

Portfolio

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Introduction

My name is Marx Dave A. Layco, a 21-year-old Information Technology student at Panpacific University-Tayug Campus. I am currently pursuing a Bachelor of Science in Information Technology and have the privilege of interning at Terraland Europe. This internship has been instrumental in providing me with invaluable hands-on experience, enabling me to apply and expand my academic knowledge in practical, real-world scenarios. My time at Terraland Europe is not only enhancing my professional skills but also playing a crucial role in defining and refining my career aspirations within the IT industry.

At Terraland Europe, I've had the opportunity to work within the dynamic E-commerce Department, where I've actively applied and expanded my editing skills. Under the guidance of Sir Marco and Sir Jedd, I have learned to enhance product images using Canva to boost customer engagement and meticulously upload them to Google Drive, ensuring the accuracy of each product.

Before beginning my editing tasks, I conducted a rate audit for Firmdale Hotels in the UK. This project highlighted my ability to apply financial analysis, attention to detail, and market research skills in a practical setting, contributing significantly to my professional development.

During my internship, I've taken on significant responsibilities involving Canva, where I edit product images and upload them to Google Drive. This task is crucial for ensuring that all products for Mother Tony are accurately presented. This hands-on experience is sharpening my analytical skills and boosting my overall competency in data and information management.

My internship at Terraland is focused on equipping me for the next phase of my career by providing hands-on experience. I'm enthusiastic about developing my skills through real-world projects, gaining insights into industry practices, receiving constructive feedback, and exploring different roles within the organization. These experiences will be essential in helping me define and clarify my future career goals.

Internship Experience

During my internship at Terraland Europe, I have engaged in a diverse range of e-commerce projects that have significantly contributed to my professional development. This role has given me invaluable hands-on experience and a more profound understanding of the e-commerce landscape. Guided by Sir Marco and Sir Jedd, I have honed my skills in product image editing using Canva, enhancing the visual appeal of our product photos to align with our brand's high standards.

Beyond image editing, my responsibilities have included tracking essential product information such as names, SKUs, and variations, as well as managing the upload of edited product materials to the Shopee dashboard. I have also gained valuable insights into digital marketing strategies. This internship has sharpened my technical abilities while broadening my understanding of consumer behavior and market trends in e-commerce.

An integral part of my experience was a research project that delved into various aspects of online retail, including consumer behavior, supply chain processes, and digital marketing strategies. By analyzing real-world examples and current market trends, I learned what drives success in e-commerce, including the significance of user experience, strategic pricing, and effective customer engagement.

Collaborating with my colleagues on this project exposed me to industry best practices and highlighted the importance of data analytics in making informed business decisions. Overall, this hands-on experience has deepened my knowledge of e-commerce and prepared me for future challenges in this field.

Skills and Competencies

During my internship, I have developed a diverse set of skills applicable in various contexts. For example, my proficiency with Canva allows me to create visually appealing marketing materials and social media posts that effectively convey a brand's identity. My initial experience in developing digital marketing strategies equips me to plan and execute successful campaigns for product launches.

Furthermore, by collaborating with cross-functional teams, I contribute to the development of cohesive marketing strategies, and my understanding of consumer behavior supports the creation of products that meet market demands.

Additionally, my editing skills provide valuable insights into competitors, and my creative problem-solving abilities help tackle challenges in a dynamic e-commerce environment. Overall, these competencies will significantly enhance my professional capabilities and contribute to my success in future roles.

Achievements and Contributions

I focused on improving my skills in editing engaging product images, learning to create visuals that attract customers and effectively showcase products. This experience has not only enhanced my design abilities but also underscored the importance of high-quality imagery in online retail.

Additionally, I gained hands-on experience with the Shopee dashboard, becoming proficient in downloading and publishing product materials efficiently. I also discovered the significance of meticulous organization in ensuring the accuracy of product listings, which is crucial for building customer trust and boosting sales.

Overall, these experiences have offered me valuable insights into the e-commerce sector and the essential skills required for effective online marketing management.

Work Samples

Editing The Product Images in Canva

Super Absorbent Thick Towels

BEST QUICK DRY COTTON BATH TOWEL
COLOR AVAILABLE: ●●●●●●●●

AFFORDABLE

BEST QUICK DRY COTTON BATH TOWEL
COLOR AVAILABLE: ●●●●●●●●

TRENDY

KAVOUGE-ABELS

FOLLOW MOTHERTONY
AND WIN A DISCOUNT VOUCHER

BATH SOFT COTTON

FOLLOW MOTHERTONY
AND WIN A DISCOUNT VOUCHER

Unisex Casual Backpack (Blue Brown)

AFFORDABLE

TRENDY

KAVOUGE-ABELS

FOLLOW MOTHERTONY
AND WIN A DISCOUNT VOUCHER

DURABLE BAG

SMALL POCKET IN FRONT

THUMBLER POCKET

FOLLOW MOTHERTONY
AND WIN A DISCOUNT VOUCHER

KH AUDIT

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default...

