of Guest
3	Superior Room	Advance Purchase Rate	£306.00	£918.00	2
4		Best Available Rate	£378.00	£1,134.00	2
5	Single Room	Best Available Rate	£336.00	£1,008.00	1 4 rooms left
6	Luxury Room	Advance Purchase Rate	£348.00	£1,044.00	2
7		Best Available Rate	£420.00	£1,260.00	2
8	Deluxe Room	Advance Purchase Rate	£396.00	£1,188.00	2
9		Best Available Rate	£468.00	£1,404.00	2
10	Deluxe King Room	Advance purchase rate	£432.00	£1,296.00	3
11		Best Available Rate	£504.00	£1,512.00	3
12	Master Bedroom	Advance purchase rate	£516.00	£1,548.00	3

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A1 | 12 to 15 JANUARY

	A	B	C	D
1	12 to 15 JANUARY			
2	Room Type	Price	Total for 3 nights	Available rooms left
3	Room, 1 Single Bed	£336	£1,008	We have 4 left
4	Superior Room	£378	£1,134	We have 6 left
5	Luxury Room	£420	£1,260	We have 8 left
6	Deluxe Room	£468	£1,404	We have 8 left
7	Deluxe Room, 1 King Bed	£504	£1,512	We have 6 left
8	Room (Marylebone)	£588	£1,764	We have 1 left
9	Room (Dorset Square Room)	£648	£1,944	We have 1 left
10				
11				
12				
13				
14				
15				
16				
17				
18				

+ ≡ Hotel Booking.com Mr & Mrs Smith Expedia

	A	B	C	D
1	12 to 15 JANUARY			
2	Room Type	Number of Guest	Price for 3 nights	Your choices
3	Single Room	1	₱ 75,302	-Fabulous breakfast ₱ 2,241 -Free cancellation before 11 January 2025 -Only 4 rooms left on our site
4	Superior Room	2	₱ 84,714	-Fabulous breakfast ₱ 2,241 -Free cancellation before 11 January 2025 -save 10% or more -Only 6 rooms left on our site
5	Luxury Room	2	₱ 94,127	-Fabulous breakfast ₱ 2,241 -Free cancellation before 11 January 2025 -save 10% or more
6	Deluxe Room	2	₱ 104,884	-Fabulous breakfast ₱ 2,241 -Free cancellation before 11 January 2025
7	Deluxe King Room	2	₱ 112,953	-Fabulous breakfast ₱ 2,241 -Free cancellation before 11 January 2025 -Only 6 rooms left on our site
8		3	₱ 126,399	-Fabulous breakfast ₱ 2,241 -Free cancellation before 11 January 2025 -Only 6 rooms left on our site
9	Marylebone Room	2	₱ 131,778	-Fabulous breakfast ₱ 2,241 -Free cancellation before 11 January 2025 -Only 1 left on our site
10		3	₱ 145,225	-Fabulous breakfast ₱ 2,241 -Free cancellation before 11 January 2025 -Only 1 left on our site

+ ≡ Hotel Booking.com Mr & Mrs Smith Expedia

## Reflection

This experience has been incredibly transforming for my personal and professional development. I was able to put the theory from my Bachelor of Science in Management Accounting to use while learning valuable practical skills that would help me in my future career by working in the thriving e-commerce industry. I improved my Canva product picture editing skills under the guidance of Sir Marco and Sir Jedd. This not only improved my design skills but also brought attention to how important visual appeal is in drawing in clients and swaying their decisions to buy.

Apart from retouching images, my responsibilities included monitoring product details and refining listings on the Shopee site. This part of my work helped me hone my analytical abilities and highlighted how crucial accurate data is. I discovered how a brand's reputation and overall revenues might be negatively impacted by even minor errors. In addition, carrying out a rate audit for Firmdale Hotels in the UK helped me hone my financial analysis abilities because it called for close attention to detail and thorough market research, underscoring the significance of making well-informed decisions in business settings.

My internship's collaborative atmosphere helped me develop my communication and teamwork abilities. Collaborating with interdisciplinary groups demonstrated the need of integrated marketing tactics and enabled me to recognize many perspectives in the e-commerce domain. I'm enthusiastic to continue honing these abilities when I join the professional world because they have equipped me for a range of future careers, from project management and creative problem-solving to digital marketing and SEO optimization globe.

All things considered, my internship at Terraland Europe helped me shape my professional goals. My enthusiasm for strategic management and e-commerce has grown as a result of the practical experience and insights I have learned. I can't wait to use this knowledge to further my career aspirations in the business world.