12 to 15 JANUARY

Room Type	Rate		Average Nightly Rate	Total 3 Nights
SINGLE ROOM	BEST FLEXIBLE RATE	Includes WiFi. Excludes breakfast.	302	£906
DOUBLE ROOM	BEST FLEXIBLE RATE	Includes WiFi. Excludes breakfast.	£332	£996
SUPERIOR ROOM	BEST FLEXIBLE RATE	Includes WiFi. Excludes breakfast.	£356	£1,068
LUXURY ROOM	BEST FLEXIBLE RATE	Includes WiFi. Excludes breakfast.	£386	£1,158
	STAY FOR LONGER	<ul style="list-style-type: none"> Stay for longer and save Up to 20% off the Best Flexible Rate Breakfast included Welcome glass of Champagne included Minimum stay of 3 nights required 	£318	£954
DELUXE ROOM	BEST FLEXIBLE RATE	Includes WiFi. Excludes breakfast.	£458	£1,374
	STAY FOR LONGER	<ul style="list-style-type: none"> Stay for longer and save Up to 20% off the Best Flexible Rate Breakfast included Welcome glass of Champagne included Minimum stay of 3 nights required 	£390	£1,170
JUNIOR SUITE	BEST FLEXIBLE RATE	Includes WiFi. Excludes breakfast.	£512	£1,536
	STAY FOR LONGER	<ul style="list-style-type: none"> Stay for longer and save Up to 20% off the Best Flexible Rate Breakfast included Welcome glass of Champagne included Minimum stay of 3 nights required 	£444	£1,332
KNIGHTSBRIDGE SUITE	BEST FLEXIBLE RATE	Includes WiFi. Excludes breakfast.	£932	£2,796
	SUITE EXPERIENCE	<ul style="list-style-type: none"> Includes WiFi and English breakfast A bottle of Champagne on arrival Fresh fruit bowl, complimentary mineral water and fresh flowers In-suite check-in 	£992	£2,976

Hotel Booking.com Mr & Mrs Smith Expedia Sheets

KH AUDIT

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default...

12 to 15 JANUARY

Room Type	Number of Guest	Price for 3 nights	Your Choice
SINGLE ROOM	1	£ 67,682	<ul style="list-style-type: none"> Wonderful breakfast # 1,868 Free cancellation before January 11, 2025 Pay in advance Only 3 rooms left on our site
LUXURY ROOM	2	£ 71,268	<ul style="list-style-type: none"> Wonderful breakfast included Free cancellation before January 11, 2025 Pay in advance
	2	£ 71,268	<ul style="list-style-type: none"> Wonderful breakfast # 1,868 Non-refundable Pay in advance
DOUBLE ROOM	2	£ 74,405	<ul style="list-style-type: none"> Wonderful breakfast # 1,868 Free cancellation before January 11, 2025 Pay in advance
DELUXE ROOM	2	£ 87,404	<ul style="list-style-type: none"> Wonderful breakfast included Free cancellation before January 11, 2025 Pay in advance
	2	£ 87,404	<ul style="list-style-type: none"> Wonderful breakfast # 1,868 Non-refundable Pay in advance
	3	£ 100,850	<ul style="list-style-type: none"> Wonderful breakfast included Free cancellation before January 11, 2025 Pay in advance
	3	£ 100,850	<ul style="list-style-type: none"> Wonderful breakfast # 1,868 Non-refundable Pay in advance
JUNIOR SUITE	2	£ 99,806	<ul style="list-style-type: none"> Wonderful breakfast # 1,868 Non-refundable

Hotel Booking.com Mr & Mrs Smith Expedia Sheets

Carousel Editing

SHOP NOW

VISIT OUR STORE!!

FASHIONABLE

SUMMER READY

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

LOT OF COLORS AVAILABLE

COMFY

MOTHER TONY FOLLOW 2 WIN

ADD TO CART

ABOT-KAYANG PRESYO KAY MOTHER TONY, GET KANA BEH!!

MOTHER TONY'S STORE
MOTHER KNOWS BEST - EST. 2024

Conducting Research about Understanding of Mother Tony's E-commerce Business

<p style="text-align: center;">Understanding of Mother Tony's E-commerce Business</p> <p style="text-align: center;">Roberto Jr. Paragon Mark John Tabanan Bellie Joy Estacio Maxx Dave Layco Joey Garcia</p> <p style="text-align: center;">June 26, 2024</p> <p>Table of contents:</p> <p>Introduction..... 2</p> <p>Introduction to Mother Tony Shopee..... 2</p> <p>Business Model..... 3</p> <p>Operational Analysis..... 4</p> <p>Customer Experience..... 5</p> <p>Financial Analysis..... 5</p> <p>Conclusion..... 6</p>	<p style="text-align: center;">Introduction</p> <p>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.</p> <p>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.</p> <p>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.</p> <p style="text-align: center;">Introduction to Mother Tony Shopee</p> <p>Overview of the store:</p> <p>-Mission Statement To offer competitive prices and exceptional customer service, offering trendy products accessible to our target market.</p> <p>-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.</p> <p>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.</p>	<p>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.</p> <p>Setting Up on Shopee</p> <p>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.</p> <p>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.</p> <p>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.</p> <p style="text-align: center;">Business Model Analysis</p> <p>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.</p> <p>How does Mother Tony generate revenue?:</p> <p>-Startup Costs Initial investment includes a 3-month subscription for access to all products and fulfillment services through Shopee.</p> <p>-Revenue Projections While specific forecasts are not available, the primary financial goal for the first quarter is to achieve breakeven.</p>
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<p>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 fulfillment. With a clear vision and dedicated team, Mother Tony aims to establish itself as a preferred shopping destination on Shopee.</p> <p>What are the unique selling points (USPs) of Mother Tony's products? Mother Tony utilizes Shopee ads extensively, alongside other promotional efforts to attract and retain customers. Theme/mood: "FUNNY" - LIGHT - ADVERTISING</p> <p>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.</p> <p style="text-align: center;">Operational Analysis</p> <p>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.</p> <p>Understand the logistics and delivery options provided by Mother Tony: Mother Tony offers reliable logistics and delivery options to ensure timely order fulfillment and customer satisfaction. The store partners with reputable shipping services to deliver products efficiently and provide tracking information to customers.</p> <p>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 personalized support to address any issues or concerns raised by customers.</p> <p>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.</p>	<p style="text-align: center;">Customer Experience</p> <p>Evaluate the user experience of browsing and purchasing from Mother Tony: The user experience of browsing and purchasing from Mother Tony is seamless, with an intuitive interface that allows customers to easily navigate the store, search for products, and make purchases. Secure payment options and a streamlined checkout process enhance the overall shopping experience.</p> <p>Assess the effectiveness of product descriptions and images: Effective product descriptions and high-quality images play a crucial role in influencing purchasing decisions and engaging customers. Clear and informative product descriptions, along with visually appealing images, help customers make informed choices and feel confident about their purchases.</p> <p>Analyze customer reviews and feedback: Analyzing customer reviews and feedback provides valuable insights into product quality, customer satisfaction, and areas for improvement. Positive reviews can build trust and credibility for Mother Tony, while constructive feedback can help identify areas for enhancement and customer service optimization.</p> <p style="text-align: center;">Financial Analysis</p> <p>Estimate the pricing strategy: Mother Tony's pricing strategy focuses on affordability while maintaining profit margins to stay competitive in the market. By offering competitive prices and value for money, Mother Tony attracts price-conscious customers and differentiates itself from competitors.</p> <p>Calculate potential revenue: Estimating potential revenue based on average pricing and projected sales volume provides insights into the store's financial performance and growth prospects. By forecasting revenue, Mother Tony can set realistic sales targets and monitor its financial health.</p>	<p>Discuss cost components: Running a store on Shopee incurs costs such as transaction fees, shipping expenses, marketing investments, and operational overheads. Understanding the cost components involved in running the business helps Mother Tony optimize its expenses, improve profitability, and maintain financial sustainability.</p> <p style="text-align: center;">Conclusion</p> <p>In conclusion, the analysis of Mother Tony's e-commerce business highlights the strengths of its business model, operations, customer experience, and financial performance. This report provides stakeholders with valuable insights and recommendations for business growth and improvement.</p> <p style="text-align: center;">Appendices</p> <p>References</p> <p>Shopee Careers. <i>Shopee is the leading e-commerce platform in Southeast Asia and Taiwan</i> https://careers.shopee.ph/about</p> <p>Willing N., <i>Medley, N.</i> (2024). E-Commerce https://www.techopedia.com/definition/e-commerce</p> <p>https://billsbentahub.com/shopee-guide/https://billsbentahub.com/shopee-guide/</p> <p>https://youtu.be/_BozNWQ1E</p> <p>https://www.youtube.com/watch?v=6oAAPYXPP8E</p>
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Reflection

This experience has greatly influenced both my personal and professional development. Working in the dynamic e-commerce sector enabled me to apply the theories from my Bachelor of Science in Information Technology while gaining essential hands-on skills for my future career. Under the mentorship of Sir Marco and Sir Jedd, I refined my product image editing skills with Canva, enhancing my design abilities and demonstrating the pivotal role of visual appeal in attracting customers and influencing their purchasing decisions.

In addition to image editing, I took on the responsibility of editing product images and uploading them to Google Drive.

The skills I've developed have prepared me for a variety of future roles. I am enthusiastic about continuing to build on these competencies as I advance in my career.

Overall, my internship at Terraland Europe has been instrumental in defining my career goals. The practical experience and insights I have gained have intensified my passion for e-commerce and strategic management, and I am excited to apply this knowledge as I work towards.

